Essentials of Strategic Planning in Healthcare is a complete guide to developing and implementing a strategic plan. The book explores the essential techniques, tools, and data for developing a strategic plan and recommends strategic planning initiatives across the continuum of healthcare services. A comprehensive case study woven throughout the book allows readers apply what they are learning to the entire strategic planning process.

New elements for this ninth edition include:
- Current data on healthcare spending, hospital statistics, healthcare employment, and the use of healthcare technology
- New content on the use of artificial intelligence and big data in healthcare, as well as the benefits of block chain technology
- Coverage of future advances in healthcare, including genomics and Medicare for All
- Expanded marketing content, including the latest trends in websites, digital outlets, and social media

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