

Planning health care services

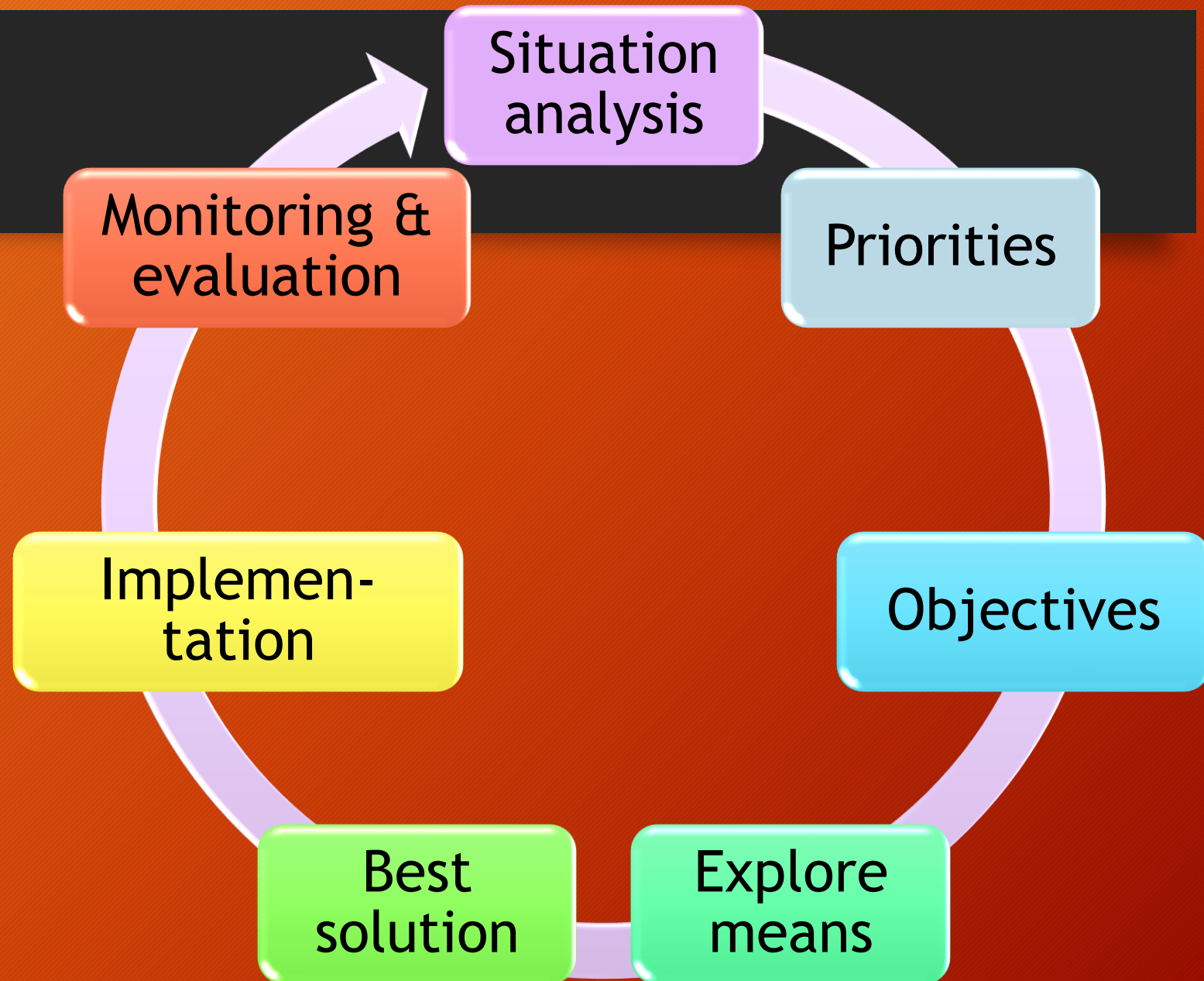
Family & Community Medicine Dept 2025
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Planning

- ❑ Organized intelligent selection of best alternative to achieve specific objectives efficiently.
- ❑ Decisions on how future will differ from present.
- ❑ Rational interactive forecasting multi-dimensional decision making.
- ❑ What to do, where & when, how, & why (goal)

Planning Stages



Mission & vision

Mission: (المهمة) الرسالة Purpose:

High ordered goal of organization justifying existence (why?) put in one statement:

Who are we? What do we do?

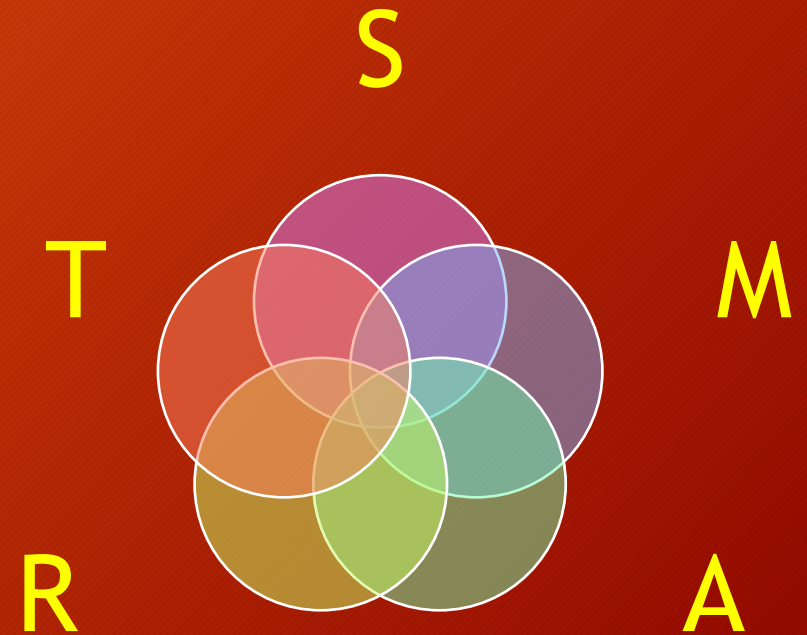
Why are we working? Who are our customers?

Philosophy: how?

Vision: Perspective: الرؤية , internal / external view of future.

Setting objectives رسم الاهداف

Objective: Desirable (relevant), attainable (feasible), measurable (observable) end results of action necessary to reach a goal. The objective is reached through several **activities** and is measured by indicators.



SMART



محددة



قابلة للقياس



قابلة للإنجاز



واقعية



لها إطار زمني

Goal الغاية

Goal: (ultimate objective) end toward which effort is directed.

Examples: Health for all - All for health - Some for all - All for some - satisfying & safe sex.

Task: a piece of action at a time

Target/sub-target: something to be affected by an action

GOAL & OBJECTIVES

Goal غاية

Objective هدف

Question

Time

Aim المراد

Politically

Sequence

Magnitude

| |
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Types of planning

Population based
BOTTOM TOP

What are the
needs?

Give
services

Resource based
TOP BOTTOM

Strengthen
services

Satisfy needs

Types of planning

- ❑ **Top-bottom:** palliative, relieve crisis, not get to deep problems. Linked to market not to population health needs.
- ❑ **Bottom-top:** need oriented plan, difficult to get data.

Classification of plans

- ❑ Long >5y or short term <1y
- ❑ Directional: eradication, reproductive health
- ❑ Administrative: strategic (long), alternative
- ❑ Micro plan (Operational), Macro plan (strategic).
- ❑ National/regional, central/de-central,
- ❑ Network: integration (Comprehensive)

CRITERIA OF SUCCESSFUL PLAN

- **Realistic**: feasible, uncomplicated
- **Balanced**: urban & age spectra
- **Comprehensive**: spectrum of Health care
- **Flexible**: for unexpected change in funds.
- **Continuous**: satisfy future needs.
- **Coordinated**: inter-sectoral approach

Planning Disturbance

- ❑ Natural disasters
- ❑ Political instability: civil disturbance
- ❑ Economic crisis, scarce resources
- ❑ Drs are inexperienced in management
- ❑ Conflicts among pressure groups: users & professionals (family Dr, ARI program).
- ❑ Haphazard population distribution
- ❑ Complexity of health care



Today we have
More knowledge, but less judgment
More medicine, but less wellness