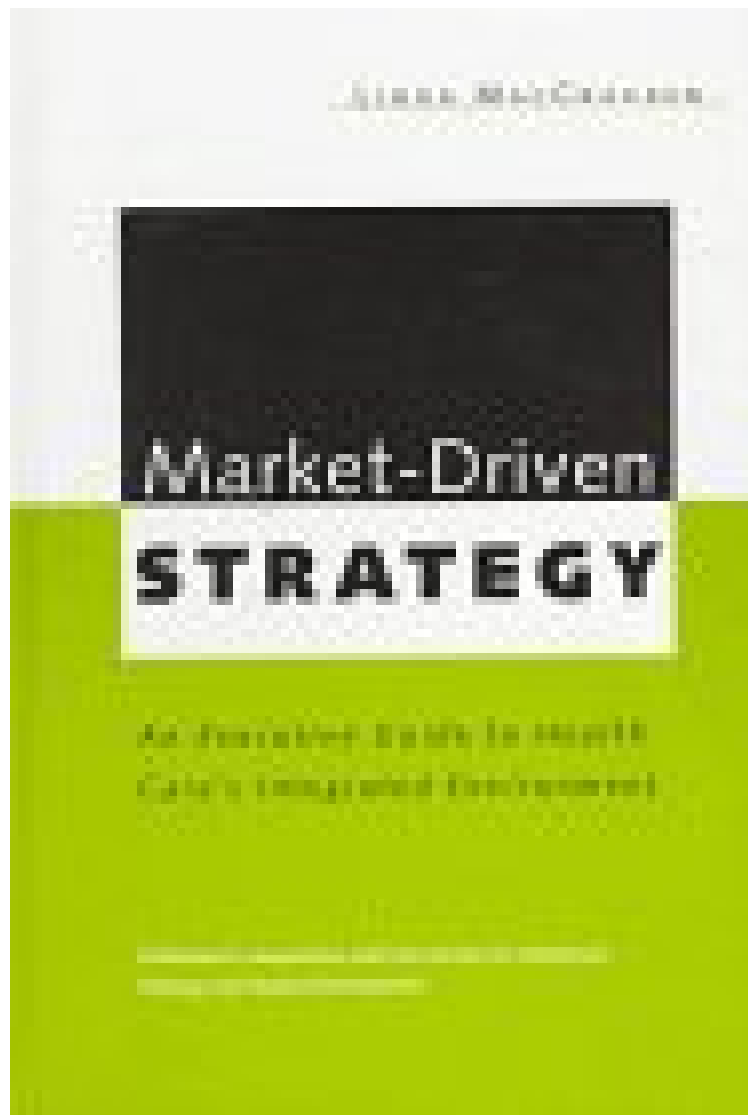


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## Market-Driven Strategy: An Executive Guide to Health Care's Integrated Environment (J-B AHA Press)

Linda MacCracken

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book to clients of ours who serve on Boards of health care systems. McCracken provides an excellent overview of what is going on in health care delivery today, using up-to-date examples. The author takes many of the current models of strategic thinking and shows how each model applies or does not apply in a health care environment. She lists the warning signs that something is wrong with the strategic planning---very helpful. McCracken is well suited to author a book like this. She has had marketing/strategy roles with urban health care teaching health care systems as well as more rural community hospitals. She thus understands both worlds. Larry Stybel The Board of Directors' Resource Center

Market-Driven Strategy speaks directly to the needs of health care executives, physician leaders, directors of planning and marketing, clinical managers, and professionals throughout the health care industry who formulate and implement organizational strategy. Filled with practical advice and up-to-date examples, this detailed playbook of strategies and planning pinpoints the breakdowns in the strategic planning process. It describes effective models, activities, and processes for identifying areas of past strategic failure and reveals concepts for ensuring future success. It also examines the key factors for sound and effective strategic decision making: Payer assessment and position Physician network assessment and position Organizational and financial capabilities and performance Merger and alliance positions Getting and keeping customers Action plan development Market-Driven Strategy is a breakthrough resource that offers surefire techniques for building on the contributions of the entire organization to win more health care consumers and increase overall market share.

"This book is an excellent resource to help ensure that your planning process is thorough and comprehensive. An excellent planning tool!" (Thomas H. Hansen) "Market-Driven Strategy combines fresh insights from health care organizations with private sector-tested methods. The result is a detailed but nonacademic playbook of strategy and planning techniques to win health care consumers and improve market share." (Russell C. Coile Jr.) "Linda MacCracken's Market-Driven Strategy combines fresh insights from health care organizations with private sector-tested methods. The result is a detailed but nonacademic playbook of strategy and planning techniques to win health care consumers and improve market share." (Russell C. Coile, Jr.) "A superb resource for the executive leader who wants to spend time thinking and planning for the future. Linda MacCracken takes a realistic and customer-oriented approach to the new challenges of integrating the emergence of networks and the mandates of competitive managed care plans. This book is a must for those leaders building and designing tomorrow's integrated delivery systems." (Philip A. Newbold) From the Inside Flap Market-Driven Strategy speaks directly to the needs of health care executives, physician leaders, directors of planning and marketing, clinical managers, and professionals throughout the health care industry who formulate and implement organizational strategy. Filled with practical advice and up-to-date examples, this detailed playbook of strategies and planning pinpoints the breakdowns in the strategic planning process. It describes effective models, activities, and processes for identifying areas of past strategic failure and reveals concepts for ensuring future success. It also examines the key factors for sound and effective strategic decision making: Payer assessment and position Physician network assessment and position Organizational and financial capabilities and performance Merger and alliance positions Getting and keeping customers Action plan development Market-Driven Strategy is a breakthrough resource that offers surefire techniques for building on the contributions of the entire organization to win more health care consumers and increase overall market share. From the Back Cover Market-Driven Strategy speaks directly to the needs of health care executives, physician leaders, directors of planning and marketing, clinical managers, and professionals throughout the health care industry who formulate and implement organizational strategy. Filled with practical advice and up-to-date examples, this detailed playbook of strategies and planning pinpoints the breakdowns in the strategic planning process. It describes effective models, activities, and processes for identifying areas of past strategic failure and reveals concepts for ensuring future success. It also examines the key factors for sound and effective strategic decision making: Payer assessment and position Physician network assessment and position Organizational and financial capabilities and performance Merger and alliance positions Getting and keeping customers Action plan development Market-Driven Strategy is a breakthrough resource that offers surefire techniques for building on the contributions of the entire organization to win more health care consumers and increase overall market share.