

MGT 564 Business Planning & Strategy in Healthcare

Term:	Fall 2020
Credits:	4 quarter credits
Instructors:	Steve Kinder, M.P.A. (kinder@ohsu.edu) Jessica Walter, M.A. (walter@ohsu.edu)
Course meets online:	Monday September 28, 2020 - Friday December 18, 2020
Face-to-Face Dates:	Friday October 2, 2020 4-9pm Friday December 4, 2020 4-9pm

Required Materials

The Strategic Management of Healthcare Organizations

- **Author:** Ginter, P. et. al
- **Publisher:** Wiley
- **Edition:** 8th Edition
- **ISBN:** 1119349702
- **Price:** \$78.00

Additional readings will be supplied in Sakai.

Course Description

The strategic management and planning of healthcare functional units, clinics and hospitals in today's fast-changing technology intensive environments is extremely challenging. The class focuses on analyzing, planning, decision-making, formulation of strategy and its implementation in a world where "growing" today's organization into an essentially unknowable future is essential for long-term success. The course examines the major drivers towards change in the healthcare environment, approaches to empowering the consumer in healthcare management, and the changing value proposition for healthcare. Students examine potential scenarios for the future of healthcare, the potential major drivers, and the question of who the "customer" really is in healthcare. Invited speakers who are strategic decision makers in the healthcare industry share their expertise with the class.