



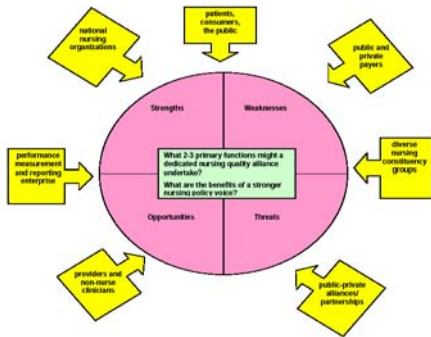
A SWOT Analysis: The Environment for NQSA

Planning a National Nursing Quality and Safety Alliance

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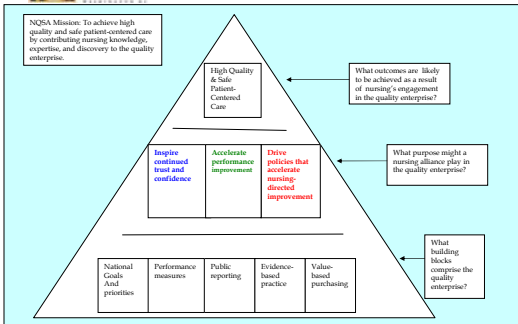



Analytic Approach





Analytic Approach, cont.





Proposed Purposes

DEPARTMENT OF NURSING EDUCATION

- Inspire continued trust and confidence among the public in the nursing profession
- Leverage the single largest health care workforce in accelerating performance improvement and the national policies that underpin quality
- Drive policies that accelerate nursing-directed improvements in quality and safety

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Key Strengths

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- Competing/similar nursing focused/dedicated organizations to proposed NQSA do not exist (1.b.)
- Expanding and maturing evidence-base that establishes nursing-quality-value linkages (2.a)
- Existing nurse leaders with strong organizational skills and credible backgrounds (3.a.)

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Key Weaknesses

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- Existing, numerous professional nursing organizations and specialty groups result in fragmentation and diffusion of the resources among nursing as a whole (1.b.)
- Isolation of each profession having its own quality alliance: Are we "balkanizing" performance measurement and thus patient care? (2.d.)
- Nursing organizations approach policy makers with multiple requests: lack of unity (3.b.)

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Key Opportunities

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- Explore alignments with Center to Champion Nursing (AARP and RWJF) (1.e)
- NQSA can serve as a neutral reporting entity to achieve economies of scale and scope by moving performance measurement reporting from various nursing organizations to a central source (2.c)
- Build upon new economic stimulus funding. (e.g. get in on ground floor of electronic data system building in healthcare) (3.i.)

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Key Threats

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- Variability in mission and values of convener, nursing organizations (1.a.)
- Alliances with whom nursing has a quid pro quo relationship have not universally welcomed nursing participation and have rationed our involvement (e.g., don't recognize different nursing groups) (2.e.)
- Absence of nursing voice/role in Obama White House (3.a.)

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SWOT Matrix: Defined

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	Strengths	Weaknesses
Opportunities	S-O Strategies: Pursue opportunities that are a good fit to our strengths	W-O Strategies: Overcome weaknesses to pursue opportunities
Threats	S-T Strategies: Identify ways to exploit strengths and to reduce vulnerability to external threats	W-T Strategies: Establish a defensive plan to prevent weaknesses from limiting success and causing susceptibility to outside threats

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SWOT Matrix: Applied

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From Primary Purpose 1. inspiring continued trust and confidence among the public in the nursing profession

<p>Existing, numerous professional nursing organizations and specialty groups result in fragmentation and diffusion of the expertise and resources among nursing as a whole</p> <p>(Weakness 1. b.)</p>	+	<p>Variability in mission and values of each convener/nursing organization</p> <p>(Threat 1.a.)</p>	=	<p>"Good fit" and possible strategic direction:</p> <p>Strategize how to unify a majority of nursing organizations to support the mission, values and goals of the NQSA</p>
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Conclusions

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- Our strengths (22 items) and opportunities (34 items) far outweigh all other categories.
- Many of our weaknesses and threats are fully within the sphere of nursing's influence (17 items out of 36 items)

We are well positioned to gain from a strategic investment in a NQSA at this time

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Next Steps

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- Revise the SWOT analysis based on convener's reactions, suggestions, revisions, etc.
- Develop SWOT matrix items to assist in prioritizing strategic directions
 - Identification by conveners of up to two items from each cell for prioritization
 - Application of the matrix tool to synthesize and identify possible strategic directions
- Review the final SWOT analysis and matrix during the April 8th in-person meeting

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Key Questions

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- **What general reactions does the group have to the SWOT analysis?**
- **What specific additions, revisions, and enhancements are suggested?**
- **Based on the analysis, what specific action steps should be pursued to best position the developing Alliance?**

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