

How the external environment can affect a patients' organisation's strategy

Current and future strategies of a patients' organisation can be shaped not only by the external environment but also by internal and external stakeholders.

External environment pressures, for example changing healthcare policies or government forces (through changes in policy, taxation, spending etc.), will inevitably affect your strategy. Similarly, anything that affects your organisation's stakeholders may also impact on your strategy.

For example:

- You receive industry funding from a particular sector, which may be reduced or cut in the future due to greater industry regulation, downsizing or mergers.
 - How will you find an alternative source to replace these funds?
- Your member patients' organisations may be at different stages of development in terms of infrastructure and skills.
 - How will you help them develop in line with requirements and build this into your strategy?
- Patients (one of your key stakeholders) are difficult to communicate with because they are located in diverse geographical regions and there are many different languages to consider.
 - How will you address these needs within your strategy?
- Changes in government policy in a particular country may affect the supply of products to patients.
 - How will you change/develop your strategy to raise awareness of this and/or what actions will you take to ensure that individuals receive the best care?