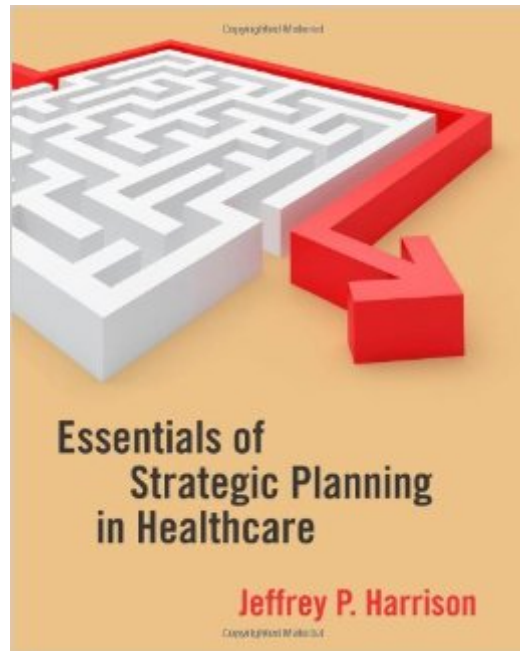


The book was found

# 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

Paperback: 214 pages

Publisher: Health Administration Press; First edition (July 1, 2010)

Language: English

ISBN-10: 1567933483

ISBN-13: 978-1567933482

Product Dimensions: 8 x 0.6 x 9.9 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars [See all reviews](#) (10 customer reviews)

Best Sellers Rank: #519,749 in Books (See Top 100 in Books) #169 in [Books > Textbooks > Medicine & Health Sciences > Administration & Policy > Health Policy](#) #226 in [Books > Textbooks > Medicine & Health Sciences > Administration & Policy > Hospital Administration & Care](#) #358 in [Books > Medical Books > Administration & Medicine Economics > Health Policy](#)

## 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.

[Download to continue reading...](#)

Essentials of Strategic Planning in Healthcare Event Planner: The Art of Planning Your Next Successful Event: Event Ideas - Themes - Planning - Organizing - Managing (Event Planning, Event Planning ... and Organizer - How To Guide Books Book 1) Marketing Confidential: 101 Secrets to Increase Profits in the Construction Industry: Essential Tactics About Marketing, Business Development, Business Planning and Strategic Planning Agile Product Management: (Box Set) Agile Estimating & Planning Your Sprint with Scrum and Release Planning 21 Steps (agile project management, agile software ... agile scrum, agile estimating and planning) Event Planning: Event Planning and Management - How to Start Successful Event Planning Business! Introduction to the Financial Management of Healthcare Organizations, Sixth Edition (Gateway to Healthcare Management) Fundamentals of Human Resources in Healthcare (Gateway to Healthcare Management) Healthcare Information Technology Exam Guide for CompTIA Healthcare IT Technician and HIT Pro Certifications Healthcare Made Easy: Answers to All of Your Healthcare Questions under the Affordable Care Act A Lean Guide to Transforming Healthcare: How to Implement Lean Principles in Hospitals, Medical Offices, Clinics, and Other Healthcare Organizations Leading Strategic Change in an Era of Healthcare Transformation (Management for Professionals) Holy Conversations: Strategic Planning as a Spiritual Practice for Congregations Strategic Planning for Public Relations Strategic Communications Planning for Effective Public Relations and Marketing Strategic Public Relations Management: Planning and Managing Effective

Communication Campaigns (Routledge Communication Series) Strategic Planning for Public and Nonprofit Organizations: A Guide to Strengthening and Sustaining Organizational Achievement The Nonprofit Strategy Revolution: Real-Time Strategic Planning in a Rapid-Response World Strategic Planning for Nonprofit Organizations: A Practical Guide for Dynamic Times (Wiley Nonprofit Authority) Strategic Business Tax Planning, Second Edition Essentials of Strategic Management (5th Edition)

[Dmca](#)