Healthcare Industry in Australia – PEST Framework Analysis

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Date: January 2016
Pages: 35
Price: US$ 300.00 (Single User License)
ID: HAB4E5FB458EN

Abstracts

The healthcare industry in Australia has been growing at a steady pace in recent years and seen a sudden surge in employment in the last 2-3 years. Healthcare in Australia is provided by both government and private institutions and Medicare is the publicly funded universal health care system in the country that citizens can avail of. As the federal government pays a large part of the cost of healthcare services in Australia, the country has a pretty well-structured system of healthcare that everybody can avail of.

Aruvian Research analyzes the healthcare industry in Australia in a PEST Framework Analysis. A PEST analysis is concerned with the environmental influences on a business. The acronym stands for the Political, Economic, Social and Technological issues that could affect the strategic development of a business. Identifying PEST influences is a useful way of summarizing the external environment in which a business operates. Apart from analyzing the healthcare industry in a PEST framework, the report also provides a brief profile of the healthcare industry in Australia as well including an industry overview, industry structure and an industry outlook.

Contents

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