

# Hanger Orthopedic Group Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Hanger Orthopedic Group Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Hanger Orthopedic Group Inc. and its competitors. This provides our Clients with a clear understanding of Hanger Orthopedic Group Inc. position in the [Healthcare](#) Industry.

The report contains detailed information about Hanger Orthopedic Group Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Hanger Orthopedic Group Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Hanger Orthopedic Group Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and

company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Hanger Orthopedic Group Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Hanger Orthopedic Group Inc. business.

### **About Hanger Orthopedic Group Inc.**

Hanger Orthopedic Group, Inc. owns and operates orthotic and prosthetic (O&P) patient-care centers (patient-care centers) in the United States. In addition, through its wholly owned subsidiary, Southern Prosthetic Supply, Inc. (SPS), the company distributes branded and private label O&P devices and components in the United States. The company also creates new products, through its wholly owned subsidiary, Innovative Neurotronics, Inc. (IN, Inc.) for patients who have had a loss of mobility due to strokes, multiple sclerosis, or other similar conditions. Another subsidiary, Linkia LLC (Linkia), develops programs to manage all aspects of O&P patient care for private payors.

#### **Patient Care Services**

As of December 31, 2009, the company provided O&P patient care services through 677 patient-care centers and approximately 1,000 practitioners in 45 states and the District of Columbia. An attending physician determines a patient's treatment, writes a prescription and refers the patient to one of its patient-care centers. The company's practitioners then consult with both the referring physician and the patient with a view toward assisting in the formulation of the prescription for, and design of, an orthotic or prosthetic device to meet the patient's need.

Custom devices are fabricated by its skilled technicians using the plaster castings, measurements and designs made by its practitioners, as well as utilization of its proprietary Insignia system. The Insignia system replaces plaster casting of a patient's residual limb with the generation of a computer scanned image. Technicians use advanced materials and technologies to fabricate a custom device under quality assurance guidelines.

### Patient-Care Center Administration

The company provides all accounting, accounts payable, payroll, sales and marketing, management information systems, real estate, acquisitions and human resources services for its patient-care centers on either a centralized or out-sourced basis.

The company also develops and implements programs designed to increase sales and improve the efficiency of patient-care centers. These programs include: sales and marketing initiatives to attract new patient referrals by establishing relationships with physicians, therapists, employers, managed care organizations, hospitals, rehabilitation centers, out-patient clinics, and insurance companies; professional management and information systems to improve efficiencies of administrative and operational functions; professional education programs for practitioners emphasizing new developments in the increasingly sophisticated field of O&P clinical therapy; the establishment of shared fabrication and centralized purchasing activities, which provide access to component parts and products within two business days; access to products available; and access to technology, such as Insignia.

### Distribution Services

The company distributes O&P components to the O&P market as a whole and to its own patient-care centers through its wholly-owned subsidiary, SPS. The company is also a manufacturer and distributor of therapeutic footwear for diabetic patients in the podiatric market. SPS maintains in inventory approximately 25,000 O&P related items, all of which are manufactured by other companies.

### Product Development

IN, Inc. specializes in product development principally in the field of functional electrical stimulation. IN, Inc. identifies MyoOrthotics Technologies developed at research centers and universities throughout the world that use neuromuscular stimulation to improve the functionality of an impaired limb. IN, Inc's product the WalkAide System (WalkAide), has

received FDA approval. The WalkAide is sold in the United States through the company's patient care centers and SPS. IN, Inc. is also marketing the WalkAide internationally through licensed distributors.

### Provider Network Management

Linkia is the provider network management service company solely to serving the O&P market. Linkia manages the O&P services of national and regional insurance companies. Linkia partners with healthcare insurance companies by securing a national or regional contract either as a preferred provider or to manage their O&P network of providers. Linkia's network totals approximately 1,000 O&P provider locations. As of December 31, 2009, Linkia had 35 contracts with national and regional providers.

### History

Hanger Orthopedic Group, Inc. was founded in 1861.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.

The complete financial data is available for publicly traded companies.

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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

### Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

### **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

### **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

### **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

## I would like to order

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