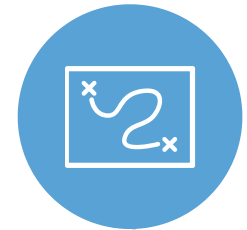


# STRATEGIC PLANNING METHODOLOGY



## Establish Governance

## Assess Current State

## Evaluate Strategic Position & Opportunities

## Develop strategic plan & roadmap

### Process:

- Establish a governance team stewarded by top leadership
- Include pivotal clinical, operational, and technical stakeholders from across your organization

### Results:

- Governance team structure
- Decision making and communication protocols

### Process:

- Review current organizational goals and objectives
- Determine critical success factors
- Perform internal discovery of current-state workflow, dataflow, infrastructure, resources, etc.
- Highlight current gaps, challenges, and risks

### Results:

- Balanced scorecard
- Current state workflow and dataflow diagrams
- Functional and technical gap analysis report

### Process:

- Perform external discovery to evaluate current strategic position and immediate opportunities
- Research existing or emerging market opportunities and/or threats
- Identify current and potential competitive advantages and differentiators

### Results:

- Competitive position and SWOT analysis
- List of strategic alternatives for consideration

### Process:

- Weight and prioritize strategic alternatives based on opportunity potential, feasibility, risk, etc.
- Build strategic roadmap with timelines and ownership/accountability
- Outline resource requirements
- Identify potential challenges and risks
- Highlight change management considerations
- Update balanced scorecard

### Results:

- Strategic plan & roadmap
- Resource matrix
- Risk tracker
- Change management plan
- Updated balanced scorecard



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