



Strategic Management of Healthcare Organizations: A Stakeholder Management Approach (Strategic Management Collection)

Jeffrey S. Harrison, Stephen M. Thompson

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Few industries are buffeted from as many strong forces as healthcare. The industry is highly regulated, thus dramatically increasing costs and sometimes even interfering with the ability to deliver healthcare. New drugs, treatments, and medical technologies are so common that keeping track of them can be overwhelming, and incorporating them into patient care or administration can be costly and complicated. This book lays a stakeholder foundation for managing a healthcare organization strategically. It contains step-by-step tactics as well as examples of HCOs that are having success with various aspects of the stakeholder approach in their organizations. As any experienced healthcare executive knows, making changes to a healthcare delivery system is like trying to modify an aircraft while it is in flight. The process is complicated and the consequences of mistakes can quickly lead to disaster. With this book, you'll get a new approach to managing healthcare within your organization, an approach that will unlock innovation and create more value for a broad group of industry participants.

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