

Improve Your Competitive Strategy: A Guide for the Healthcare Executive

Alan M. Zuckerman

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...explains various competitive strategies and how you can apply them at your organization...helps build and maintain a competitive advantage

About the Author Alan M. Zuckerman, FACHE, FAAHC, is a founding partner and director of Health Strategies Solutions, Inc., a leading national healthcare consulting firm. Mr. Zuckerman has been a management consultant for 30 years, working exclusively for healthcare providers across the United States. During his career, Mr. Zuckerman's consulting work has focused on strategic planning; this book is an outgrowth of his experience with hundreds of diverse healthcare organizations. Among his strategic planning clients have been large and small community hospitals, academic medical centers, single and multispecialty physician groups, nursing homes, retirement centers, hospices, home care agencies, and psychiatric and rehabilitation specialty centers. In recent years, he has been involved in the development of increasingly sophisticated competitive strategies for leading hospitals, health systems, and academic medical centers. Mr. Zuckerman is widely published and a frequent speaker at national healthcare conferences. His book *Healthcare Strategic Planning: Approaches for the 21st Century* won the 1999 American College of Healthcare Executives' James A. Hamilton Book of the Year Award. Mr. Zuckerman is a fellow of the American College of Healthcare Executives and of the American Association of Healthcare Consultants and a member of the Society for Healthcare Strategy and Market Development.