

Assessment And Planning In Health Programs

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this book is developed around a rational planning process of six steps required to develop a strategic plan for health services following an overview chapter that identifies the need for this text and how it differs from previous health planning texts each

succeeding chapter is devoted to one step in the process methods and techniques are provided that can help practitioners carry out the steps where feasible the reader learns how to use these methods and how to identify their strengths and weaknesses in an era of stiff competition among health service agencies and hospitals practitioners who use the methods described will have a distinct advantage over those administrators who do not in the fast developing and dynamic field of health care past experiences are no longer the best barometer of what a health agency ought to do in the future there is no longer any stability in the health service field consequently program administrators and or their planning marketing directors do need a guide to insure they obtain better results from their efforts

health planning is a critical component when responding to the health needs of low and middle income countries characterised by particularly stringent resource constraints the major communicable diseases such as aids tb and malaria often appear in parallel with growing non communicable diseases including heart disease and diabetes and yet resources are often less than the levels recommended by the world health organisation for basic health care the new edition of this well respected text explains the importance of health planning in both developing regions such as africa and those in transition such as central and eastern europe it stresses the importance of understanding the national and international context in which planning occurs and provides an up to date analysis of the major current policy issues including health reforms separate chapters are dedicated to the distinct issues of finance for health care and human resource planning the various techniques used at each stage of the planning process are explained starting with the situational analysis and then looking in turn at priority setting option appraisal programming implementation monitoring and evaluation the book ends by examining the challenges facing planners in the 21st century particularly in the light of growing globalisation a major theme of the book is the need to recognise and reconcile the inevitable tension that lies between value judgements and rational decision making as such in addition to introducing techniques such as costing and economic appraisal it also outlines techniques such as stakeholder analysis for understanding the relative attitudes and power of different groups in planning decisions each chapter includes a comprehensive bibliography including key websites a summary and exercises to help the reader practise techniques and better understand the content the book argues that all health professionals and community groups should be involved in the planning process for it to be effective and will therefore appeal to anyone involved in planning

design that cares planning health facilities for patients and visitors 3rd edition is the award winning essential textbook and guide for understanding and achieving customer focused evidence based health care design excellence this updated third edition includes new information about how all aspects of health facility design site planning architecture interiors product design graphic design and others can meet the needs and reflect the preferences of customers patients family and visitors as well as staff the book

takes readers on a journey through a typical health facility and discusses in detail at each stop along the way how design can demonstrate care both for and about patients and visitors design that cares provides the definitive roadmap to improving customer experience by design

essentials of strategic planning in healthcare is a complete guide to developing and implementing a strategic plan

the third edition of health services planning represents a necessary revision of the second edition 2003 and reflects the significant changes that have occurred in the social and health environments the healthcare field and the planning endeavor itself the book reviews the history of health planning with reference to activities in other countries before describing the process from start to finish in great detail the philosophy underlying health planning and its perception past and present are reviewed with a particular emphasis on the factors that are making health planning more relevant than ever the steps in the health services planning process are reviewed and supported by how to guidance examples of planning applications and planning case studies the various levels and types of planning are described societal community organizational strategic business marketing and the similarities and differences discussed new and updated chapters in this edition cover the planning requirements introduced through the affordable care act the rethinking of the community health needs assessment process and the implications of the population health movement for health planning the social and health systems context for health services planning the changing environment for health planning the new community assessment process from community health needs assessment to population health assessment health services planning 3rd ed remains a critical resource for health administration programs as well as an essential publication for health professionals in both public and private sector healthcare organizations that need to have an understanding of the planning process

this book fully explains strategic plan development and implementation in a healthcare organization from conducting an environmental assessment to communicating the plan to stakeholders as well as the factors that influence strategic planning effectiveness including organizational culture physician involvement and planning across the continuum of healthcare services

emphasizing practical considerations in designing and carrying out primary health care programs this is a superb introductory text for public health students it will be of particular interest to those working with rural populations in developing countries with limited resources part i covers policy issues and the conceptual framework for planning management and evaluation part ii reviews essential methods for effective implementation considering the economic political epidemiologic demographic and other components that contribute to the assessment of health needs and resource allocation part iii discusses specific tools and

techniques in program management related to decision analysis network analysis survey techniques cost effectiveness appraisal and much more comprehensive and informative this highly practical work is the result of many years of experience in teaching and working with health care planners from around the world

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