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COMMENTARY

Strategic Planning and Aggressiveness in Healthcare: Navigating Uncertainty for Organizational Success

Pavani Kottapalli, Robert C. Meyers

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Abstract

Strategic planning in healthcare has evolved from occasional exercise into a fundamental practice for hospital management. This study highlights how strategic planning enhances performance, optimizes resources, and allows organizations to adapt to policy changes, technological advancements, and competitive pressures. Additionally, it explores the role of strategic aggressiveness in adopting innovations, refining marketing strategies, and improving operational efficiencies. Findings indicate that an ongoing, integrated strategic management approach is essential for hospitals to maintain a competitive advantage and improve patient care in an increasingly complex healthcare environment.

KEYWORDS

["healthcare strategic planning", "hospital administration strategy", "strategic aggressiveness", "value-based care", "healthcare operational efficiency", "healthcare innovation"]

HOW TO CITE

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ajhcs.org/articles/strategic-planning-and-aggressiveness-in-healthcare-navigating-uncertainty-for-organizational-success

COMMENTARY

Agent as a Service (AaaS): The Next Transformation in Healthcare

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Abstract

The buzz surrounding artificial intelligence (AI) is pervasive, and healthcare is no exception. Both established companies and startups are promoting AI as the key to resolving long-standing challenges in the industry. However, these claims often rely on assumptions about the availability and quality of medical data that do not hold up in real-world settings. While AI offers strong benefits in certain targeted use cases, it’s not a universal solution. In many use cases, practical outcomes can be achieved more effectively through robust engineering and analytics rather than complex AI-based approaches. Despite this, many organizations – especially consultants capitalizing on the current enthusiasm – are overengineering solutions with AI, generative AI, or Agentic AI when simpler approaches would suffice. In specific cases, Agent as a Service (AaaS) has the potential to significantly enhance healthcare delivery. This article provides an overview of Agentic AI, how it differs from traditional SaaS models, and its emerging role in improving healthcare processes and collaboration.

KEYWORDS

["Agent as a Service", "Agentic AI in healthcare", "Healthcare automation", "Value-based care technology", "Healthcare data integration", "AI vs SaaS models"]

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STRATEGY INSIGHT

Beyond the Hospital Walls: The Role of Healthcare Administration in Community Health Initiatives

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Abstract

As the U.S. healthcare system continues to shift toward value-based care, hospitals are increasingly called upon to address social determinants of health (SDOH) through strategic community partnerships. This paper explores how healthcare administrators can lead sustainable collaborations with public health agencies, nonprofits, and local organizations to reduce disparities, improve outcomes, and manage population health more effectively. Drawing from real-world examples in food insecurity, housing support, and preventive care, and framed by implementation challenges and policy implications, this paper offers a strategic roadmap for integrating community engagement into hospital operations. The findings highlight the tangible benefits of these partnerships, including reduced hospital readmissions, improved chronic disease outcomes, and enhanced trust in care delivery systems. This paper underscores the evolving role of hospital leadership in advancing health equity, expanding access to essential services, and aligning care delivery with long-term population health goals.

KEYWORDS

["Healthcare Administration", "Social Determinants of Health", "Community Health Initiatives", "Value-Based Care", "Hospital-Community Partnerships", "Population Health Management", "Health Equity Strategies"]

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