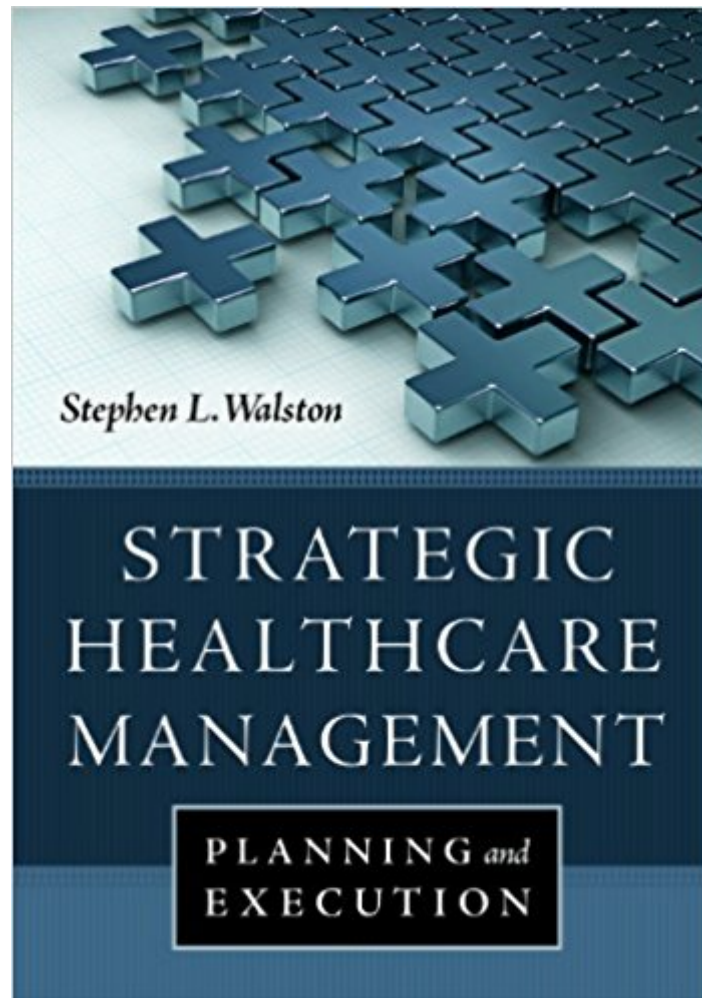




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Strategic Healthcare Management: Planning And Execution



Synopsis

Through cases, examples, and assignments, this book comprehensively explores the planning, management, and implementation of mission-driven healthcare strategy. The author a university professor, consultant, and former hospital CEO taps into his global experience to present practical concepts and their real-life applications, highlighting the importance of both competitive and collaborative strategies to an organization s success in the healthcare marketplace. The book is divided into six major components: Definition of the core concepts of strategy, including market structure, business models, generic strategies, first-mover strategies, growth and integration strategies, and strategic alliances Discussion of the relationship between strategy and an organization s key stakeholders, values, mission, and vision Presentation of common tools and methods used to evaluate the external and internal environments, including SWOT analysis, value chain analysis, portfolio analysis, and financial analysis Explanation of how strategic, marketing, and business plans should be developed and executed to achieve an organization s mission and vision Examination of strategic change management, strategic leadership, and the impact of organizational structure on strategy Description of follow-up methods and tools for monitoring and evaluating strategic results, including goal setting, Gantt charts, balanced scorecards, and budgets

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Customer Reviews

Stephen L. Walston, PhD, is professor and associate dean for academic affairs at the University of Oklahoma s College of Public Health in the Department of Health Administration and Policy and

president of TSW American Institute of Leadership and Quality, a consultancy firm that specializes in leadership training, strategic planning, and feasibility studies. His former roles include MHA program director at Indiana University, faculty member at Cornell University, and 14 years of executive experience at hospitals in the western United States. Dr. Walston earned his PhD from the University of Pennsylvania's Wharton School. He also has been active internationally, helping organizations in the Middle East and Central America improve their strategic direction and leadership capabilities.

Great!!

Very informative and thorough. Great leadership book for healthcare and business professionals.

It bud but little bit pricey.

However , the chapter on financial analysis has to be reviewed and formulae corrected.

Great product.

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