Strategic Management Analysis of NYC Health and Hospitals Corporation

You have been learning about management in healthcare organizations during this course. You have reviewed courses on Leaders & Leadership, Team Building & Communication, Management Process & Planning, and Strategic Planning & Goal Setting. Now it is your opportunity to apply this information in a 'real life' scenario.

This assignment will allow you to gain experience with research, planning, analysis, and utilizing decision making tools. Imagine yourself as a contractor, hired to complete an analysis of a healthcare organization. The contracting organization is getting ready to begin a strategic planning process and has hired you to complete an unbiased analysis, identifying strengths and challenge areas, and providing recommendations based on your findings. Management has given you specific instructions regarding the outline of this analysis.

Select a healthcare organization you would like to research. You should select an organization that you can gather credible, supported information about. You will complete a minimum 1000-word Strategic Management Analysis, written in APA format that shares pertinent information about the organization of your choice.

You will use Study.com lessons and minimum of 4 outside sources, 2 of which should come from scholarly, peer reviewed resources. This paper should include a title page, and a reference page(s), with all sources cited in APA format. Title and reference page content will not count toward the minimum 1000-word requirement.

Strategic Management Analysis Prompt
To apply the information and tools you have learned you will complete a Strategic Management Analysis for the healthcare organization of your choice. This organization can be on the federal, state, or local level; however, please select an organization who has the required information available. Write your paper from the perspective of an outsider who is thoroughly researching the organization. This assignment requires planning, research and critical thinking and you will need to explore multiple sources. You should also incorporate your own ideas throughout the project. Your paper should include the following Core Elements:

Introduction - In this brief section you will introduce your organization. Include the name of the organization, its location, and a simple overview of the organization.
About the Organization - In this section you will discuss the organization including:
History - How did the organization start? What was its original role? What changes has it faced?
Current - What current information needs to be known about this organization? What need does it meet in the community it serves? What population(s) does it serve? How many, and what kind, of staff do they employee? What makes this organization unique?
Mission, Vision and Core Values - What are the guiding principles of this organization? What is the mission of the organization? What is their vision statement?
Future - This section is all about the goals of the organization. Be sure to include Short-Term Goals (usually 1-5 years), Long-Term Goals (greater than 5 years), and how they will measure the outcomes of the goals they have set, including what benchmarks will be used as indicators of success.
SWOT Analysis - Now that you know about the organization you will need to complete a SWOT analysis on the organization, discussing both internal and external factors.
Internal Factors
Strengths (What does this organization do well? Some examples might include a positive reputation, strong financials, access to resources, technology, etc.)
Weaknesses (What challenges could prevent this organization from realizing their vision? Some examples might be an aging infrastructure, pending lawsuit, scandal or ethical issues, leadership instability, financial difficulties, etc.)
External Factors
Opportunities (What possibilities are available to help this organization meet its vision and goals? Some examples might include consumer need, new techniques/technologies, possible mergers or new partnerships, etc.)
Threats (What outside obstacles might impact this organization and impede their survival, or growth and advancement? Some examples might be new competitors, new regulations, weak economy, change in culture, politics, accessibility, etc.)
Recommendations - This is your opportunity to use your management training and make some recommendations based on your analysis. Consider strategic planning, resource assessment, new or advancing implementation, changes in practice and evaluation. You may have many recommendations, but focus in on 2-3 specific areas. Use your credible research to support your recommendations.
Conclusion - Conclude your paper with a brief paragraph discussing new insights you have gained regarding this organization, and how these insights can be applied to strategic planning, and utilized by management.