**Strengths**
- Clear focus on delineated governance and management activities
- Respected, committed, highly experienced membership
- Open, transparent, and responsive

**Weaknesses**
- Limited influence over resources
- Inconsistent interaction and support from Board and Working Groups
- Organizational complexity
- Insufficient time spent on big picture issues

**Opportunities**
- Become more proactive
- Product quality
- Process Improvement
  - New tooling
- Respond to new opportunities for increasing membership
- Increase participation through simplification
- Revising Working Group structure to become more efficient and attract more participants
- Increased cooperation and collaboration with other industry groups

**Threats**
- Danger of creating overheads without visible return
- Lack of confidence in standards management may cause stakeholders to create their own healthcare standards
- Keeping up with increased uptake of our standards (e.g., FHIR)
- Lack of adequate governance, management, curation and support processes to manage our standards and the resulting profiles that are created
- Lack of well-defined conformance and profiling methodologies for our standards
- Lack of HL7 Strategic Plan
- Succession planning