

<<健康护理计划Business P>>

图书基本信息

书名：<<健康护理计划Business Planning for Healthcare Management>>

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内容概要

Praise for the first edition: "The book's major strength is that it allows the author, Carolyn Semple Piggot, to use a very accessible style, without a great burden of academic theory or case studies. What theory it does contain is expertly used to provide a rationale for the service she cites...The book is an excellent tool for any clinician or junior manager to prepare a business plan. Both would gain knowledge and understanding without excessive effort."

Health Service Journal. The revised and updated edition of this bestselling book is both practical and topical. It addresses planning strategies that will work for healthcare organisations. The advice and practical aids are designed to help readers with easy-to-find answers to common planning questions. The careful use of theory provides a rationale for the services cited to help the reader understand the limits of the advice and when it is necessary to seek expert help. A particularly good example of this is seen in chapter five in which an asthma study is used to illustrate how business planning issues arise from clinical issues. Pragmatic in its approach, the book will prove both interesting and useful to hospital managers, clinical practitioners and others new to management.

书籍目录

Acknowledgements  
1 What is planning? Introduction Short-term versus long-term Corporate strategy Six planning myths Why plan? Why do we need a healthcare plan? Planning in the NHS Purpose of plans  
Criteria for effective planning Keys to growth Role of the chief executive Summary  
2 The planning process The first step - the mission statement Checklist: Steps to creating a mission statement  
Environmental trends Scenario STEP analysis Where are we now? How is a SWOT constructed? Strengths Weaknesses Opportunities Threats Key questions for the SWOT Key issues  
Managerial dilemmas Critical success factors Questions to help define CSFs Where do we want to get to? Objectives Example of objectives from the National Priorities Guidance 1999/00-2001/02 How do we get there? Action plans Management approach The budget and the business plan Analysis of resources for a commissioner Budget headings for a provider Checklists for commissioners and providers The management process Contingency planning Techniques to assist the planning process Brainstorming  
Evaluation  
3 Implementation The challenge of implementation How do we get there (continued)? The change process Competencies for managing change Core competency framework Communication  
Communications checklist  
4 Evaluation How far have we got? Management by objectives Monitoring results Measures of success The concept of outcomes The role of audit Patient satisfaction The role of questionnaires.....  
5 Planning for health improvement  
6 joint planning and collaboration with  
7 Managing stakeholders  
8 planning for change  
9 Role of the board

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