

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

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Test Bank

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STRATEGIC PLANNING IN HEALTHCARE

*An Introduction for
Health Professionals*

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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