

# Strategic planning for a health care facility

Business



Health Care Planning & Evaluation Bruce Carruthers September 6, 2010 In business there are strategies that need to be fulfilled. Starting a business or health care organization we need to use strategy planning. In the strategy planning of our business or health care organization we need to map out the mission, vision and goals that we want our business or health care organization to meet.

My paper is going to be on the Veterans Health Administration strategy planning. This paper will review their internal and external assessments, competitive marketing analysis, identification of stakeholders, an overview and assessments of services provided, competencies and resources, public entities and regulatory requirements, demographics served, strategic financial planning, financial and operational outcomes, current and future directions of the organization. First let us look at what strategic planning is.

There are several key dimensions of strategy and these are: A strategy will steer the direction of the overall organization which will affect the long-term well-being of the organization. A strategy will have long time horizons that will be measured in years instead of months or weeks.

Most strategic plans will set goals to be achieved in five or more years in the future. A strategy will have impact that will be felt through the whole organization instead of within a single component of the organization. ? A strategy will build on and exploit to the fullest extent the organizations resources and abilities.