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## UHG SWOT & PESTLE ANALYSIS

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**Company Name :** UHG

**Company Sector :** Health and Medical Insurance

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

**About the Company :** UnitedHealth Group is a diversified health and well-being company having two distinct, but strategically aligned, business platforms: health benefits operating under UnitedHealth care and health services operating under Optum. United Healthcare is solely responsible to providing health care benefits to a gamut of customers and markets from sole proprietors to public sectors. It is headquartered in Minnetonka, Minnesota, Optum health services caters to customer segments like payers, care providers, employers, governments, life sciences companies and consumers. The foundational competencies of the company being Clinical insight, Technology and Information. The organisation is spread across 50 states in the United States and more than 130 other countries. The organisation employs around 260,000 employees with 86,000 clinical professionals as of 2018. UnitedHealth Group's mission as per their annual report is "to help people live healthier lives and to help make the health system work better for everyone."

**Revenue :**

\$201.16 billion (FY ended 31st December 2017) (year-on-year growth of 9%)

\$184.84 billion (FY ended 31st December 2016)

**SWOT Analysis :**

The SWOT Analysis for UHG is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong financial performance and sustainable strategy</li> <li>2.Diversified brand portfolio</li> <li>3.Strong Free Cash flow</li> <li>4.Substantial strategic acquisition-based growth strategy</li> <li>5.Strong focus on R&amp;D and new technology</li> </ul>	<ul style="list-style-type: none"> <li>1.Low forecasting capability and profitability performance</li> <li>2.Increasing expenditures</li> <li>3.Dependency on third parties</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.The potential in high potential new markets</li> <li>2.Evolving environmental policies</li> <li>3.Mergers and acquisitions to help in business expansion</li> </ul>	<ul style="list-style-type: none"> <li>1.Subject to regulatory risks and policies</li> <li>2.Subject to high competition</li> <li>3.Uncertainty in market conditions</li> <li>4.Shortage of medical professionals</li> </ul>

**PESTLE Analysis :**

The PESTLE Analysis for UHG is given below:

<b>Political</b>	<b>Economical</b>
1.Impact of changing government funding to health care	1.Fluctuations in markets due to change in US administration 2.Effect of ACA on market dynamics
<b>Social</b>	<b>Technological</b>
1.Growing demand for advanced health care 2.Changes in Employee based systems	1.Focus on creating sustainable technology developments 2.Increasing focus on digitization
<b>Legal</b>	<b>Environmental</b>
1.Changes in tax regulations 2.Threats of legal litigations 3.Changing regulations and policies	1.

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