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## Raising the Bar: Best Practices for Healthcare Strategic Planning

*Alan M. Zuckerman*

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**Alan M. Zuckerman : Raising the Bar: Best Practices for Healthcare Strategic Planning** before purchasing it in order to gage whether or not it would be worth my time, and all praised Raising the Bar: Best Practices for Healthcare Strategic Planning:

Find out how your organization's strategic planning stacks up against the best in this new benchmarking study from AHA's Society for Healthcare Strategy and Market Development. Raising the Bar presents findings of a SHSMD survey of 440 healthcare organizations to determine current practices in healthcare strategic planning, then profiles twelve healthcare organizations that exemplify advanced planning approaches. The study goes on to discuss best practices in organizations outside of healthcare, where strategic planning practices are more highly evolved. Author Alan Zuckerman concludes by comparing healthcare strategic planning with strategic planning in best-practice

organizations outside of healthcare, and challenges healthcare organizations to raise the bar by seizing opportunities to improve their planning.