**PEST Analysis Template** Situation being analyzed: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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

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| **criteria examples** ecological/environmental current legislation future legislation regulatory bodies and processes government policies government term and change funding, grants and initiatives home market pressure- groups wars and conflicts  | **Political**  | **Economical**  | **criteria examples** home economy economy trends seasonality issues funding cycles changes to insurancespecific industry factors market routes trends patient/population driversjob growth/unemployment |
| **criteria examples** lifestyle trends demographics patient attitudes and opinions media views law changes affecting social factors image major events and influences ethnic/religious factors ethical issues  | **Social**  | **Technological**  | **criteria examples** competing technology development research funding dependent technologies (i.e. EHRs/EMRs)technology/solutions information and communications mechanisms/technology technology legislation innovation potential technology access, licensing |