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## Strategic Planning in Healthcare

*Bernard J. Horak*

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**Bernard J. Horak : Strategic Planning in Healthcare** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Strategic Planning in Healthcare:

Working on quality initiatives that are not tied into the organization's strategic plan will lead to wasted effort and a lack of focus. On the other hand, strategic planning that is not grounded in quality principles could become a mere exercise that lacks the continuous review, measurement, and improvement of a quality focus. In Strategic Planning in

Healthcare: Building a Quality-Based Plan Step by Step, you will learn how to create and implement a strategic plan in healthcare organizations that fully integrates quality principles such as: customer focus, empowerment, systems approach, measurement, and continuous improvement. The author presents a four-phase model for quality-based strategic planning that incorporates a systems perspective. This model avoids redundant parallel organizational activities. Special Feature: This book contains three in-depth case studies - Optima Health, Sisters of Charity of the Incarnate Word Health Care System, and Walter Reed Army Medical Center.

"Dr. Horak has successfully integrated the conceptual design elements of TQM and strategic planning into an easy-to-read book that can serve as a useful guide for their implementation into today's healthcare organizations." -- Charles B. Van Vorst, President and CEO, Mercy Health Care Corporation, Mercy Hospital and Medical Center  
"This is an exceptionally valuable and well-crafted addition to the quality management literature and an eminently practical guide to those of us working for change in healthcare today ... sure to become a bible for those in the field." -- Robert B. Griffen, Ph.D., President, Health Care Strategy Associates, Inc.  
About the Author  
Bernard J. Horak, Ph.D., FACHE, is assistant professor of Health Services Administration and Policy at The George Washington University. Prior to that, he was director of strategic planning and total quality management at Walter Reed Army Medical Center. He has held several Army Hospital positions and implemented an OD program that was considered to be the best in all U.S. Army hospitals.