

STRATEGIC PLANNING IN HEALTH CARE

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“Getting to the heart of the matter.”

Tips and Definitions for Strategic Planning

Strategic Priority Category

A strategic priority category is a broad category within which specific goals are written. Each organization needs to determine its most important 4-6 strategic priority categories in order to help direct and maintain focus when drafting its organizational goals.

Goal

Definition:

Goals describe future expected outcomes or states. They provide programmatic direction. They focus on the ends rather than the means.

Goals are:

- broad
- general intentions
- abstract

Strategy

Definition:

A strategy refers to a plan of action designed to achieve a particular goal.

For our purposes, the strategy is an action step which leads toward an organizational goal.

Measures

Good Performance Measures:

- Provide a way to see if the strategy is working
- Allow measurement of accomplishments, not just of the work that is performed
- Are valid, to ensure measurement of the right things
- Are verifiable, to ensure data collection accuracy
- Focus attention on what matters most to success

~ adapted from wikipedia.org ~