Building a Strategic Plan

Student Name:

Course:

Date:

**Building a New Research and Development Department for Mamba Hospital**

The role of Mamba Hospital is to provide the best care to the community while ensuring that treatment methodologies reflect the current best practices. For this reason, Mamba Hospital should introduce a new Mamba Research and Development Centre (R&D Centre) that will undertake biomedical research studies to help in the diagnosis and treatment of diseases. The key function of R&D Centre will include the following:

* The expansion of medical knowledge through evidence-based research studies that will lead to improvement in the whole healthcare industry.
* Provide training and education for Mamba Hospital staff such that the process of translating research knowledge into patient care is efficient.
* Retain top research scientists to work for the R&D department.

**Mamba Research and Development Center Vision and Mission Statements:**

The mission of the R&D Center is to improve care delivery through research studies that will revolutionize Mamba Hospital as a leader in exceptional and innovative patient care.

The vision of the R&D is to create collaborative teams with the community, educational institutions, and donors to improve the overall public health for years to come.

The R&D Center will adopt key core values that will help in attaining the objectives of the new unit. Excellence and constant thirst for discovery will be promoted to ensure that all studies are geared towards discovery of new knowledge and innovative solutions for treatment. The Center will also encourage diversity, respect, and integrity.

**Strategic Goals:**

Improve quality, safety, and reliability of patient care by ensuring that fast solutions are found to human illnesses that continue to kill many patients, such as Cancer.

Attain financial sustainability through constant actualization of research goals, such that community health needs are met. This will attract support from the public and improve financial performance of Mamba Hospital.

Development and maintenance of disease-causing agents’ database that will aid the research of epidemiologic studies, clinical drug trials, and biostatical analysis.

Integration of digital technologies such that simulation suites are used and moving away from dangerous practices such as human trials.

**Key Performance Indicators:**

The number of active R&D Center staff members working in either permanent or temporary positions. An increase in the number will indicate positive performance as more people are involved in the research studies. The number of collaborations also formed with external institutions will also indicate positive review of the work done.

The research impact as measured from the report of research studies in leading journals, citations of our work, and the beneficiaries of the research studies.

The total number of research study completions and the cost savings for the community per research study.

**SWOT Analysis of the Mamba Hospital Research and Development Center:**

This section analyzes the internal environment of Mamba Hospital in an attempt to evaluate the feasibility of building the new unit. The first phase involves determination of the organizational strengths of Mamba Hospital. The diverse workplace as noted from the staff and organizational culture will help in providing different perceptions required in research and knowledge expansion.

The key weakness is that the required financial capital for creating a R&D Center is too enormous for the hospital alone, and grants or donors are welcome.

Opportunities from the creation of an R&D center include the creation of a good public image and increased engagement with the community. The Hospital should also look to collaborate with advocacy groups focusing on healthcare research.

The legal and regulation requirements for medical studies are often too restrictive and costly to adhere to, which poses a threat in the implementation of this strategic plan (Blandford, 2018).

References

Blandford, A. (2018). Lessons from working with researchers and practitioners in healthcare. *interactions*, *26*(1), 72-75.

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The Enterprise Foundation. (1999). Effective Strategic Planning. (PDF file titled Effective Strategic Planning).