

Strategic Plan Details

Strategic Plan

Each student shall prepare a 10-page strategic plan following the assignment guidelines. The purpose of the strategic plan is to allow the selected healthcare organization to understand their current strategic position, where they want to be in the future, and how they will achieve those goals. For this strategic plan, you will select an existing healthcare organization local to your community to conduct a strategic plan analysis on. The strategic plan should project 3 year's worth of planning. Additionally, students should focus on identifying a target market (consumer or business in South Florida) whose needs are not currently being met, not being met satisfactorily or even recognized. Students also should think about competitive offerings, and how their offering will be communicated and delivered. The solution must be actionable or realistic.

The strategic plan will be completed in 3 phases, which will all culminate to create the final strategic plan. Please see course calendar in [syllabus](#) (<https://fiu.instructure.com/courses/69410/assignments/syllabus>) for the due dates of each phase.

Phase 1 (<https://fiu.instructure.com/courses/69410/assignments/821451>).(10 points): **Cover page, introduction, M,V,V,G**

Phase 2 (<https://fiu.instructure.com/courses/69410/assignments/821452>).(20 points): **Goals/Objectives, Markets served and Sources of Income, Competition**

Phase 3 (<https://fiu.instructure.com/courses/69410/assignments/821453>).(20 points): **SWOT, Action Plan**

Presentations week of July 15-17 (Sign-up now available. See announcement)

Strategic Plan due (<https://fiu.instructure.com/courses/69410/assignments/821449>): **July 28, 2020 (Combine all sections together)**

For each phase, I will provide you with feedback and you will need to make the necessary changes and edits before you submit your final strategic plan. To earn full credit, all parts of each phase must be submitted.

The strategic plan should be prepared as follows:

Section	Details to be included	Points
Cover page	Include name, title of assignment (include name of organization),	5

(1 page)	and due date of assignment	
Introduction (1 page)	<p>This is the introduction of the strategic plan that identifies the organization you will be studying. In this section, be sure to provide background information about the organization and WHY it is important to examine this organization at this time.</p> <p>Student should also include a brief overview of the governance structure of the organization.</p>	10
Mission, Vision, Values, Goals (1 page)	<p><i>Mission:</i> the purpose of the organization serves today</p> <p><i>Vision:</i> what the healthcare organization hopes to become during the next several years</p> <p><i>Values:</i> the guiding principles or beliefs of the organization</p> <p><i>Goals:</i> what the organization hopes to accomplish in the long term</p>	10
Goals/Objectives: short-term and long-term objectives (1 page)	<p>In table format, include the goals stated in previous section and then provide short-term and long-term objectives. Short-term objectives should be accomplished during the next 12 months, while long-term objectives should be accomplished during the subsequent 24 months.</p> <p>Remember, objectives need to be measurable! Objectives also need to align with goals so that when objectives are met, you can achieve your stated goals.</p>	10
Markets Served and Sources of Income (1 page)	<p>Identify the primary market of the healthcare organization that it serves. Also, identify the sources of income for the healthcare organization. Markets served and sources of income may overlap.</p> <p>Markets Served - For this section, I want you to discuss what services are the biggest income drivers. Do you have specific services or treatment that drive business? The markets served section should cover the area your organization serves. What are the largest generator of income? For example, if you are a rehab facility, are the patients there mostly for short-term rehab or long-term rehab? If you are a hospital, do you serve a large number of uninsured patients utilizing the ER? These are just some examples. So not only should this section cover your market area,</p>	10

	<p>but you can also discuss the types of services that generate the most income.</p> <p>Sources of income: Describe your payer-mix. For example, if a large portion of your patient population are elderly, then most likely, the payer will be Medicare. But who else?</p>	
Competition (1 page)	Describe and identify the competition faced by the healthcare organization. Who are their competitors and provide an EXPLANATION of WHY they are considered competitors.	10
SWOT Analysis (1-2 pages)	<p>In this section, you will conduct a SWOT analysis in which you will discuss the current positioning of your organization. Strengths and opportunities are somewhat related, while weaknesses and threats are also loosely related. Chart and bullets are fine, but make sure bullets are not ambiguous.</p> <p><i>Strengths:</i> Identify their service strategy. How is the organization able to retain their existing market share?</p> <p><i>Weaknesses:</i> Identify areas for improvement. Are there areas of weaknesses if compared to their competitors?</p> <p><i>Opportunities:</i> What opportunities are out there in the market for the organization to capture? How will the organization grow and expand their market share or to reach into new market territory?</p> <p><i>Threats:</i> Think about the competition faced by the organization. How can the competition faced by the organization erode the company's past and present successes? Think about internal and external challenges that the organization is facing or may face (i.e. outside competition, federal/state government regulations that pertains to healthcare organization and policies, challenges of internal and external environments)</p>	15
Action Plan (1 page)	<p>In a table format, provide the action plan (execution) for the strategic plan. Categorize your objectives into year 1 objectives, year 2 objectives and year 3 objectives. The action plan table will include the following columns:</p> <ul style="list-style-type: none"> • Objectives (include the targeted accomplishment date) • Actions to accomplish objectives • Who will carry out these changes (what is the position title) 	10

	<ul style="list-style-type: none"> Resources needed to carry out the changes (i.e. cost, staff, etc.) 	
References	<p>Include a list of references used in your strategic plan. Also, must include in-text citations that correspond to the references listed in the reference list. For more information on how to properly cite in APA format, visit library.fiu.edu/apa</p> <p>Note: To earn full points for your references, in-text citations need to be present and it needs to correspond to the references as listed in the reference section.</p>	5
Paper guidelines	<ul style="list-style-type: none"> Use headers (title for each section) 12-point font Times New Roman double-spaced, 1-inch margins all around numbered pages at the bottom of each page and centered 	5
Writing/Grammar	<ul style="list-style-type: none"> Be error free – make sure you do a spell-check/grammar-check before submitting! Make sure your paper flows (use transitional words) No run-on sentences Correct use of capitalization. For example, general terms such as "healthcare" does not need to be capitalized. Only proper nouns need to be capitalized or the name of your healthcare organization. 	10
Total Points		100

Note – If your Turnitin score is above a 35%, it will result in an automatic 40-point deduction to your final score. Additionally, the professor will review your Turnitin originality report and if warranted, may require student to re-do their entire paper or specific sections of it. Lastly, if upon further review, the Professor believes the student plagiarized their work and did not submit original work, it will result in a grade of zero.