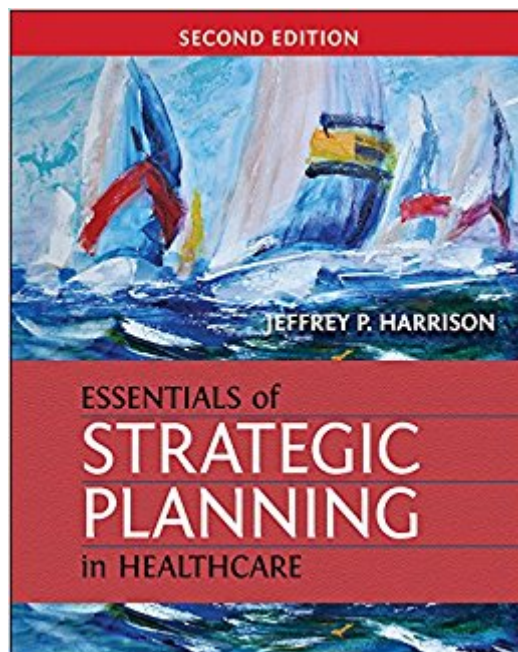


The book was found

Essentials Of Strategic Planning In Healthcare (Gateway To Healthcare Management)



Synopsis

Essentials of Strategic Planning in Healthcare, Second Edition, fully explains strategic plan development and implementation from conducting an environmental assessment to communicating the plan to stakeholders as well as the factors that influence strategic planning effectiveness, including organizational culture, physician involvement, and planning across the continuum of healthcare services. This new edition discusses reform-driven changes that impact strategic planning, including the advent of accountable care organizations and patient-centered medical homes. Through the revised and updated comprehensive case study woven throughout the book, readers gain hands-on understanding by applying what they learn as they go. Accompanying exercises test comprehension and reinforce key concepts. Additional updates include: New, real-life case studies that complement the comprehensive case study that forms the foundation of the book A new chapter on healthcare marketing that discusses the integral role marketing plays in strategic plan implementation New health information technology content, including coverage of big data, the increasing use of mobile devices in healthcare, the growth of telemedicine services, and the importance of the patient portal Discussion of new technologies used to communicate the strategic plan, including the company intranet, videoconferencing, webcasts, and other digital media Expanded discussion of hospital physician integration models and the strategic advantages of partnering with physicians Increased coverage of pay-for-performance initiatives and related terminology, including the Donabedian framework for quality, nurse-sensitive patient outcomes, therapeutic alliances, and value-based purchasing

Book Information

Paperback: 297 pages

Publisher: Health Administration Press; 2 edition (March 31, 2016)

Language: English

ISBN-10: 1567937918

ISBN-13: 978-1567937916

Product Dimensions: 1 x 8 x 10 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 5 customer reviews

Best Sellers Rank: #41,976 in Books (See Top 100 in Books) #36 in [Books > Medical Books > Administration & Medicine Economics > Health Policy](#) #185 in [Books > Business & Money > Processes & Infrastructure > Strategic Planning](#) #212 in [Books > Business & Money >](#)

Customer Reviews

Jeffrey P. Harrison, PhD, FACHE, is a professor of health administration at the University of North Florida. Previously, Dr. Harrison held a wide range of managerial positions, including chief operating officer of a hospital, director of a large medical group, and leader at the health system level. He is founder and president of Harrison Consulting Group, Inc., a healthcare consulting firm. Dr. Harrison has authored more than 40 articles and book chapters on healthcare management and strategic planning.

I need this book for my capstone class and it is very good. There is a comprehensive case study at the beginning and then the book goes into more detail about the components of the case study. I feel that it is an easy read and pretty easy to understand. I would recommend to those needing this book for class.

simple to understand text based off of a case study presented in the beginning. only downside is there is lots of flipping back and forth to reference the case while reading the text.

Got this for school. Very competitive pricing. Delivered on time. Can't ask for more than that.

Excellent resource.

I received the wrong edition. I start class on Monday and received the first edition. I expect to get the cheaper rate. I paid \$98 for the 2nd edition and I received the first edition. The picture below is the book I received. Margaret Calafos

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

Essentials of Strategic Planning in Healthcare (Gateway to Healthcare Management) Introduction to the Financial Management of Healthcare Organizations, Sixth Edition (Gateway to Healthcare Management) Fundamentals of Human Resources in Healthcare (Gateway to Healthcare Management) Strategic Planning for Public and Nonprofit Organizations: A Guide to Strengthening and Sustaining Organizational Achievement (Bryson on Strategic Planning) A Portfolio Management Approach to Strategic Airline Planning: An Exploratory Investigative Study on Services Management (European University Studies: Series 5, Economics and Management. Vol. 2052) Strategic

Healthcare Management: Planning and Execution Healthcare Strategic Planning (Ache Management) Gateway to Italian Songs and Arias: Low Voice, Comb Bound Book (Gateway Series) (Italian Edition) Gateway to French Melodies: Low Voice (Gateway Series) (French Edition) Gateway to Italian Songs and Arias: Low Voice, Book & 2 CDs (Gateway Series) (Italian Edition) Gateway to German Lieder - Low Voice: An Anthology of German Song and Interpretation (Gateway Series) Gateway to The Heavens: How geometric shapes, patterns and symbols form our reality (Gateway Series) Essentials of Strategic Management: The Quest for Competitive Advantage (Irwin Management) Modern Essentials Bundle 6th - Modern Essentials 6th Edition a Contemporary Guide to the Therapeutic Use of Essential Oils, An Introduction to Modern Essentials, and Modern Essentials Reference Card Leading Strategic Change in an Era of Healthcare Transformation (Management for Professionals) Leadership in Healthcare: Essential Values and Skills (American College of Healthcare Executives Management Series) Essentials of Nursing Leadership & Management (Whitehead, Essentials of Nursing Leadership and Management) Climate Health Risks in Megacities: Sustainable Management and Strategic Planning Strategic Public Relations Management: Planning and Managing Effective Communication Campaigns (Routledge Communication Series) Strategic Planning For Nurses: Change Management In Health Care

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)