**PEST Analysis Template** Situation being analyzed: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

PEST analysis (political, economical, social, technological) assesses a market, including competitors, from the standpoint of a particular proposition or a business.

|  |  |  |  |
| --- | --- | --- | --- |
| **criteria examples**  ecological/environmental current legislation  future legislation  regulatory bodies and processes  government policies  government term and change  funding, grants and initiatives  home market pressure- groups  wars and conflicts | **Political** | **Economical** | **criteria examples**  home economy  economy trends  seasonality issues  funding cycles  changes to insurance  specific industry factors  market routes trends  patient/population drivers  job growth/unemployment |
| **criteria examples**  lifestyle trends  demographics  patient attitudes and opinions  media views  law changes affecting social factors  image  major events and influences  ethnic/religious factors  ethical issues | **Social** | **Technological** | **criteria examples**  competing technology development  research funding  dependent technologies (i.e. EHRs/EMRs)  technology/solutions  information and communications  mechanisms/technology  technology legislation  innovation potential  technology access, licensing |