

A.T. Still University

Still ScholarWorks

OT Student Capstones

Occupational Therapy Department

2020

Strategic Planning for a Psychosocial Occupational Therapy Program: A SWOT Analysis

Kellie Roy
A. T. Still University

Follow this and additional works at: <https://scholarworks.atsu.edu/ot-capstones>



Part of the [Occupational Therapy Commons](#)

Recommended Citation

Roy, Kellie, "Strategic Planning for a Psychosocial Occupational Therapy Program: A SWOT Analysis" (2020). *OT Student Capstones*. 61.

<https://scholarworks.atsu.edu/ot-capstones/61>

This Capstone is brought to you for free and open access by the Occupational Therapy Department at Still ScholarWorks. It has been accepted for inclusion in OT Student Capstones by an authorized administrator of Still ScholarWorks. For more information, please contact mohammadaslam@atsu.edu.

Strategic Planning for a Psychosocial Occupational Therapy Program: A SWOT Analysis

Kellie Roy, OTS

Site mentor: Sharla Peterson, OTR/L; Faculty Advisor: Dr. Jyothi Gupta, PhD, OTR/L, FAOTA

PURPOSE

To examine and evaluate the Northern Arizona Veterans Affairs Healthcare System (NAVAHCS) psychosocial occupational therapy (OT) program using a SWOT analysis to inform solution-oriented strategies for future directions of the program.

INTRODUCTION

Context - Located in Prescott, Arizona the long-standing NAVAHCS psychosocial OT program conducts treatments groups for veterans based on arts and crafts, positive psychology, and ongoing support models.

METHODS

Internal environmental scan categories: Patient population, physical assets, productivity, risk assessment, behavioral health resources, communication systems, program procedures

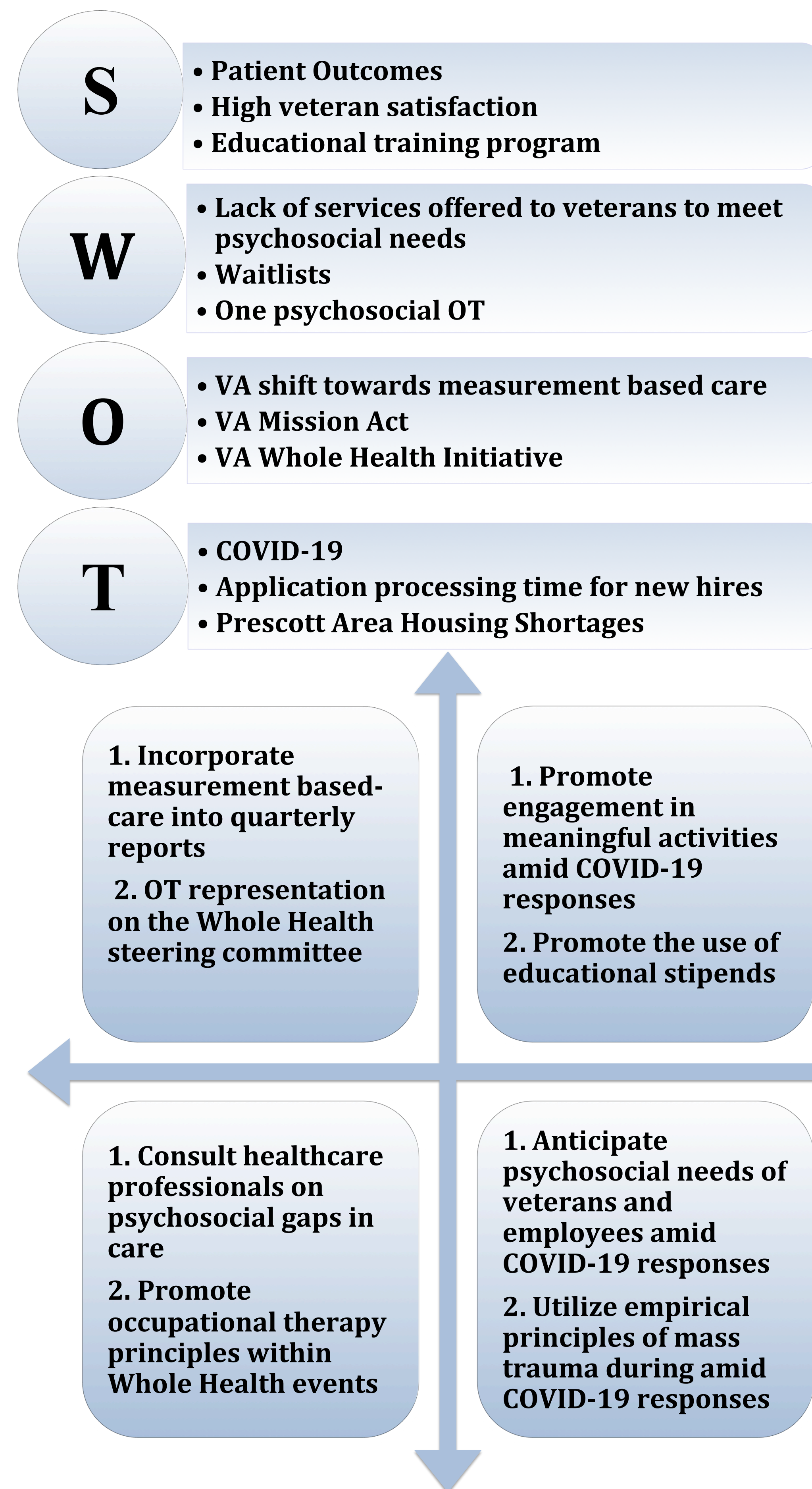
External environmental scan categories: VHA goals and initiatives, emerging research, national trends, and community resources

Data collection methods: Literatures reviews, stakeholder interviews, clinical observations, VHA databases, VHA Talent Management System, and engagement in town hall meetings

SWOT assessment: Four stakeholders completed an online ranking survey to determine the SWOT hierarchy

SWOT analysis: Maximizing strengths and opportunities, minimizing weaknesses, and avoiding threats

RESULTS



DISCUSSION

- Occupational therapists are well positioned to provide individual and population level interventions related to psychosocial needs
- Occupational therapists must advocate for the importance of addressing psychosocial community needs to healthcare systems
- During pandemics communities experience prolonged stressful events that can escalate to traumatizing magnitudes (Morgenstein et al., 2017)
- Requests for mental health services increase as infectious disease threat decreases (Morgenstein et al., 2017)

LIMITATIONS

- Absence of input during the formulation of solution-oriented strategies
- SWOT analysis is a subjective analysis tool sensitive to user bias
- Solution-oriented strategies are tailored to the NAVAHCS psychosocial OT program and cannot be generalized to other programs or populations
- SWOT analysis exposes organizational problems without explicit solutions (Clardy, 2013)

REFERENCES

Available upon request