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## AETNA INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Aetna Inc.

**Company Sector :** Managed Health care

**Operating Geography :** North America, United States

**About the Company :**

Aetna Inc. is one of America's largest diversified health care benefits companies, serving an estimated 37.9 million people. The Company was founded in 1853 and headquartered in Hartford, CT. Aetna offers a wide range of products to its customers ranging from traditional health insurance plans, voluntary health insurance plans to customer directed health insurance plans and services related to health care such as medical, pharmacy, dental, behavioural health, long term care, disability plans, Supplement plans, workers' compensation administrative services and health information technology ("HIT") products and services. They have a wide range of customers including employer groups, individuals, college students, workers, healthcare providers, governmental units, labor groups, expatriates etc. The company mainly caters to 3 basic segments including health care, insurance & pension plans. Aetna Inc. is ranked #43 among the Fortune 50 companies in the 2017 Fortune 500 list. The stocks of the company are listed on the New York stock exchange for trading. Aetna received their first "Best Individual International Healthcare Provider" honour from the UK Health & Protection Awards in 2021. As of 2023, there are more than 47,950 people working for Aetna.

Aetna's mission statement reads "Aetna is dedicated to helping people achieve health and financial security by providing easy access to safe, cost-effective, high-quality health care and protecting their finances against health-related risks." The healthcare giants USP or unique selling point lies in being the leading health insurance provider with over 170 years of heritage in healthcare space.

**Revenue :**

US \$ 85.33 billion - FY ending 31st Dec 2022 (y-o-y growth of 3.8%)

US \$82.2 billion - FY ending 31st Dec 2021

## SWOT Analysis :

The SWOT Analysis for Aetna Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Provides diverse health insurance plans and services</li> <li>2.Known for innovation across its products and services</li> <li>3.Acquisition by CSV health has strengthened the brand</li> <li>4.Strong market positioning</li> <li>5.Strong all pervasive next generation provider network</li> </ul>	<ul style="list-style-type: none"> <li>1.Overdependence on domestic markets</li> <li>2.Cost structure of products</li> <li>3.Complaints registered by customers against the company is higher</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Leverage digitalization to improve services</li> <li>2.Offer personalized services to the customers</li> <li>3.Expansion into emerging economies</li> </ul>	<ul style="list-style-type: none"> <li>1.Regulatory issues causing business uncertainty.</li> <li>2.Stiff competition by existing and new entrants</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Aetna Inc. is given below:

Political	Economical
1.Growing public policy influence in health care insurance	1.High inflation rates and Covid-19 have increased the medical costs 2.The APRA enhanced premium subsidy is expiring this year
Social	Technological
1.Healthy individuals less likely to opt for insurance under new laws 2.Awareness about health insurance has increased after covid-19	1.Digital technologies to foster innovation in health care insurance 2.Blockchain having a strong potential in health insurance industry
Legal	Environmental
1.Regulations such as Affordable Care Act (ACA) or Obamacare changing market dynamics 2.Antitrust regulations bring uncertainty to consolidation deals 3.Data and privacy regulations are changing across the world	1.Focusing on environmental sustainability principles

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