New table

	oxford brain diagnostics	Combinostics	Perspectum	MIRADA
Patient data (Demographics)	✓	✓	✓	
Clinical data	✓	✓	✓	
Imaging findings		✓	✓	
Image configuration				✓
Configure with PACS				✓
Quantitative Analysis	✓	✓	✓	
Predict disease progression		✓		

SWOT Analysis

Combinostics Dementia Report `Direct Competitor`

Strength

Well-categorised and clinically specific report system which would allow different clinicians to download a report upon their needs (specialism). Each report provides an interpretation sheet for clinicians who may not be familiar with scan images or graphs.

Weakness

Due to the static nature of PDF reports, comparison may not be as effective as interactive ones. Depending on a clinician's cognitive load and his/her working environment, the current layout of the report could make them feel a little overwhelmed because of the amount of information provided in a report.

Opportunities

The patient data could be printed on a discrete page and minimise the size of the header and footer which take up a significant space on each page. This could potentially make the readers feel more at ease by providing the white space in between.

The layout and colour scheme could be improved. Currently, the header and footer are too visually dominating which may not particularly be helpful for the readers who need to focus on interpreting numerical and tabulated data.

Perspectum Report `Direct Competitor`

Strength

PET, MRI scan images use pseudo colours that match the corresponding data visualisation helping clinicians to see the correlation between the data and images which makes the analysis easier.

Weakness

Inconsistency report design which lacks in brand identity and cohesiveness. May medical software be different when it comes to the brand identity compared to big commercial brands.

Opportunities

The use of colour could be improved and hierarchical relationship of each section could be improved by using the different size of fonts.

The patient data on the header section could be potentially moved to a discrete page in order to use the space more effectively.