Др\_Реализация и внедрение стратегии медицинского учреждения

Стр\_56

[ВВЕДЕНИЕ](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2023%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%91%D0%B8%D0%B7%D0%BD%D0%B5%D1%81%20%D0%90%D0%B4%D0%BC%D0%B8%D0%BD%D0%B8%D1%81%D1%82%D1%80%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D0%B5%5C%D0%9C%D0%92%D0%90%20%D0%BC%D0%B8%D0%BD%D0%B8%20%D0%A0%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D1%80%D0%B0%D0%B7%D0%B2%D0%B8%D1%82%D0%B8%D1%8F%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F%5C%D0%94%D1%80_%D1%80%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F.docx#_Toc115100766)

[1 СТРАТЕГИЧЕСКИЙ МЕНЕДЖМЕНТ И ЕГО РОЛЬ В СИСТЕМЕ УПРАВЛЕНИЯ ОРГАНИЗАЦИИ](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2023%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%91%D0%B8%D0%B7%D0%BD%D0%B5%D1%81%20%D0%90%D0%B4%D0%BC%D0%B8%D0%BD%D0%B8%D1%81%D1%82%D1%80%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D0%B5%5C%D0%9C%D0%92%D0%90%20%D0%BC%D0%B8%D0%BD%D0%B8%20%D0%A0%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D1%80%D0%B0%D0%B7%D0%B2%D0%B8%D1%82%D0%B8%D1%8F%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F%5C%D0%94%D1%80_%D1%80%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F.docx#_Toc115100767)

[1.1 Основные принципы формирования стратегии: виды стратегии](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2023%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%91%D0%B8%D0%B7%D0%BD%D0%B5%D1%81%20%D0%90%D0%B4%D0%BC%D0%B8%D0%BD%D0%B8%D1%81%D1%82%D1%80%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D0%B5%5C%D0%9C%D0%92%D0%90%20%D0%BC%D0%B8%D0%BD%D0%B8%20%D0%A0%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D1%80%D0%B0%D0%B7%D0%B2%D0%B8%D1%82%D0%B8%D1%8F%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F%5C%D0%94%D1%80_%D1%80%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F.docx#_Toc115100768)

[1.2 Выбор и оценка стратегии развития организации](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2023%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%91%D0%B8%D0%B7%D0%BD%D0%B5%D1%81%20%D0%90%D0%B4%D0%BC%D0%B8%D0%BD%D0%B8%D1%81%D1%82%D1%80%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D0%B5%5C%D0%9C%D0%92%D0%90%20%D0%BC%D0%B8%D0%BD%D0%B8%20%D0%A0%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D1%80%D0%B0%D0%B7%D0%B2%D0%B8%D1%82%D0%B8%D1%8F%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F%5C%D0%94%D1%80_%D1%80%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F.docx#_Toc115100769)

[1.3 Основные правила разработки стратегии организации](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2023%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%91%D0%B8%D0%B7%D0%BD%D0%B5%D1%81%20%D0%90%D0%B4%D0%BC%D0%B8%D0%BD%D0%B8%D1%81%D1%82%D1%80%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D0%B5%5C%D0%9C%D0%92%D0%90%20%D0%BC%D0%B8%D0%BD%D0%B8%20%D0%A0%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D1%80%D0%B0%D0%B7%D0%B2%D0%B8%D1%82%D0%B8%D1%8F%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F%5C%D0%94%D1%80_%D1%80%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F.docx#_Toc115100770)

[2 СОЦИАЛЬНО-ЭКОНОМИЧЕСКИЙ АНАЛИЗ ДЕЯТЕЛЬНОСТИ ОРГАНИЗАЦИИ](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2023%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%91%D0%B8%D0%B7%D0%BD%D0%B5%D1%81%20%D0%90%D0%B4%D0%BC%D0%B8%D0%BD%D0%B8%D1%81%D1%82%D1%80%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D0%B5%5C%D0%9C%D0%92%D0%90%20%D0%BC%D0%B8%D0%BD%D0%B8%20%D0%A0%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D1%80%D0%B0%D0%B7%D0%B2%D0%B8%D1%82%D0%B8%D1%8F%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F%5C%D0%94%D1%80_%D1%80%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F.docx#_Toc115100771)

[2.1 Общая характеристика предприятия](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2023%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%91%D0%B8%D0%B7%D0%BD%D0%B5%D1%81%20%D0%90%D0%B4%D0%BC%D0%B8%D0%BD%D0%B8%D1%81%D1%82%D1%80%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D0%B5%5C%D0%9C%D0%92%D0%90%20%D0%BC%D0%B8%D0%BD%D0%B8%20%D0%A0%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D1%80%D0%B0%D0%B7%D0%B2%D0%B8%D1%82%D0%B8%D1%8F%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F%5C%D0%94%D1%80_%D1%80%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F.docx#_Toc115100772)

[2.2 Процесс оказания медицинских услуг](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2023%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%91%D0%B8%D0%B7%D0%BD%D0%B5%D1%81%20%D0%90%D0%B4%D0%BC%D0%B8%D0%BD%D0%B8%D1%81%D1%82%D1%80%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D0%B5%5C%D0%9C%D0%92%D0%90%20%D0%BC%D0%B8%D0%BD%D0%B8%20%D0%A0%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D1%80%D0%B0%D0%B7%D0%B2%D0%B8%D1%82%D0%B8%D1%8F%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F%5C%D0%94%D1%80_%D1%80%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F.docx#_Toc115100773)

[2.3 Управленческий анализ деятельности предприятия](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2023%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%91%D0%B8%D0%B7%D0%BD%D0%B5%D1%81%20%D0%90%D0%B4%D0%BC%D0%B8%D0%BD%D0%B8%D1%81%D1%82%D1%80%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D0%B5%5C%D0%9C%D0%92%D0%90%20%D0%BC%D0%B8%D0%BD%D0%B8%20%D0%A0%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D1%80%D0%B0%D0%B7%D0%B2%D0%B8%D1%82%D0%B8%D1%8F%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F%5C%D0%94%D1%80_%D1%80%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F.docx#_Toc115100774)

[3 РЕАЛИЗАЦИЯ МЕРОПРИЯТИЙ ПО СТРАТЕГИЧЕСКОМУ РАЗВИТИЮ ПРЕДПРИЯТИЯ](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2023%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%91%D0%B8%D0%B7%D0%BD%D0%B5%D1%81%20%D0%90%D0%B4%D0%BC%D0%B8%D0%BD%D0%B8%D1%81%D1%82%D1%80%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D0%B5%5C%D0%9C%D0%92%D0%90%20%D0%BC%D0%B8%D0%BD%D0%B8%20%D0%A0%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D1%80%D0%B0%D0%B7%D0%B2%D0%B8%D1%82%D0%B8%D1%8F%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F%5C%D0%94%D1%80_%D1%80%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F.docx#_Toc115100775)

[3.1 Разработка стратегии развития предприятия и ее обоснование на примере медицинского учреждения](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2023%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%91%D0%B8%D0%B7%D0%BD%D0%B5%D1%81%20%D0%90%D0%B4%D0%BC%D0%B8%D0%BD%D0%B8%D1%81%D1%82%D1%80%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D0%B5%5C%D0%9C%D0%92%D0%90%20%D0%BC%D0%B8%D0%BD%D0%B8%20%D0%A0%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D1%80%D0%B0%D0%B7%D0%B2%D0%B8%D1%82%D0%B8%D1%8F%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F%5C%D0%94%D1%80_%D1%80%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F.docx#_Toc115100776)

[3.2 Внедрение новых подходов к управлению реализацией стратегии](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2023%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%91%D0%B8%D0%B7%D0%BD%D0%B5%D1%81%20%D0%90%D0%B4%D0%BC%D0%B8%D0%BD%D0%B8%D1%81%D1%82%D1%80%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D0%B5%5C%D0%9C%D0%92%D0%90%20%D0%BC%D0%B8%D0%BD%D0%B8%20%D0%A0%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D1%80%D0%B0%D0%B7%D0%B2%D0%B8%D1%82%D0%B8%D1%8F%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F%5C%D0%94%D1%80_%D1%80%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F.docx#_Toc115100777)

[3.3 Оценка факторов, влияющих на выбор стратегии организации](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2023%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%91%D0%B8%D0%B7%D0%BD%D0%B5%D1%81%20%D0%90%D0%B4%D0%BC%D0%B8%D0%BD%D0%B8%D1%81%D1%82%D1%80%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D0%B5%5C%D0%9C%D0%92%D0%90%20%D0%BC%D0%B8%D0%BD%D0%B8%20%D0%A0%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D1%80%D0%B0%D0%B7%D0%B2%D0%B8%D1%82%D0%B8%D1%8F%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F%5C%D0%94%D1%80_%D1%80%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F.docx#_Toc115100778)

[3.4 Расчет и оценка эффективности реализации стратегии](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2023%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%91%D0%B8%D0%B7%D0%BD%D0%B5%D1%81%20%D0%90%D0%B4%D0%BC%D0%B8%D0%BD%D0%B8%D1%81%D1%82%D1%80%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D0%B5%5C%D0%9C%D0%92%D0%90%20%D0%BC%D0%B8%D0%BD%D0%B8%20%D0%A0%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D1%80%D0%B0%D0%B7%D0%B2%D0%B8%D1%82%D0%B8%D1%8F%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F%5C%D0%94%D1%80_%D1%80%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F.docx#_Toc115100779)

[ЗАКЛЮЧЕНИЕ](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2023%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%91%D0%B8%D0%B7%D0%BD%D0%B5%D1%81%20%D0%90%D0%B4%D0%BC%D0%B8%D0%BD%D0%B8%D1%81%D1%82%D1%80%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D0%B5%5C%D0%9C%D0%92%D0%90%20%D0%BC%D0%B8%D0%BD%D0%B8%20%D0%A0%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D1%80%D0%B0%D0%B7%D0%B2%D0%B8%D1%82%D0%B8%D1%8F%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F%5C%D0%94%D1%80_%D1%80%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F.docx#_Toc115100780)

[СПИСОК ИСПОЛЬЗОВАННОЙ ЛИТЕРАТУРЫ](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2023%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%91%D0%B8%D0%B7%D0%BD%D0%B5%D1%81%20%D0%90%D0%B4%D0%BC%D0%B8%D0%BD%D0%B8%D1%81%D1%82%D1%80%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D0%B5%5C%D0%9C%D0%92%D0%90%20%D0%BC%D0%B8%D0%BD%D0%B8%20%D0%A0%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D1%80%D0%B0%D0%B7%D0%B2%D0%B8%D1%82%D0%B8%D1%8F%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F%5C%D0%94%D1%80_%D1%80%D0%B5%D0%B0%D0%BB%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D1%8F%20%D0%B8%20%D0%B2%D0%BD%D0%B5%D0%B4%D1%80%D0%B5%D0%BD%D0%B8%D0%B5%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BC%D0%B5%D0%B4%20%D1%83%D1%87%D1%80%D0%B5%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F.docx#_Toc115100781)

# ЗАКЛЮЧЕНИЕ

На основании теоретического и практического исследования определено, что процесс стратегического управления медицинской организации происходит на основании следующих этапов:

- анализ и оценка основных трендов в отрасли или сфере деятельности, в которой компания работает (или намерена работать);

-определение перспективы в выбранной отрасли или сегменте деятельности для компании и оценить ее возможности с точки зрения стратегического развития;

-выбор генеральной цели деятельности компании;

-установка временных рамок планирования и определить горизонт разрабатываемой стратегии;

-реализация принятой стратегии и проводить мониторинг и контроль результатов выполнения;

-в случае отклонения результатов реализации стратегии от заданных параметров регулярно проводить корректировку стратегии.

# СПИСОК ИСПОЛЬЗОВАННОЙ ЛИТЕРАТУРЫ

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