



Essentials of Strategic Planning in Healthcare

Jeffrey P. Harrison

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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

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