



## Medication Therapy Management SWOT Analysis

### Purpose

Use this analysis to help gauge your readiness to launch an MTM program. Sit down with your pharmacists and other team members to answer each of these.

### Strengths

- What has worked or currently works well for us in this area?
  - Our current clinical skills?
  - Specialized disease training?
- What assets do we have in terms of skills, education, reputation, that will help us deliver this service?
- What are our other assets such as our community, collaborations with providers, and patient population?
  - Positive community reputation?

### Weaknesses

- Do we have processes that need improvement?
  - Documentation is critical for MTM
- Are there assets we need such as equipment, space, or funding to support this service?
- Does this require more capacity than we currently have (time constraints)?
  - Can be difficult to estimate the total time demand
- Do we have leadership support/buy-in for this type of service?
- Do we have a viable revenue model?
  - Billing vs cost-avoidance
  - Sustainability

### Opportunities

- What experience do we already have working in this area?
- What relationships do we have with providers in our community that we can leverage?
  - How supportive are these providers of MTM/CDTM?
- What relationships do we have with employers in our community that we can leverage?
- How does this complement our current services?
- What is the chronic disease burden for our patient population?
  - How many of these are Medicare Part D patients?

### Threats

- What kind of strain does this put on our current workload?
- What concerns do we have regarding reimbursement and ongoing funding?
  - Uninsured and those without MTM reimbursement
- What is the familiarity and value of these services as seen by payers, other partners? Will we need to educate and promote in order to gain support for providing this service?