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SWOT AND PEST ANALYSIS AS PLANNING TOOLS FOR DENTAL CLINICS

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Abstract. This thesis considers SWOT and PEST analyses as complementary planning tools for dental clinics. SWOT reveals internal strengths and weaknesses and external opportunities and threats, while PEST organizes macro-environmental factors. Their joint application can support realistic service development, responsible communication, and periodic strategic review.

Keywords. SWOT analysis, PEST analysis, dental clinic, strategic planning, healthcare marketing, service development.

Relevance

A dental clinic operates in a changing environment that includes patient expectations, technology, competition, purchasing power, and regulation. Managers need a disciplined way to distinguish controllable internal conditions from external factors that require adaptation. SWOT and PEST analyses offer accessible structures for this purpose [4-6].

Main Findings

SWOT analysis may identify internal strengths such as competent professionals, transparent treatment plans, strong patient relationships, or convenient location. Weaknesses may include limited booking capacity, inconsistent follow-up, insufficient digital information, or dependence on a small number of specialists. Opportunities can arise from preventive-care programs, digital appointment services, or partnerships, while threats may include rising costs, new competitors, and rapid changes in patient expectations. A useful SWOT is evidence-based and ends with priorities, not merely a list of factors [5].

PEST analysis adds an external perspective. Political and legal factors include healthcare regulation and data protection; economic factors include household purchasing capacity and treatment costs; sociocultural factors include attitudes toward preventive dental care and expectations of communication; technological factors include digital imaging, teleconsultation options, online scheduling, and review platforms. Environmental scanning enables managers to prepare for change rather than respond only after difficulties emerge [4; 6].

The two tools should lead to a quarterly action plan. Each chosen action needs an owner, a deadline, a resource estimate, and an indicator. For example, if a weakness is frequent missed appointments, the action may be reminder messages and a simpler rescheduling route; the indicator may be the no-show rate. If an opportunity is strong demand for family appointments, the action may be adjusted booking slots and clear preventive-care information; the indicator may be completed family visits.

Conclusion

SWOT and PEST analyses are most useful when they inform decisions about service quality and patient access. For dental clinics, they support a balanced strategy that builds on genuine strengths, addresses operational weaknesses, monitors the external environment, and evaluates results through measurable indicators.

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