ONE

The purpose of strategic planning is to develop the goals for the future based on the mission and vision of the organization (Whitney, 2018). The latest trend in healthcare is patient-based care in which more value is put on patient survey’s then ever have been before and change needs to be made based on results. Goal planning can include items for that day as well as goals for decades from now which means that goals are ongoing therefore managers need to consistently be organized, thoughtful, and purposeful in planning (Whitney, 2018).

One of the greatest challenges that have emerged for future strategic planning is the implementation of electronic medical records (EMR) (Fitz & Shaikh, 2018). Some of the challenges that are rapidly approaching healthcare’s technology is an increased in consumers desire to have more convenience in where they seek healthcare and means to manage their own health care. How healthcare centers get reimbursed from insurances rely heavily on information entered into data bases and with the change to fully electronic documentation it is more important than ever to make sure that every procedure, treatment, and supply usage is entered (Fitz & Shaikh, 2018). Along with any type of technology usage also comes the increased threat to security of the information. For healthcare centers to achieve the innovator level of technology that has a consumer centric focus along with a superior provider experience as well as positive financial, clinical and experiential outcome it must be accessible, data-drive, and integrated (Fitz & Shaikh, 2018). This can all be achieved by creating a digital roadmap using information gathered by multiple leadership teams (Fitz & Shaikh, 2018). This roadmap is what will be used to move healthcare technology into the future to continue meeting the goals of the strategic planning vision.

Reference

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TWO

The field of healthcare is always changing and progressing at a rapid pace. Over the past few decades it has become increasingly important for hospitals to plan for the future in order to be successful for years to come. By planning for the unknown, hospitals can be better equipped for whatever may come along down the road. From the financial side of running an organization, to structural decisions within the hospital planning is a necessity. A hospital strategic plan allows for more efficiency in all aspects of the business, no matter how big or small. Healthcare planning must take into account potential government policy changes, technological advancements and economic trends that could significantly change an organization’s operations (Strata, 2019).

One key factor that should be the basis to strategic planning in healthcare organizations is the organization of the institution and how this organization is necessary for the entire system to succeed. This is important when creating an effective plan with specific strategies. Sometimes reevaluating who controls which aspects of the business, and the hierarchy that follows, can be beneficial. An organization built on a solid foundation is important so that communication and ideas can flow freely while implementing strategic healthcare planning. Designing company goals and a path to achieve these objectives allows staff at every level, from administrators to physicians, to have a drive and passion that is extremely important in the medical field. This can be spelled out in the organization’s Mission and Vision Statements (Whitney, 2018).

Hospitals and healthcare institutions are operating at many levels. From patient care to financing, health systems need to plan for the future in more ways than one. Strategic planning takes into account what is to come for every area of the organization, taking into account foreseeable changes for all departments. The importance of strategic planning in healthcare is also seen when looking at productivity. Most hospitals believe that they are being as efficient as possible, but looking closer at productivity can provide insight as to where improvements can be made and more specific plans can be set. Some of the key areas that a hospital strategic plan can significantly improve include:

* Company Culture
* Goals and Objectives
* Operating Budgeting
* Service Line Decisions
* Risk Management
* Capital Planning
* Cost Accounting
* Long Range Forecasting (Strata, 2019).

Reference

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THREE

Communication may be a challenge when it comes to reaching the stakeholders with different point-of-views and different opinions. As a nurse leader, I would thing the best way to reach stakeholders, management, and other executives would be starting through written communication. Written communication allows to lay out and introduce the plan of the outreach program more thoroughly without interruption. Once written information is deliver, a presentation can be organized where I would have an opportunity to explain the program. It also depends how the information is delivered during the present to make an effect on the audiences. Some of the methodologies that can be used for effective presentation includes non-verbal gestures and movements such as body posture, eye-contact, and facial expressions. Along with the non-verbal gestures, clear verbal communication is essential where audiences can clearly understand the presentation and can have opportunity to ask questions.

Strategic management is the planning, monitoring, analysis, and assessment of all the intervention that are important and necessary for the organization based on the vision of the organization (Huber, 2014). Implementing strategic management would be beneficial and important to deliver the outreach program in an effective way. Using strategic plan, I will include vision of the outreach program in the presentation. Objectives will be discussed along with the implementation of the plan. Once getting approved from the stakeholders and proceeding with the implementation, evaluation will be done to check the effectiveness. Constructive criticism and feedback will be utilized to check the results. In conclusion, strategic management will help a nurse leader to create an effective plan and achievable goals to meet the community needs.

Reference

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