

YOUR TURN

**PUBLIC HEALTH
BUSINESS PLANNING**

A practical guide

Chapter Five: Industry Analysis

Here are examples of industries that work in areas in which you, as a public health professional, might be interested.

Health and Fitness

- **Churches, health clubs, YMCAs, college/university recreation departments or health centers, hospitals/clinics, businesses and industry**

Lead Abatement

- **Renovation/building contractors, landlords, lead laboratories, child-care centers, historical renovation contractors, waste industries**

Electronic Medical Record

- **Hospitals, primary care docs, software companies**

1. Think of your own example of an area and three industries in that area.
2. Using your own example or one of ours, do some research to answer the following questions: is the industry thriving? What type of specialized training or education is needed for the industry? Where could one get this training or education (nationally and locally)? What types of resources are necessary for this industry? What are the challenges in this industry? How has this industry changed in the past decade, and what types of changes are expected over the next decade?

You can find answers to these questions by talking to people, searching the internet for industry web sites, searching news sites for latest changes, challenges, and statistics, etc.