

The Importance of Strategic Planning and management in Health

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Abstract

Introduction: Strategic planning is a process that involves reviewing the organization's needs, environmental conditions, customer, organizational capabilities and weaknesses that are designed with the goal of deciding on the organization's mission, goals, and strategies. Each organization's strategy is a set of goals. In this study, we decided to have a review on strategic planning in health domain.

Method: The present study is a kind of review study that has been accomplished in two ways: library studies and searches at internal and external bases. Has been searched with using keywords like: planning, strategic planning, strategic management of health and health at SID, Magiran, Iranmedex, Scopus, and PubMed databases.

The findings: Strategic planning is one of the most important issues in a productive health care center. The decision-making levels in the health sector can be divided into three strategic, Middle, and operational categories. During the strategic planning process in the health sector, attention is drawn to the two approaches to RDT and RBV.

Conclusion: Health by investing and using resources and key talents of management, in the strategic planning process increases the organization's capacity and its ability to face changing circumstances and environments. Studies show that the success of a strategic planning in a health center depends on participation of beneficiaries, namely doctors, nurses and managers.

Keywords: planning, strategic planning, health strategic management, health and care