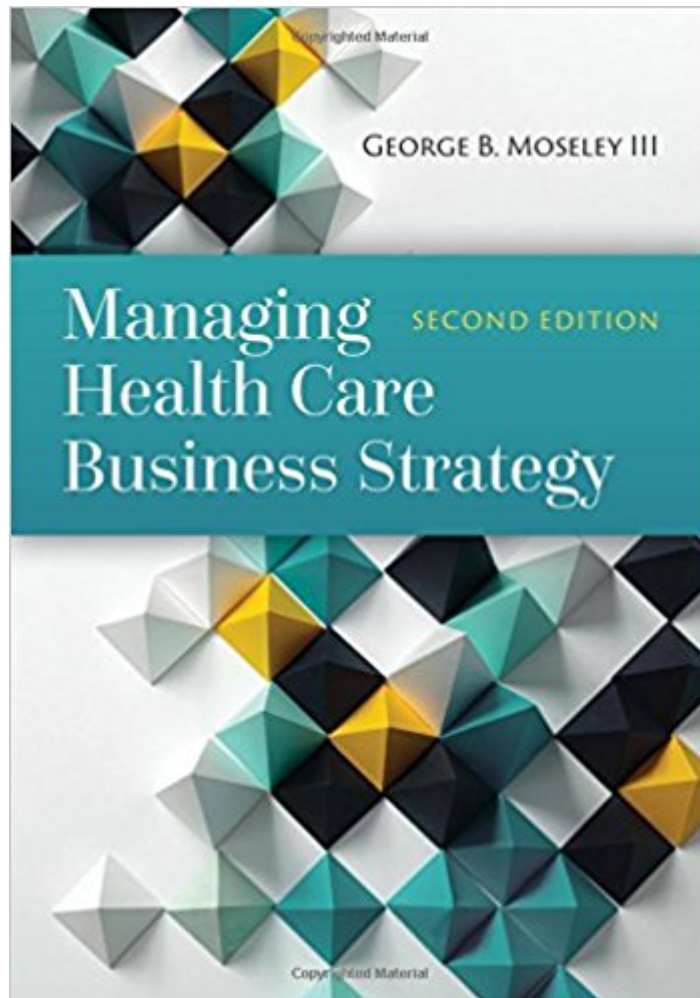




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Managing Health Care Business Strategy



Synopsis

Managing Health Care Business Strategy explores the most important aspects of planning and implementing strategy in a health care organization in very practical, actionable language with relevant, real-life and hypothetical examples throughout. Using simple, accessible language, the author explains everything you need to know to get started managing strategy in a health care organization. The book includes a description of the basic multi-step process of creating and then managing a strategic plan, as well as specific strategic options (merger/acquisition, reorganization, joint venture) and some of the popular tools for analyzing strategic situations (balanced scorecard, Six Sigma, SWOT). The second edition is a major expansion offering 10 additional chapters that examine the finer details of formulating and implementing strategic initiatives. The Second Edition:

- Explores the most commonly used strategy options along with practical guidelines on when and how to use them
- Examines the strategic contributions of key business functions including finance, marketing, human resources, and legal
- Looks at general factors in the management of organizations that have a direct bearing on the execution of their strategies

Perfect for those pursuing a career in health care management, health care leadership, biotech entrepreneurs, technology startups, government administrators, and more, Managing Health Care Business Strategy offers a framework of widely-accepted strategic planning principles coupled with practical advice on how they work in the real-world. The book is appropriate for graduate and undergraduate courses (in schools of business, public health, medicine, hospital administration, public administration, law), community college programs, continuing education, and professional education.

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