

PEST Analysis Template

Situation being analysed: **CalHEERS - California Health Benefit Exchange Technology**

PEST analysis (political, economical, social, technological) assesses a market, including competitors, from the standpoint of a particular proposition or a business.

criteria examples ecological/environmental current legislation future legislation international legislation regulatory bodies and processes government policies government term and change trading policies funding, grants and initiatives home market pressure-groups international pressure-groups wars and conflicts	Political <ol style="list-style-type: none"> 1. Federal Grant funding availability to build a state-based marketplace. 2. Federal legislation requiring new coverage availability 01/01/2014. 3. State legislation opting in to expansion of Medicaid in California 4. Oversight and regulation from Centers for Medicare and Medicaid Services, California Department of Insurance, and Department of Managed Healthcare 5. Divided public and government support for health exchange effort 	Economical <ol style="list-style-type: none"> 1. Limited time periods for health enrolment 2. Tax credit availability for premiums for many Californians. 3. Sustainability models for health exchange 4. Defining appropriate compensation and training for salesforce. 	criteria examples home economy economy trends overseas economies general taxation taxation specific to product/services seasonality issues market/trade cycles specific industry factors market routes trends distribution trends customer/end-user drivers interest/ exchange rates international trade and monetary issues
criteria examples lifestyle trends demographics consumer attitudes and opinions media views law changes affecting social factors brand, company, technology image consumer buying patterns fashion and role models major events and influences buying access and trends ethnic/religious factors advertising and publicity ethical issues	Social <ol style="list-style-type: none"> 1. Strong advocate community 2. Strong media interest 3. Large consumer education efforts 4. New business model and unknown brand 5. Need to differentiate products in exchange versus outside the exchange 6. Defining media campaigns and effectiveness. 	Technological <ol style="list-style-type: none"> 1. Condensed development timeframes 2. Build vs buy decisions. 3. Complex external and internal integration requirements 4. Extensive data sharing and data security 5. Cutting edge technologies needed to support, but limited experts available 6. Demanding user base, consumer focus. 7. High security and privacy requirements. 	criteria examples competing technology development research funding associated/dependent technologies replacement technology/solutions maturity of technology manufacturing maturity and capacity information and communications consumer buying mechanisms/technology technology legislation innovation potential technology access, licencing, patents intellectual property issues global communications

Note: PEST analysis can be useful before SWOT analysis because PEST helps to identify SWOT factors. PEST and SWOT are two different perspectives but can contain common factors. SWOT stands for strengths, weaknesses, opportunities, threats. SWOT analysis explanation and templates are at www.businessballs.com/swotanalysisfreetemplate.htm

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Situation being analysed: **Health Reform Impacts on Kaiser Permanente Hospitals**

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Situation being analysed: **Delta Dental - Health reform impacts on the dental benefits industry**

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Situation being analysed: **Ascendian - Health Information Technology Providers**

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Situation being analysed: Accountable Care Organizations

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