Market I'd like to work with?
Healthcare market as of now. I plan on expanding.

Brand doing well?

Kettering health network. KetteringHealth generates around 2.5 Billions in revenue. They also lost around 5.7 billion in revenue due to staffing pay increase. This was during COVID time in 2021. I assume traveling nurses cost the most, as well as some facilities having to close down. OR for example was not in operation during covid time.

Why pick this brand especially?

Well one because I am already familiar with the system. I work as their IT guy in one of their locations in Hamilton. This was a simple pick.

Analysis of their success?
The reason for their success is their unique way of doing things. They are also a religious organization. They provide care for millions of people. Given the location from which I work at is the only hospital in the area. It comes down to 5 things. Accreditation, innovation, community health magazine, brand and name after charles F. Kettering.