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Healthcare Strategic Planning (Ache Management)



Synopsis

Strategic planning is an important management tool, especially in an era of uncertainty. A sound strategic plan helps healthcare organizations thrive in dynamic environments and adapt as market conditions change. This new edition of Healthcare Strategic Planning provides the reader with practical guidance and expert insights for addressing near-term pressures, achieving long-term goals, and managing pitfalls that can derail effective planning. Descriptions, examples, and guidelines lead the reader step-by-step through a proven strategic planning process. Strategic planning in the healthcare environment has evolved since the previous editions of this book were published. This edition reinvigorates the discussion with many new ideas and additional information on contemporary strategic planning.

Book Information

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Customer Reviews

Alan M. Zuckerman, FACHE, FAAHC, is a founding partner and director of Health Strategies and Solutions, Inc., a leading national healthcare consulting firm. Mr. Zuckerman has been a management consultant for 30 years. During his career, Mr. Zuckerman's consulting work has focused on strategic planning; this book is an outgrowth of his experience with hundreds of diverse healthcare organizations. Mr. Zuckerman is widely published and a frequent speaker at national healthcare conferences.

This book was required for a class I took on strategic planning. This book is very organized, well thought out and has great key points. Each chapter also points out key SP issues to remember and tips to help the process. All SP models have the same key elements just worded differently with different pictures and models, but Zuckermans is clear and simple! This is an easy book to follow if reading solo. I had the digital book, no problems with format.

Allows you to see the framework and tactics that are implemented in various organizations. Whenever you look at another healthcare enterprise, you will begin to assess & identify their strategies & deficiencies based on the principles in this book - guaranteed. It isn't limited to just healthcare, you'll unconsciously start doing it to any business and probably your life (which is a perk for a current grad student like myself) In general, if you're really organized and like to think in the future and enjoys creating action steps toward certain achievements/benchmarks; strategic planning is your cup of tea.

The book goes around the same topics about 5 different ways and uses different language each time (not in a helpful way). It was contradictory and made absolutely no chronological or logical sense in its structure. Avoid at all costs.

This book isn't half bad. It is easy to read and the material is interesting. As long as you have some planning assignments to go along with it in class, the book is a great companion. I kept it because I am sure that I will look at it again in the future.

Great!

A must for anyone wanting to develop a strategic planning program at their healthcare organization. Great for any type of Healthcare organization.

It looked almost brand new. Great deal. Just wish it had tracking. The book did come in super fast.

As always when purchasing a textbook the key is timely arrival and accuracy of the order. The book was the exact edition advertised and saved me a lot of money. Thanks!

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