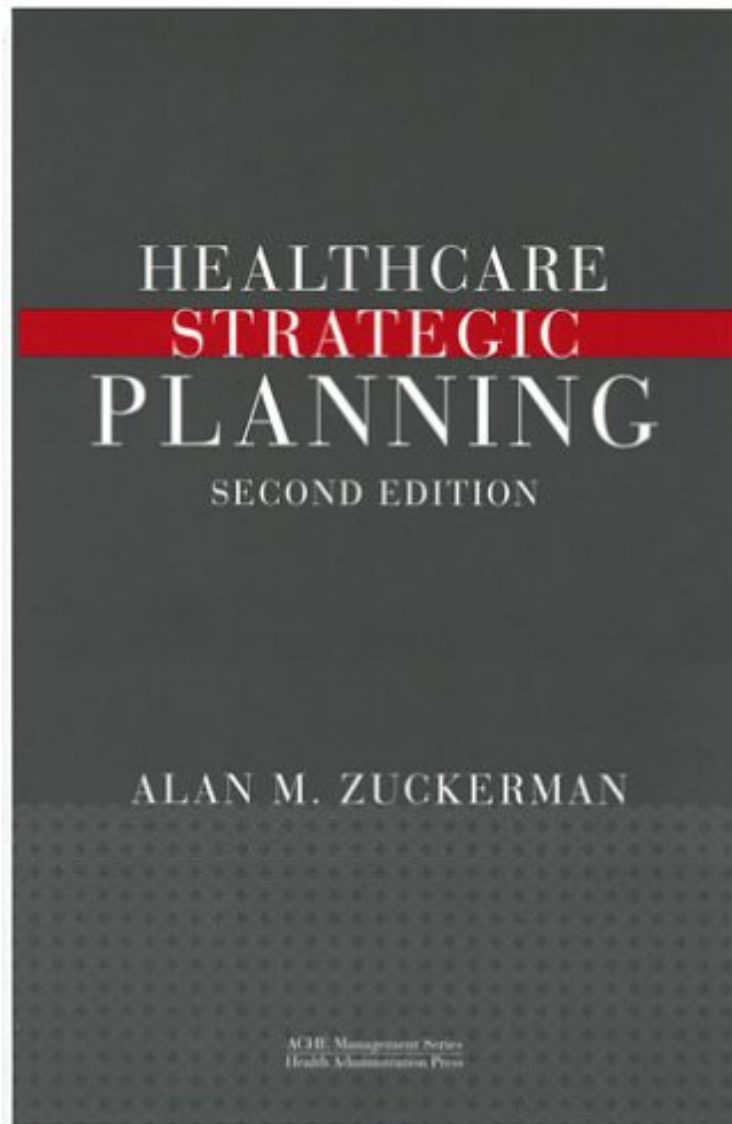


[FREE] Healthcare Strategic Planning, Second Edition

Healthcare Strategic Planning, Second Edition

Alan M. Zuckerman

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Alan M. Zuckerman : Healthcare Strategic Planning, Second Edition before purchasing it in order to gage whether or not it would be worth my time, and all praised Healthcare Strategic Planning, Second Edition:

0 of 0 people found the following review helpful. One StarBy Amit MohanIt's a quackery at the concept of strategy.0 of 0 people found the following review helpful. Five StarsBy JazlizzBetter than expected. Used copy but looks brand new. Will definitely order again.0 of 0 people found the following review helpful. Five StarsBy ConnorGreat read!

Provides you with practical guidance to address near-term pressures as well as to achieve long-term goals. Descriptions, examples, and guidelines will lead you step by step through a proven strategic process.

From the Author1. I'm not sure I was "inspired". Rob Fromberg, Associate Director of Health Administration Press, called me and asked me if I wanted to write a book on strategic planning for Health AP following a speech I gave at Congress. I was flattered to be called and, given that the primary focus of my job for 25 years has been strategic planning, thought I might have something to say and therefore it was worth a try to attempt to write this book. 2. I'd like the book to encourage more health care organizations to carry out ongoing strategic planning, perform it more rigorously, but at the same time by providing a clear "how-to" guide make it easier to do. 3. I am particularly fond of the material in Chapter 2, partly because it was written as an afterthought yet it is clearly so essential to getting the planning process off to a good start. I also feel very strongly about the importance of clear vision and focused strategies as described in Chapters 4 and 5.

From the Back CoverAmid the seeming chaos of healthcare today-intensified competition, radical shifts in economic incentives, regulatory changes, and eroding public trust-strategic planning is more critical than ever for long-term organization success. The stakes are high. Inadequate planning can result not just in reduced revenue or marketshare, but in closure. In *Healthcare Strategic Planning: Approaches for the 21st Century*, veteran consultant Alan M. Zuckerman, CHE, FAAHC, offers healthcare executives step-by-step guidance for confronting today's pressures with a solid plan for the future. He outlines a proven strategic planning process, addresses special issues facing various types of healthcare organizations, and provides case studies that demonstrate how strategic planning can integrate financial and consumer analyses to guide an organization's future development.

About the AuthorAlan M. Zuckerman, FACHE, FAAHC, is a founding partner and director of Health Strategies 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.