



Transition Guide
for
Essentials of Strategic Planning in Healthcare,
Second Edition

May 2016

<u>Chapter No.</u>	<u>Chapter Title</u>	<u>Description</u>
1	Leadership, Mission, Vision, and Culture: The Foundation of Strategic Planning (This chapter is a combination of the first two chapters of the previous edition)	Updated data tables. Added the role of the senior marketing executive as an important part of the executive team. New information about the Affordable Care Act (ACA) of 2010 and the emerging importance of accountable care organizations (ACOs). New Healthcare Quality and Efficiency Model exhibit.
2	Transformational Leadership Maximizes Strategic Planning	A new co-author provides a fresh perspective including a section on the role of transformational leadership in obtaining Magnet recognition awarded by American Nurses Credentialing Center (ANCC).
3	Fundamentals of Strategic Planning	Accountable care organizations added to the external environment section. Discussion of including quality and value component to the strategic plan; related dashboard exhibit was revised.
4	Strategic Planning and SWOT Analysis	Added the latest legislative initiatives and trends impacting the environment in which healthcare organizations operate. Updated SWOT Matrix exhibit. Definition and discussion of downstream revenue added.
5	Healthcare Marketing – NEW CHAPTER	Co-author brings a perspective on marketing from his experience as a senior healthcare practitioner and marketing executive. The integral role marketing plays in strategic plan implementation is discussed. Medical tourism included as a key term and described relative to the growth in international services.
6	Strategic Planning and Health Information Technology	Enhanced health information technology content including coverage of big data, the increasing use of mobile devices in healthcare, the growth of telemedicine services, and the importance of the patient portal. Discussion of the Healthcare Information and Management Systems Society (HIMSS) Electronic Medical Record Adoption Model added; new exhibit includes the latest adoption statistics.

7	Strategic Planning and the Healthcare Business Plan	Exhibits revised to clarify the concepts.
8	Communicating the Strategic Plan	Discussion of new technologies used to communicate the strategic plan, including the company intranet, videoconferencing, webcasts, and other digital media.
9	Accountable Care Organizations and Physician Joint Ventures (formerly Medical Group Planning and Joint Ventures)	Expanded coverage of hospital–physician integration models and the strategic advantages of partnering with physicians. Discussion of patient-centered medical home (PCMH) care delivery model included.
10	Strategic Planning and Post-acute Care Services (formerly Strategic Planning and Long-Term Care Services)	Updated facts and figures related to inpatient rehabilitation, skilled nursing, hospice, and other post-acute care services. Definition and discussion of palliative care added.
11	Strategic Planning in Health Systems	Expanded coverage of integrated healthcare delivery systems (IDSs); added discussion of not-for-profit and for-profit health systems.
12	Pay for Performance and the Healthcare Value Paradigm (formerly Strategic Planning and Pay for Performance)	Increased coverage of pay-for-performance initiatives and related terminology, including the Donabedian framework for quality, nurse-sensitive patient outcomes, therapeutic alliances, and value-based purchasing. This chapter includes many of the value and quality discussion points from Chapter 13 of the previous edition.
13	The Future of Healthcare – NEW CHAPTER (formerly The New Value Paradigm in Healthcare)	This chapter incorporates a futurist’s view of the changing healthcare environment including individualized medicine, genomics, population health, and telemedicine.