Strategic Planning in Healthcare An Introduction for Health Professionals 1st edition Martin Test Bank

SKU: 9780826164834-TEST-BANK

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Provided to Supplement

STRATEGIC PLANNING IN HEALTHCARE

An Introduction for Health Professionals

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SPRINGER PUBLISHING COMPANY

ISBN: 978-0-8261-6472-8

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From: Strategic Planning in Healthcare
ISBN: 9780826164728

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Springer Publishing Company, LLC
11 West 42nd Street
New York, NY 10036
www.springerpub.com

ISBN: 978-0-8261-6472-8

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CONTENTS

Multiple Choice and True/False Questions **4**

Short-Answer Questions **10**

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Multiple Choice and True/False Questions

1. Why should healthcare organizations plan?
   a. The future is certain.
   *b. To provide a road map and guide organizations through the unknown.
   c. Organizations are unable to affect their future.
   d. All of the above.

2. Strategic planning today includes
   a. Multiple scenarios regarding assumptions about the future
   b. Significant competitive analysis
   c. A fierce competitive environment
   *d. All of the above

3. Strategic planning is an executive leadership driven process.
   *a. True
   b. False

4. Strategic planning should include only a few key people.
   a. True
   *b. False

5. Strategic plans are used
   a. To provide clinical services to patients
   *b. To communicate what is important to the organization
   c. Only by executives within the organization
   d. All of the above

6. A common tool used for environmental assessment is called
   a. SWITCH
   b. SWATCH
   *c. SWOT
   d. SPOT

7. When we conduct an environmental assessment, we are concerned with the situation
   a. Inside of the organization
   b. Outside of the organization
   *c. Both inside and outside of the organization
   d. None of the above

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