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# S&P TEST

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## ANTHEM SWOT & PESTLE ANALYSIS

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**Company Name :** Anthem

**Company Sector :** Healthcare

**Operating Geography :** United States, Global

**About the Company :** The company was formed as a result of merger of WellPoint Health Networks Inc. and Anthem, Inc. in 2004. It stands among one of the largest health benefits companies in the United States, having a membership of over 1.1 million. It delivers health benefit solutions created for national employer groups, Federal Employee Program members, individuals etc. through a portfolio of integrated health care plans and related services along with a wide range of specialty products such as life and disability insurance benefits, dental, vision, behavioural health benefit services, as well as long term care insurance and flexible spending accounts.

**Revenue :** \$ 90.0 billion (FY ended December 2017) \$ 84.9 billion (FY ended December 2016)

**SWOT Analysis :**

The SWOT Analysis for Anthem is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Huge network in big cities like, New York, California, Indiana, Colorado, Connecticut etc.</li> <li>2.Major focus on customer engagement</li> <li>3.Broad portfolio of healthcare integrated plans and other services</li> <li>4.High profitability rates</li> </ul>	<ul style="list-style-type: none"> <li>1.Technological changes result in change of demand</li> <li>2.Customer database is not secured, cases of stolen data</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Pharmaceutical pricing, in collaboration with Eli Lilly &amp; Co.</li> <li>2.Extend presence in other countries.</li> <li>3.Improve affordability by flexible hours, information sharing, better coordination with patients etc.</li> </ul>	<ul style="list-style-type: none"> <li>1.Highly competitive market</li> <li>2.Low interest rates scenario hurts the profitability of US insurers</li> <li>3.Ever changing rules and regulations of healthcare industry</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Anthem is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Global governments looking for shared healthcare savings</li> <li>2.Change in drug import and export policies</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Improved disposable income and growing GDP</li> <li>2.Inflation and increased interest rates</li> <li>3.Increased budgetary allocations in Public healthcare</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Increased awareness about health and diseases</li> <li>2.Development of specialist therapy providers</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Changing drug designs, operating machines etc., presence of Pharmagenomics due to technological advancement</li> <li>2.Growing threats to patient database</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Quick drugs approvals</li> <li>2.Changes in medical advertising laws</li> <li>3.Favourable Intellectual Property Rights Protection</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Transition of Biotech companies into pharmaceutical companies</li> <li>2.Identification of eco friendly technology</li> </ol>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

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