Mapping Your Business Strategy
THE FUTURE ROLE OF THE HEALTH CARE STRATEGIST

In health care, there is no more business as usual. Health care organizations today face new challenges, and opportunities, from retail players, technology startups, consumerism and others. This gatefold excerpts two infographics from The Society for Healthcare Strategy and Market Development’s study “Bridging Worlds: The Future Role of the Healthcare Strategist.”

Their report offers thought leadership into how health care organizations should approach strategic planning in the coming years. It is both goal-oriented and tactical in nature, and offers new insight into how hospitals and health systems should understand, react to, and anticipate broad marketplace trends. Copies of the full report, as well as “Evolving Strategy Landscape” and “Attributes, Skills, and Tools for the Future Strategist” posters, are downloadable at: www.shsmd.org/bridgingworlds.
The Mind Map: A Strategy Landscape

Erasing the Boundaries of Business

Integrate and Co-create

Tell Stories, Create Experiences.

Generate Data-Driven Insights

Be Nimble to Exceed the Rate of Change

The Future Strategist: Attributes, Skills, and Tools

Tell Stories, Create Experiences.

Generate Data-Driven Insight
WELCOME TO THE JUNGLE.

For strategists — whether in planning, marketing, communications, physician relations, business development, or other related disciplines — the healthcare landscape is growing more complex every day. That’s why there has never been a better time than now to join SHSMD. Membership will help you blaze new trails and learn first-hand about the latest innovations in our industry. You’ll make the network connections and find the tools you need to stay on the cutting edge of today’s most important healthcare issues. And, you’ll be able to take advantage of discounts on courses, publications, and our annual conference, plus free webcasts and enlightening content like our latest state-of-the-industry report, “Bridging Worlds.”

Your path is clear. Join SHSMD today at www.shsmd.org/join.

SOCIETY FOR
Healthcare Strategy & Market Development™
of the American Hospital Association
Think differently. Make beautifully.

At HDR, we believe innovation happens when traditional constraints are examined using non-traditional thinking. So while our roots are in architecture, we know that sometimes great healthcare design isn’t just about creating a beautiful building. It’s about beautifully designing a strategy, a process, a technology, an experience that puts healthcare delivery into perfect focus.