

TABLE 3-1

### Impact Analysis on Industry

Rate the impact factors as high, moderate, low, or none, and circle the adjacent corresponding letter.

<i>External Impact Factors</i>	<i>Rating</i>			
Federal and state governmental health care policies	H	M	L	N
Federal and state health care regulation	H	M	L	N
State licensure and regulatory requirements	H	M	L	N
Standards of practice	H	M	L	N
Emerging markets	H	M	L	N
Potential consumer's wants and needs	H	M	L	N
Economical environment	H	M	L	N
Referral sources	H	M	L	N
Reimbursement trends	H	M	L	N
Competition	H	M	L	N
Technology	H	M	L	N
 <i>Internal Impact Factors</i>				
	<i>Rating</i>			
Legal	H	M	L	N
Business operations	H	M	L	N
Personnel	H	M	L	N
Administration	H	M	L	N
Marketing management	H	M	L	N
Financials	H	M	L	N
Human resources	H	M	L	N
Standards of care	H	M	L	N
Competencies	H	M	L	N
Customer service	H	M	L	N
Documentation	H	M	L	N
Billing	H	M	L	N

- What are the threats? \_\_\_\_\_
- What are the opportunities? \_\_\_\_\_

Several external and internal factors can affect your industry and trends. It is important to examine these influential economic conditions and how they may impact your business concept. For example, the federal government imposes capitated reimbursements on outpatient occupational and physical therapy services. If your business concept is to create a community wellness center that will provide senior services and you plan to bill Medicare, you will have to plan on limited financial gains. Therefore, you may have to investigate other reimbursement strategies to be financially successful.

Investigate how these factors will impact your business concept within your business industry using Table 3-1. Anticipating the high and moderate external and internal factors impacting your industry will assist you in understanding and describing your industry and its emerging trends. See the next page for an example of industry description and trends.