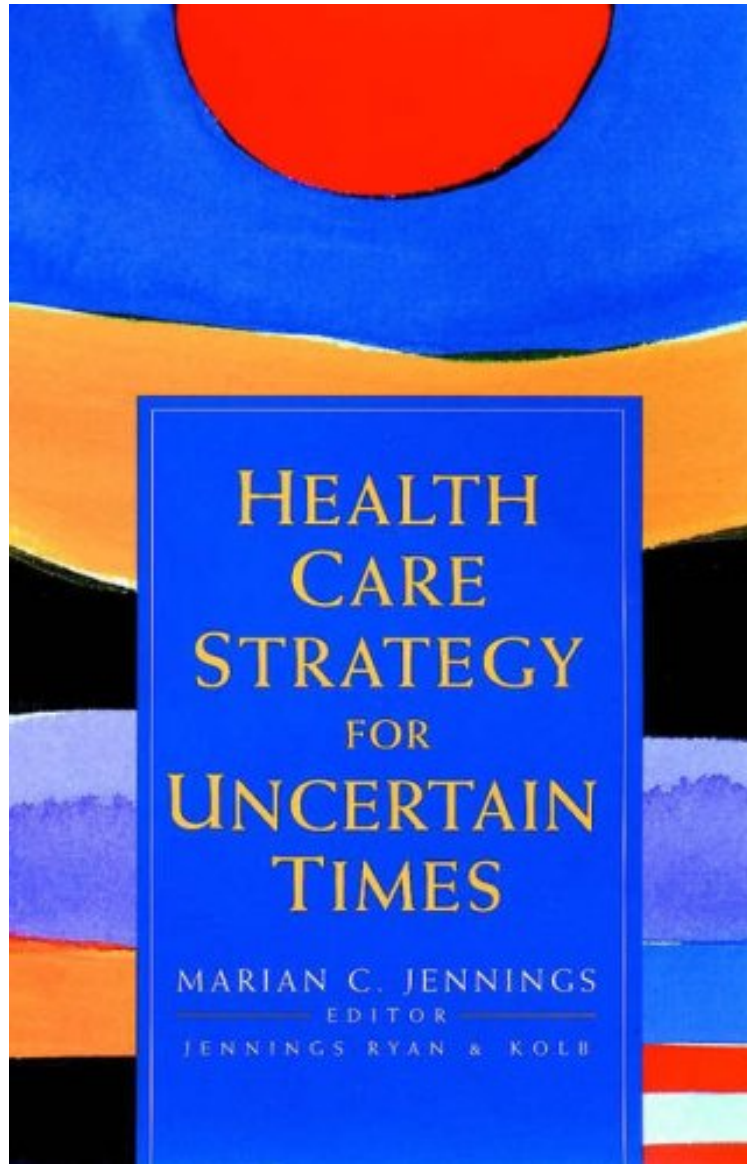


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From Marian C Jennings : Health Care Strategy for Uncertain Times before purchasing it in order to gauge whether or not it would be worth my time, and all praised Health Care Strategy for Uncertain Times:

2 of 3 people found the following review helpful. An "A-ha" Experience By Bob Kahn This is a book that is to the point and as I read, I kept thinking "A-ha" that makes sense. HEALTH CARE STRATEGY FOR UNCERTAIN TIMES is a must read for anyone interested in surviving and thriving in today's volatile health care market. The book's editor

addresses the differences between data and information, the importance of external, internal and environmental assessments, the need for decision analysis along with financial planning that supports the organization's strategies and the importance of contingency planning? After reading this book, I felt energized as I began to realize, that there are tools and methods for moving an organization beyond planning and into decision making and implementation. The reality of decision making in uncertain times is that an inability to act will result in your organization not being able to obtain its full potential and achieve its mission. HEALTH CARE STRATEGY FOR UNCERTAIN TIMES can and will help decision-makers better understand the process of positioning health care organizations for success. 1 of 3 people found the following review helpful. A practical guide to strategy development By A Customer It is clear when reading Health Care Strategy for Uncertain Times that the authors have significant experience in strategy development in the healthcare arena. The book clearly outlines a process for strategy development and points out common pitfalls along the way (e.g. mistaking data for information, focusing on experience rather than skills when choosing members of the strategy development team, etc.). Furthermore, the book describes useful tools for addressing uncertainty (i.e. decision-analysis, scenario planning and game theory) and provides a framework for determining when a specific tool will prove useful. Perhaps what makes the book most valuable, however, is what it does not include. There are no claims of sure-fire solutions that are, unfortunately, so common in contemporary strategy literature. The authors correctly realize that cookie-cutter solutions offer no long term benefit to the reader (and most likely no short term benefit either). Rather the authors have created a guide to building a strategy development process that, once developed, will be applicable to any situation. 0 of 0 people found the following review helpful. Excellent Overview of Strategic Planning By NitPicker This book is an extremely readable overview of strategic planning in healthcare today. The chapters build on each other very well, and leave the reader with an excellent picture of the whys and hows of development of strategic vision relative to the position and capabilities of the organization. The section on strategic intent is particularly useful. The tables and figures are useful, clear, and easy to understand. Each chapter ends with "Lessons Learned", a useful summary and reminder of the chapter contents. I recommend this book as both a primer and refresher for those interested in healthcare strategic planning.

An AHA Press/Jossey-Bass Publication Learn to reconceptualize strategy development in today's uncertain environment. This book introduces three specific techniques--scenario planning, decision analysis, and game theory--that have been developed in the corporate world and tailored to the unique needs of the health care industry. The book also shares practical implementation approaches, presents numerous real life case studies and lessons learned, and provides guidelines for reducing financial risks during plan implementation.

"The authors are real experts in planning, and it shows. They have combined four powerful ingredients--decades of experience, a willingness to challenge conventional thinking, an approach that is simultaneously analytical and intuitive, and great clarity of expression--into a book that will reinvigorate planning in health care." (Lawrence D. Prybil, assistant dean and professor, College of Public Health, University of Iowa) "Strategic planning is never easy, especially in chaotic times, With this book in hand, health care leaders--boards of trustees in particular--will be much better equipped to fulfill their critical responsibility of setting sound strategic direction." (Rev. Michael D. Place, president/CEO, Catholic Health Association, St. Louis, Missouri) "This insightful book provides original and practical direction to health care executives to develop meaningful strategy in a time of uncertainty. Read it before you initiate your next planning project." (Paul Maddrell, senior vice president, corporate strategy, Northwestern Memorial Hospital, Chicago, Illinois) "Health Care Strategy for Uncertain Times is state of the art, to the point, and will be useful not only for beginners who are looking for assistance, but also for those who are experienced in health care strategic planning." (Jeffrey A. Rivest, executive vice president and COO, Children's Hospital of Philadelphia) From the Inside Flap [Headline] A blueprint to the art and science of strategic planning for our unpredictable times. Health Care Strategy for Uncertain Times offers health care leaders an indispensable resource for learning the essential information and techniques they need to accept the reality of uncertainty while developing solid strategic direction for their organizations. "The authors are real experts in planning, and it shows. They have combined four powerful ingredients--decades of experience, a willingness to challenge conventional thinking, an approach that is simultaneously analytical and intuitive, and great clarity of expression--into a book that will reinvigorate planning in health care." --Lawrence D. Prybil, assistant dean and professor, College of Public Health, University of Iowa "Strategic planning is never easy, especially in chaotic times, With this book in hand, health care leaders--boards of trustees in particular--will be much better equipped to fulfill their critical responsibility of setting sound strategic direction." --Rev. Michael D. Place, president/CEO, Catholic Health Association, St. Louis, Missouri "This insightful book provides original and practical direction to health care executives to develop meaningful strategy in a time of uncertainty. Read it before you initiate your next planning project." --Paul Maddrell, senior vice president, corporate strategy, Northwestern Memorial Hospital, Chicago, Illinois "Health Care Strategy for Uncertain Times is state of the art, to the point, and will be useful not only for beginners who are looking for assistance, but also for those who are experienced in health care strategic planning." --Jeffrey A. Rivest,

executive vice president and COO, Children's Hospital of Philadelphia [no credit for editor photo per Jennings] The Editor Marian C. Jennings is president of Jennings Ryan Kolb, a national management consulting firm providing services exclusively to the health care industry. Cover From the Back Cover A blueprint to the art and science of strategic planning for our unpredictable times Health Care Strategy for Uncertain Times offers health care leaders an indispensable resource for learning the essential information and techniques they need to accept the reality of uncertainty while developing solid strategic direction for their organizations. "The authors are real experts in planning, and it shows. They have combined four powerful ingredients—decades of experience, a willingness to challenge conventional thinking, an approach that is simultaneously analytical and intuitive, and great clarity of expression—into a book that will reinvigorate planning in health care." —Lawrence D. Prybil, assistant dean and professor, College of Public Health, University of Iowa "Strategic planning is never easy, especially in chaotic times. With this book in hand, health care leaders—boards of trustees in particular—will be much better equipped to fulfill their critical responsibility of setting sound strategic direction." —Rev. Michael D. Place, president/CEO, Catholic Health Association, St. Louis, Missouri "This insightful book provides original and practical direction to health care executives to develop meaningful strategy in a time of uncertainty. Read it before you initiate your next planning project." —Paul Maddrell, senior vice president, corporate strategy, Northwestern Memorial Hospital, Chicago, Illinois "Health Care Strategy for Uncertain Times is state of the art, to the point, and will be useful not only for beginners who are looking for assistance, but also for those who are experienced in health care strategic planning." —Jeffrey A. Rivest, executive vice president and COO, Children's Hospital of Philadelphia [no credit for editor photo per Jennings] The Editor Marian C. Jennings is president of Jennings Ryan Kolb, a national management consulting firm providing services exclusively to the health care industry. Cover design by [logo] Jossey-Bass A Wiley Company 350 Sansome Street San Francisco, California 94104-1342 www.josseybass.com Cover printed on acid-free paper containing 50 percent recycled fiber of which a minimum of 15 percent is postconsumer HEALTH CARE MANAGEMENT ISBN 0-7879-5505-1