

Competitor Analysis Introduction

The Importance of Conducting a Competitor Assessment for

If you see the opportunity to develop health care partnerships, provide the same or similar services. It is important to identify a position itself to secure partnerships by demonstrating the way on price.

Defining Competition

When considering your competition for pursuing partnerships v

1. Traditional Competition: This includes other nonprofit, com services that might also be pursuing partnerships with health c

2. Non-Traditional Competition: This includes, often for-profit, organization as a response to the growing opportunities to con and Mom's Meals

3. Build versus Buy Competition: This includes the health car entities are choosing to build their own service models rather th

All three types of competitors should be identified and analyze

Incorporation of Ongoing External Assessment within Organ

It is critical to first develop a broad understanding of the compe conducting the initial assessment. However, new competition c develop a process for monitoring competitor activity on an ong committing to a timeframe in which to conduct the review (e.g. i processes for updating and sharing information among individ and timeline options throughout to encourage the incorporatio

This tool consists of three worksheet tabs to be completed as p used to develop a continuous process for ongoing competitor a competitor.

or Partnership Strategy

there will also be other organizations also seeking partnership opportunities that and understand all the competitors in your market so that your organization can best s in which your organization can differentiate from the competition and be competitive

with the health care sector, there are 3 categories of competition:

munity-based organizations within your market that offer the same and / or similar care

organizations that are offering services that are the same or similar to your tract with health care organizations. Examples of these competitors include Uber, Lyft

re entities themselves that you may pursue as potential partners. Some health care han purchase services from another organization

d when using this tool.

izational Processes

etitive landscape. This tool has been designed to guide you through the process of can enter the market and competitive risks can change at any time, so it is important to oing basis. This includes identifying staff responsible for conducting the research, identifying a specified number of competitors to review each month), and developing uals within the organization. The following tool has been developed with assignment n of processes within routine operations for your organization.

part of the competitor analysis process. It also provides two supporting tabs that can be analysis as well as a template for recording and storing information about an identified

