

Ensure Future Success by Developing a Customized Strategic Plan

The future of healthcare is in flux and managing the delivery of healthcare services, more than ever, requires a clear understanding of how the industry is working today and what it may look like in the future, as well as the development of a plan that will be able to carry organizations forward effectively. The challenges of compliance, healthcare reform, and other internal and external pressures are emerging from many different directions but a common theme is surfacing that will require organizations to deliver high-quality care at lower costs. As a result, many organizations need help developing a plan to establish and meet their new goals as they effectively adapt to industry changes.

Coker assists health systems and medical practices set and achieve strategic goals for the future, focusing on many areas, including expanded clinical services, growth, financial strength, cost reduction and technology advancements. The strategic planning process varies based on the nuances of an individual organization, but typically:

- Engages a multi-disciplinary team including providers, administration, and front-line staff
- Requires a comprehensive assessment of the current state of operations and finances
- Provides insights regarding the organization in comparison to both peer and high-performing organizations
- Considers “best practices” for moving an organization forward and how these can be customized to craft a truly differentiating strategy for each client
- Identifies ways to invest key stakeholders in the future success of the organization
- Culminates in the development of applicable goals along with realistic actions and timelines to achieve these goals

Coker is available to assist in limited service line strategic planning or more comprehensive enterprise-wide strategic planning, and can tailor our process toward Board of Directors, physician leadership, or administrative stakeholders. Our goal is to help ensure you meet yours, now and into the future.

Items to consider during the planning process:

- Physician network integrity
- Effective use of information technology and population-based data management
- Investment in marketing
- Physician relations
- Market growth and expansion
- Development of strategic partnerships
- Community awareness/community relations
- Clinical integration
- Evolving relationships with payers
- Financial standing and deployment of resources