

New Health Planning Book

Health Services Planning represents the first new book on health planning in nearly fifteen years. In response to the growing interest in health planning on the part of various health care entities, the book provides guidelines and techniques for undertaking the planning process at both the community and organization level. Each of the steps in the planning process — from research to plan formulation to implementation — is covered in this work.

Special sections are devoted to the application of strategic planning, market planning, and business planning in health care. Chapters on research for planning and on health data resources, along with a detailed glossary of health planning terms, provide valuable references. An appendix with numerous case studies of planning projects in health care illustrates the techniques highlighted in the text. The book's ISBN number is 0070647593 and is available from Amazon.com or elsewhere.

Richard Thomas is a partner in the healthcare consulting firm of Medical Services Research Group where he provides consulting services to hospitals, physician groups, medical schools and other healthcare organizations. He is also president of Nations Health Corporation.

Dr. Thomas has published dozens of articles on various dimensions of health planning and has authored or coauthored eight books. He was recently elected to the board of directors of the American Health Planning Association. He is currently editor of Marketing Health Services, the healthcare publication of the American Marketing Association.