

# STRATEGIC PLANNING

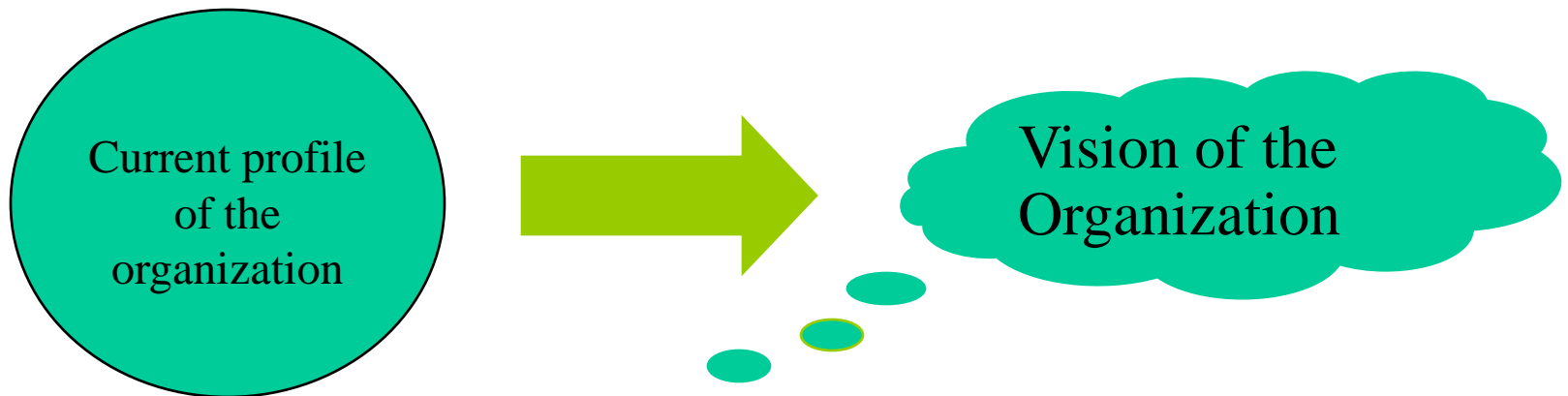


Center for Audiological Sciences  
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# STRATEGIC PLANNING

- Process used to understand the situation and develop decision making guidelines for the organization
- Purpose:
  - To improve performance
  - To solve major organizational problems
  - To stimulate thinking and future direction
  - To build cohesion and teamwork

# STRATEGY LINKS TODAY WITH TOMORROW



# STRATEGIC PROCESS

1. Situational analysis
2. Strategy formulation
3. Strategic implementation
4. Strategic control

# SITUATIONAL ANALYSIS

- Also known as environmental scanning
- Process involve:
  - External environment analysis
  - Internal environment analysis
  - Development/evaluation of the organization mission, vision, values and objectives

# PURPOSE OF ENVIRONMENTAL SCANNING AND ANALYSIS

- External environment :
  - understand and take advantage of opportunities
  - avoid or minimize effects of external threats
- Internal environment:
  - capitalize on strengths
  - improve on weaknesses

# ASSESSING THE EXTERNAL ENVIRONMENT

- External environment include:
  - General environment: GO's/institutions, NGO's, business, schools, religions, research organizations and individual consumers
  - Health care environment: planning and regulatory bodies, health care providers, representatives, individuals and patients

# EXTERNAL ENVIRONMENT SCAN

<b>Issues</b>	<b>Opportunity/ Threat</b>	<b>Impact to Organization (1-5)</b>	<b>Probability of Continuing in next 5 years (1-5)</b>
<b>Political</b>			
<b>Social</b>			
<b>Economic</b>			
<b>Technological</b>			

# ASSESSING THE INTERNAL ENVIRONMENT

- Understanding competencies, capacities and resources as well as how each contributes to the formation of organizational strength
- 2 Phases:
  - Initial survey (staff, information/intelligence, technical capabilities and synergy)
  - Inspecting organizational differences (resources, competencies, capabilities)

# INTERNAL ENVIRONMENTAL SCAN

<b>Issues</b>	<b>Strength</b>	<b>Weaknesses</b>	<b>Impact to Organization (1-5)</b>	<b>Probability of Continuing in the next 5 years (1-5)</b>
<b>Physical Facilities</b>				
<b>Financial</b>				
<b>Manpower</b>				
<b>Technical capability</b>				

# STRATEGIES, ISSUES AND CONCERNS IDENTIFICATION

<p><b>TOWS MATRIX</b></p>	<p>List of Internal Strengths</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>	<p>List Internal Weaknesses</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>
<p>List External Opportunities</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>	<p><b>Future Quadrant</b></p>	<p><b>Internal Fix-It Quadrant</b></p>
<p>List of External Threats</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>	<p><b>External Fix-It Quadrant</b></p>	<p><b>Survival Quadrant</b></p>

# PROGRAM PLANNING

## PREVENTION OF DEAFNESS AND HEARING IMPAIRMENT

# THE NATIONAL EAR AND HEARING HEALTH CARE PROGRAM

## VISION:

BETTER HEARING FOR ALL IN 2024

## MISSION:

Ensure affordable, accessible, available, and quality services for the prevention of hearing impairment and rehabilitation of hearing disability

## GOAL:

Reduce by 50% the preventable causes of hearing impairment by 2010

<b>Component Objectives</b>	<b>Activity</b>	<b>Time Frame</b>	<b>Indicator of Success</b>	<b>Means Of Verification</b>
Increase level of awareness of Bicolanos on prevention of deafness and hearing impairment (PDHI)	-Include high risk factors during maternal care lectures	3 months	At the end of 3 months, all BHW's were oriented on the high risk factors among newborns	-Attendance -Minutes
Improve access to rehabilitation services	-identify referral points	1 month	Establish a Memorandum of Agreement with an Institution providing services for the hearing impaired	- Memorandum of Agreement