**SWOT Analysis HIM Program**

**Analysis Completed By:**

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**Strengths**

Number of students

Support of community

Working on accreditation

MoHealthWins grant funding

Need for HIM professionals in community

Accept students year round

Competitive tuition

**Weaknesses**

Not accredited

A&P and med term not prereq of HIM 1243

Problems with sequencing of courses as previously discussed

Titles of coding courses

Moodle

No admission process

Need part time and full time sequencing schedule

Face to face orientation for online program.

**Opportunities**

Potential online program to bring in students

Utilize social media to attract younger students

Bring program to the attention of prospective students, healthcare community

Is there an e-tuition rate to support out of state students in online program?

**Threats**

Other programs starting in state

MoHealthWins activities that do not have HIM faculty involvement

MoHealthWins funding is soft money