

HCM 415 Alternative Strategic Plan Short Paper Guidelines and Rubric

In the Module Two journal, you discussed external forces that could impact an organization’s strategic plan. After reflecting on your Module Two journal assignment, discuss why developing alternative strategic plans is important in order to meet the policy changes in the healthcare environment. In your paper, address the following:

- A. Explain the need for developing **strategic alternatives** and why strategic alternatives are important for a successful organization. Use scholarly and peer-reviewed sources to support your explanation.
- B. Examine industry policy changes and the need to develop a **flexible strategic plan**, specifically, how the source of the policy (such as federal mandated changes, industry best practices, or state requirements) impacts the need to develop a flexible strategic plan. Use appropriate sources to support your claims.
- C. Make strategic alternative **recommendations** for the healthcare organization in your case study. Be sure these recommendations address the specific policy issue changes faced by the healthcare organization.

Guidelines for Submission: This short paper should be in APA format and consist of 1–2 pages, not including the title and reference page.

Critical Element	Exemplary (100%)	Proficient (90%)	Needs Improvement (75%)	Not Evident (0%)	Value
Strategic Alternatives	Meets “Proficient” criteria and adeptly utilizes sources to explain why strategic alternatives are important for a successful organization	Explains the need for developing strategic alternatives and why strategic alternatives are important for a successful organization, using scholarly and peer-reviewed sources	Explains the need for developing strategic alternatives and why strategic alternatives are important for a successful organization, using sources, but the explanation is illogical or cursory or sources are not scholarly or peer-reviewed	Does not explain the need for developing strategic alternatives and why strategic alternatives are important for a successful organization	30
Flexible Strategic Plan	Meets “Proficient” criteria and makes sophisticated connections between sources of policy changes and the strategic plan	Examines industry policy changes and the need to develop a flexible strategic plan. Specifically addresses how federal mandates, industry best practices, or state requirements impact the need to develop a flexible strategic plan	Examines industry policy changes and the need to develop a flexible strategic plan, but does not specifically address how federal mandates, industry best practices, or state requirements impact the need to develop a flexible strategic plan	Does not examine industry policy changes and the need to develop a flexible strategic plan	30

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Recommendations	Meets “Proficient” criteria and demonstrates a sophisticated awareness of the connection between the strategic alternative and the healthcare organization’s issue	Makes strategic alternative recommendations for the healthcare organization in your case study that address the specific policy issue changes faced by the healthcare organization	Makes strategic alternative recommendations for the healthcare organization in your case study that address the specific policy issue changes faced by the healthcare organization, but recommendations are illogical, cursory, or not relevant to the healthcare organization’s situation	Does not make strategic alternative recommendations for the healthcare organization in your case study	30
Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
Total					100%