**405.1 - Comprehend concepts of financial information and how decisions and strategy are based on analysis**

**Description**

True business strategic planning and decision making rely on distinct organizational financial data analysis. Critical to healthcare strategic planning and implementation, financial data analysis leads to proper allocation of finances. Financial information provides an accurate picture of an organization’s condition and operating results. Utilization of financial information, such as financial metrics, are essential tools in the process of strategic benchmarking, goal setting and risk-management analysis and assessment. Financial performance ratio analysis indicates whether the company is improving or deteriorating. Financial analysis, leading to strategic development and planning, utilizes concepts and data [points](https://unecbe.force.com/une/motivis_lrm__LRMAssignmentDetail?id=a0a1L00000KmNX8QAN) such as internal and external examination as found in a SWOT analysis, value-chain analysis, balanced scorecard and trending past and present financial performance. The potential for present and future success hinders on the strength of the association between organizational performance and strategic objectives.

**Instructions**

In writing a case study analysis, you will determine an organization of interest within the healthcare sphere. The organization should be large enough that its [financial information](https://unecbe.force.com/une/motivis_lrm__LRMAssignmentDetail?id=a0a1L00000KmNX8QAN) is readily available on the internet. Some options that you may choose from are:

The [Johns Hopkins Health System Corporation and Affiliates](https://www.hopkinsmedicine.org/about/healthcaredelivery.html) - Their [Consolidated 2017 Financial Statement](https://emma.msrb.org/ER1087169-ER850882-.pdf)

You will research the relevant company data, including financial data from the Internet and perform a SWOT analysis and financial ratio analysis for the selected companies. From there, you will make recommendations.

Begin by introducing the organization. In the introduction, outline briefly what the company does, how it developed historically and what financial problems it may be experiencing. Next, in the strategic analysis section, do a SWOT analysis and analyze and discuss its structure and financial metrics. Analyze and calculate the financial performance ratios through utilizing KPIs (Key Performance Indicators) such as the **balance sheet** and **income statement** (try searching for these terms in Google attached to a particular company, for instance, “balance sheet Amazon”). In addition to ratio analysis, assess the company’s **cash flow position**, as this indicator shows how much actual cash a company possesses. Based on the analysis of the case, what strategic changes and decisions would you recommend?

* The history, development, and growth of the company over time
* The identification of the company’s internal strengths and weaknesses, and the external environment through a SWOT analysis
* Evaluate the SWOT analysis
* Describe the company’s structure and financial metrics (for-profit or not-for-profit; s-corp; KPIs, etc.)
* Analyze and calculate the financial performance ratios and cash flow
* Make strategic recommendations based on case analysis.

**Resources**

* [**scorecards,\_dashboards,\_and\_KP.pdf**](https://unecbe.force.com/une/motivis_lrm__LRMAssignmentDetail?id=a0a1L00000KmNX8QAN)

<https://unecbe.force.com/une/motivis_lrm__PDFjs?url=uploads%2F00D410000005qQ8EAI%2F00541000001TriXAAS%2Fa0B1L000018ITXOUA4%2F7a8q9b4g7lj%2Fscorecards%2C_dashboards%2C_and_KP.pdf&fileName=scorecards%2C_dashboards%2C_and_KP.pdf>

* [**The\_balanced\_scorecard\_in\_heal.pdf**](https://unecbe.force.com/une/motivis_lrm__LRMAssignmentDetail?id=a0a1L00000KmNX8QAN)

<https://unecbe.force.com/une/motivis_lrm__PDFjs?url=uploads%2F00D410000005qQ8EAI%2F00541000001TriXAAS%2Fa0B1L000018ITXOUA4%2Fuhljfwq9ttn%2FThe_balanced_scorecard_in_heal.pdf&fileName=The_balanced_scorecard_in_heal.pdf>

* [**The\_Balanced\_Scorecard\_with\_Time-Driven\_Activity\_Based-Costing-\_An\_Incremental\_Approach\_Model\_to\_Health\_Care\_Cost\_Management.pdf**](https://unecbe.force.com/une/motivis_lrm__LRMAssignmentDetail?id=a0a1L00000KmNX8QAN)

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* [**Performing\_well\_in\_financial\_management\_and\_quality\_of\_care-\_evidence\_from\_hospital\_process\_measures\_for\_treatment\_of\_cardiovascular\_disease.pdf**](https://unecbe.force.com/une/motivis_lrm__LRMAssignmentDetail?id=a0a1L00000KmNX8QAN)

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* [**Making\_the\_Case\_for\_Using\_Fina.pdf**](https://unecbe.force.com/une/motivis_lrm__LRMAssignmentDetail?id=a0a1L00000KmNX8QAN)

<https://unecbe.force.com/une/motivis_lrm__PDFjs?url=uploads%2F00D410000005qQ8EAI%2F00541000001TriXAAS%2Fa0B1L000018ITXOUA4%2F9329iiaeat%2FMaking_the_Case_for_Using_Fina.pdf&fileName=Making_the_Case_for_Using_Fina.pdfl>

* [**Hospital\_Finances\_and\_Patient\_Safety\_Outcomes.pdf**](https://unecbe.force.com/une/motivis_lrm__LRMAssignmentDetail?id=a0a1L00000KmNX8QAN)

<https://unecbe.force.com/une/motivis_lrm__PDFjs?url=uploads%2F00D410000005qQ8EAI%2F00541000001TriXAAS%2Fa0B1L000018ITXOUA4%2Fnj2hhe7vjml%2FHospital_Finances_and_Patient_Safety_Outcomes.pdf&fileName=Hospital_Finances_and_Patient_Safety_Outcomes.pdf>