



**Transition Guide**  
*Healthcare Strategic Planning*  
**Fourth Edition**  
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To make this edition easier to navigate, the chapters are reordered and grouped into four major sections. See the chart below for details.

<b>Section 1: Making the Case for Strategic Planning</b>		
<b>Chapter</b>	<b>Title</b>	<b>Description</b>
1	The Value of Strategic Planning	Chapter renamed to reflect enhanced discussion of the value and benefits of strategic planning. Addresses why and how strategic planning in healthcare differs from strategic planning in other industries.
2	Benefits of Strategic Planning <i>Formerly Chapter 8</i>	Expanded discussion of product (i.e. programs and services) scope and extent. New case studies, with an emphasis on population health, that illustrate the financial benefits, operational benefits, and community benefits of strategic planning.
<b>Section 2: Setting the Stage for Successful Strategic Planning</b>		
3	Organizing for Success <i>Formerly Chapter 2</i>	The 12 steps of strategic planning preparation are reorganized and placed under four key categories to simplify planning execution.
4	Major Planning Process Considerations <i>Formerly Chapter 7</i>	Coverage of reactor panels. Updated exhibits.
5	Encouraging Strategic Thinking <i>Formerly Chapter 11</i>	New discussion of incorporating strategic thinking into management routines.
<b>Section 3: The Strategic Planning Process</b>		
6	Phase 1: Analyzing the Environment <i>Formerly Chapter 3</i>	Updated exhibit of online healthcare data resources. Expanded quantitative analysis discussion including tips for organizing the data collection process. Enhanced discussion of organizational assessment; examples of charts and tables that summarize results and key conclusions. New exhibits and discussion of identifying local and regional market trends. Updated competitive analysis exhibits. New scenario exercise example. New exhibits on identifying critical planning issues.

<b>Section 3: The Strategic Planning Process, cont.</b>		
<b>Chapter</b>	<b>Title</b>	<b>Description</b>
7	Phase 2: Organizational Direction <i>Formerly Chapter 4</i>	Updated mission, values, vision, and strategy statement examples.
8	Phase 3: Strategy Formulation <i>Formerly Chapter 5</i>	Updated strategy formulation exhibit. New exhibits on identifying goals including charts showing the relationship between crucial issues, goals, and key metrics that helps readers envision key strategic plan outputs. Two new chapter appendices containing an issue documentation example and a strategic plan financial analysis example.
9	Phase 4: Transition to Implementation <i>Formerly Chapter 6</i>	New step-by-step process for creating an effective implementation plan. Enhanced coverage of the board review and approval process. Revised chapter appendix containing a new strategic plan example.
10	Annual Review and Update <i>Formerly Chapter 10</i>	Expanded information on determining an annual update approach including a new exhibit. New case studies illustrating how successful organizations approach annual strategic planning.
<b>Section 4: Optimizing Strategic Planning</b>		
11	Enabling More Effective Execution <i>Formerly Chapter 9</i>	New action plan progress review and strategy map examples.
12	Addressing Innovation in Strategic Planning – <b>NEW!</b>	New chapter on addressing innovation in each step of the planning process. Coverage of business model shifts, particularly related to alignment of providers and clinical and technological innovation.
13	Future Challenges for Strategic Planners <i>Formerly Chapter 12</i>	New research and perspectives on the future of healthcare strategic planning. Discussion of the skills leaders need for effective strategic planning. Recommendations for strategic planning within a dynamic environment.