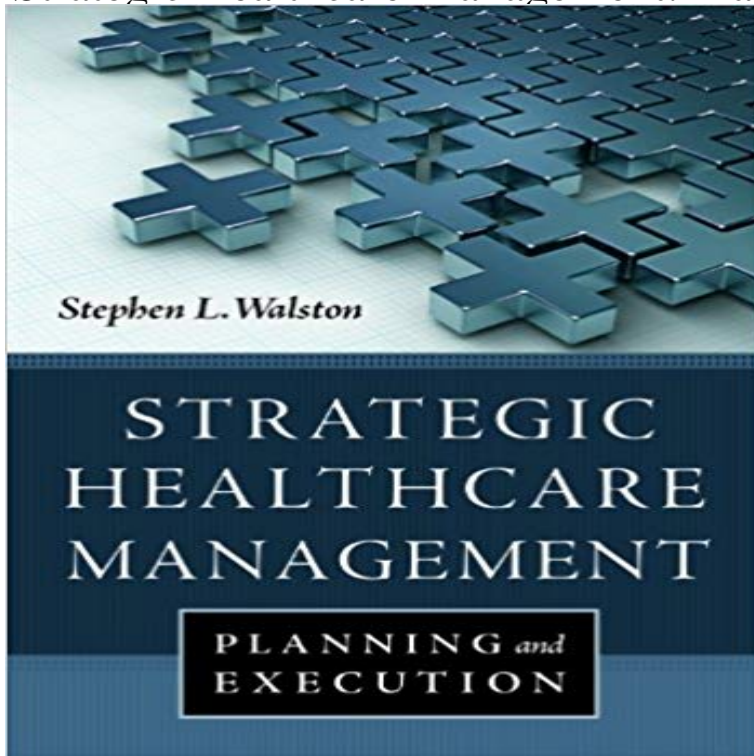


# Strategic Healthcare Management: Planning and Execution



Through cases, examples, and assignments, this book comprehensively explores the planning, management, and implementation of mission-driven healthcare strategy. The author, a university professor, consultant, and former hospital CEO, taps into his global experience to present practical concepts and their real-life applications, highlighting the importance of both competitive and collaborative strategies to an organization's success in the healthcare marketplace. The book is divided into six major components:

- Definition of the core concepts of strategy, including market structure, business models, generic strategies, first-mover strategies, growth and integration strategies, and strategic alliances
- Discussion of the relationship between strategy and an organization's key stakeholders, values, mission, and vision
- Presentation of common tools and methods used to evaluate the external and internal environments, including SWOT analysis, value chain analysis, portfolio analysis, and financial analysis
- Explanation of how strategic, marketing, and business plans should be developed and executed to achieve an organization's mission and vision
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