Administration in Healthcare Services

[Name of the Writer]

[Name of the Institution]

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 Every organization or business needs a plan or road map to achieve its goals and objectives. Strategic management is the process that involves continuously planning, executing, monitoring, analysis, and assessment of all the function and activities that are required for the proper functioning of an organization (Freeman, 2010). This management is also necessary for a company to meet its goals and objectives. These objectives may be designed for long term or short term.

Strategic management holds great significance in the case of healthcare where a proper plan or scheme is required to execute various programs. Projects and programs in the healthcare sector are designed on the basis of timelines (Ginter, Duncan, & Swayne, 2018). Some projects are designed for short term and their results are not intended to be used for a longer period of time, however, some of the projects are designed for a very long period of time and they go on for many years. It is advisable that whether the healthcare unit is small or large, strategic management must be used in order to achieve efficiency in planning and the execution of those plans.

 Many business managers and even noted leaders have the misconception that strategic management is only required for the present day needs of the business, which is downright wrong. Strategic management or planning does not only help an organization in the current day needs but for the demands and requirements of the future. Strategic management can help an organization especially a health care organization to prepares for the upcoming challenges of the future beforehand (Pearce, Robinson, & Subramanian, 2000). Example of this can be seen in the form of a scenario where the managers or planners in an organization know that there is going to be fuel strike, so they stock up the medicine before time in their medical facility, so that the patients may not face any problem.

**References**

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