



# 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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