



Transition Guide

Strategic Analysis for Healthcare: Concepts and Practical Applications, Second Edition

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Strategic Analysis for Healthcare: Concepts and Practical Applications presents a straightforward, step-by-step approach to strategic analysis and strategy development in healthcare. Through its clear explanations of theoretical concepts, supported by examples and applied exercises, the book provides readers with practical methods for developing healthcare strategy.

Changes in the Second Edition

In this second edition we have added new chapters on Population Health, Strategic Directional Indicators Summary, Strategy Selection and Justification, Implementation Plans and Contingency Planning. The chapter on Financial Fit Assessment and Projection has been completely redeveloped. In addition, most chapters from financial analysis of the organization to competitive benchmarking to organizational culture have been revised and updated.

Chapter	Chapter Title	New Material
17	Population Health Readiness Assessment	New Chapter: There are many unanswered questions regarding the population health concept. Nonetheless, as health systems are implementing initiatives targeting this issue, it will likely become a factor that must be addressed in strategic analysis and planning.
22	Directional Indicators Summary	New Chapter: The different directional indicators need to be combined, assessed, and an overall integrated strategic direction determined. This conclusion is drawn by the strategist based upon their accumulated knowledge and research on the organization, competitors, and the industry.

<p>28</p>	<p>Financial Fit Assessment and Projection</p>	<p>Chapter Revised: Lining up the calculations from your financial fit analysis allows you to quickly and easily see the values, and thus more easily compare competing strategies in order to determine which has the best potential financial fit with your company.</p>
<p>29</p>	<p>Strategy Selection and Justification</p>	<p>New Chapter: The strategist must be able to thoroughly discuss the merits and downfalls of each potential overarching strategy and highlight the significant issues ranging from strategic fit for the firm to financial implications, to probability of successfully implementing each strategy.</p>
<p>30</p>	<p>Implementation Plan/Programs to Achieve Objectives</p>	<p>New Chapter: How will you go about implementing your selected strategy? Your strategy presentation needs to address the implementation process at the appropriate level of detail.</p>