



Strategic Planning for Healthcare Organizations Course

Summary

Strategic planning in healthcare requires a business perspective in addition to an understanding of healthcare services and systems. In this course participants will learn to evaluate the overall status of the organization and facilitate the development and implementation of long-term strategic plans for sustainability and success.

Goals and Objectives

By the end of this course, participants will gain the knowledge needed to:

- Assess their organization's readiness for strategic planning
- Develop a strategic plan that align with their organization's core values
- Collect and analyze relevant data

Classroom sessions will include presentations and workshops on

- Mission and vision review or development
- How to determine the most critical strategic issues and developing plans to address them
- Business and operational analysis
- The SWOT
- Developing and selecting SMART strategic options and objectives
- Establishing a strategy execution plan
- Budget and resource allocation for strategic plan execution
- Aligning the organizational strategic plan and the information technology strategic plan
- Assigning roles, responsibilities, and time frames for implementation of strategic plans