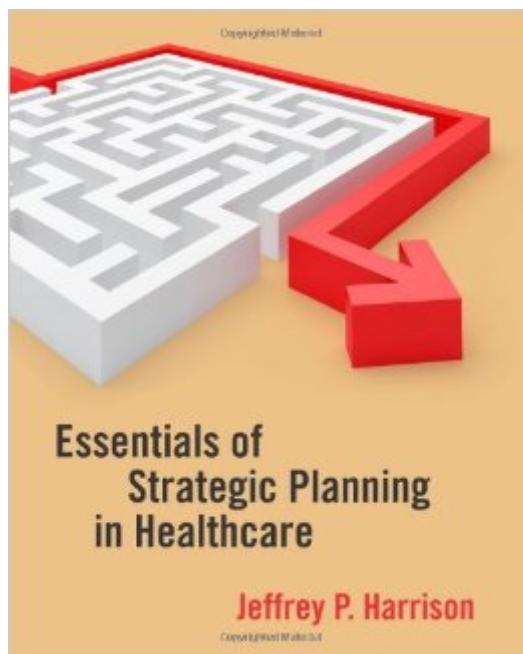


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# Essentials Of Strategic Planning In Healthcare



## Synopsis

Essentials of Strategic Planning in Healthcare introduces readers to the factors influencing the strategic planning process in hospitals and other health services institutions. Structured around a comprehensive case study and accompanying end-of-chapter exercises, this text places readers in the planner's seat, asking them to apply what they have learned to lead the hospital in the case study to success. Topics covered include:

- The role leadership plays in strategic planning
- Organizational factors critical to strategic planning
- Completing a SWOT analysis
- Analytical tools that support strategic planning
- Key data sources available to planners
- Strategic opportunities presented by pay-for-performance initiatives
- Communicating the strategic plan to multiple stakeholders
- Linking the strategic plan to operating performance
- Physician involvement in strategic planning
- Strategic planning initiatives across the continuum of care
- Hospital-physician integration models
- Factors affecting strategic planning in the post-acute care industry
- The relationship between healthcare value and strategic planning

## Book Information

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## Customer Reviews

Obviously I did not pick this book to read for sheer enjoyment. It was for a class I was taking. We used this book and Healthcare Strategic Planning by A Zuckerman. The book its self is fine, not to big and chapters are not too lengthy when assigned. The problem with this book is the thought process is sometimes a little schizophrenic. there are topics discussed in chapters that make no sense on placement, and the author jumps around a lot from topic to topic. This is ok if you have a

class to discuss this and sort it out, but if you are getting this book to read solo, I wouldn't. Also you get pretty tired of the Coastal Medical example.

Subject matter was okay but I found the text in general to be a little generic and boring. It's still helpful for those seeking basic info on management and strategic planning efforts.

Great review of previous classes with the focuses on strategic planning. I would highly recommend this book as part of strategic planning prior to annual budget workshops.

This work provides information that does not require use of the entire book to extract its lessons. One can skip chapters or use selected information as needed.

Arrived quickly and in great condition. Wish it were an e-book. Too big to carry around when traveling. Online education demands online texts.

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