**Banner Health Network Evaluation**

Student

Institution

Instructor Name

Course

Date

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In the modern-day business environment, enterprises need to develop comprehensive operational strategies to manage and cater to the demands of future and present markets. In the healthcare industry, healthcare organizations need to evaluate their processes to recognize any possible problems and opportunities that can bolster their success in the long run. According to Bahadori et al. (2018), conducting an external and internal assessment of the company's surrounding is critical in identifying factors that impacts the organization's operations and how they can be integrated into a strategic plan to increase efficiency. This essay discusses a healthcare organization – Banner Health Network –, its readiness for handling emerging problems, plans for longevity in the industry, and recommendation for strategic plan improvement.

**Description of Banner Health Network**

A quick background about the company reveals that it is among the best healthcare organizations not-for-profit in the U.S. In the late 1900s, Lutheran Health Systems and Samaritan Health Systems established Banner Health Network to collaborate to deliver health services to a patient population with diverse healthcare needs. The institution has its main office in Phoenix, Az, and runs approximately 28 healthcare facilities across six states and three learning medical centers. Banner Health Network offers insurance services, hospice, pharmacy, and laboratory services, and at the same time, concentrates on its core operations – providing primary care and emergency care services (Banner Health Network, 2023).

**Banner Health Network's General Readiness**

Banner Health Network's research and teaching collaboration with tertiary academic institutions like the University of Texas MD Anderson Cancer Center has strengthened its capacity to spearhead its fight against emerging issues in the healthcare environment. These include cancer-related problems, which have increasingly evolved into a global concern and are managed with Banner's guidance. Another collaborative relationship with the University of Arizona College of Medicine with the hopes of increasing its educative capacity and improving its professionals' skills and knowledge. As a proactive approach to establishing its mark in the healthcare industry, the company donated more than one billion dollars to support the creation of hospitals and clinics, including expanding their bed capacity and emergency department renovations (Banner Health Network, 2023). This demonstrates Banner Health Network's core aspect of business operations and intention to enhance its competencies to meet future demands.

In order to guarantee that it is ready for future emergent concerns and healthcare demands, the healthcare organization remains at the forefront of the effort. Being strategic in the way an organization operates has been a critical component through proactive planning as well as taking part in innovative procedures in healthcare. This allows the institution to attend to future demands because of the growth momentum the medical industry has experienced. A current approach to achieving this objective Banner Network adopted was the creation of Banner Innovation Group. This subsidiary of the company assists the company in consolidating current innovations and developing creative ideas to help in advancing the company's agenda (Banner Health Network, 2023). Notably, the group reinforces Banner Network's competitive advantage in achieving overall health services.

**Strategic Plan to Address Patient Satisfaction, Resource Management, and Nurse Staffing Concerns**

According to Murray and Lewis (2022), organizations' strategic plans serve as a broad road map that points them in the right direction as they work to accomplish their goals, harmonize their objectives, and formulate action plans to achieve their long and short-term objectives. Thus, Banner Health Network can prepare for the future; it will need to address difficulties with patient satisfaction, network expansion endeavors, the existence of suitable and qualified personnel, and management of resources.

Network research demonstrates that networks have a solid base that helps the company overgrow. Therefore, Banner Network can employ specific strategic plans to assist in expanding the organization's network and address possible emerging issues. The network, which once had branches across two-dozen states, is seen to sell some of them to the additional six states - Wyoming, Nevada, Nebraska, Colorado, California, and Arizona. This decision was great since it allowed the network to concentrate on newly accessed states. Besides, given the fast growth of various locations, the institution desires for its health plan participants and patients to access medical treatment promptly when needed. Thus, with their current assets and clientele growing, strategic relationships enable stakeholders to grow their networks with no additional financial outlay (Murray & Lewis, 2022).

Banner Health needs to place a high premium on patient satisfaction. According to Meesala and Paul (2018), pleased patients typically result in a higher perception of the business, attracting new clients to the network. One tactic the institution can use is training its employees in the latest evidence-based methods for delivering high-quality care services. Therefore, consumers can acquire high-quality care whenever and wherever they need it by expanding the network's utilization of resources. Other effective methods to guarantee that clients are happy with the services received include implementing technological tools, offering prompt answers to issues that arise, and monitoring patient health.

Healthcare institutions benefit from collaborating with universities, as the latter offers a pool of nursing students who are enthusiastic about joining these networks. According to Westwood et al. (2018), these programs enable networks to accommodate caregiver demands. Also, the network can think about making it easier for care providers to include other outside carers in the network. Besides, the desire to work for companies that offer improved working circumstances is constant among nurse professionals (Eckstorm et al., 2020). Therefore, a management system makes it easier to distribute nurses on a case-by-case basis effectively. Such a technique permits efficient use of the nursing personnel that is present without leading to worker burnout.

**Possible Organizational Culture Problems**

The manner in which network workers communicate with one another could be a concern. Communication issues are predicted, given the staff's magnitude. Coordination of the parties within the network to deliver the necessary services might be an issue if the communication framework is not managed and designed correctly. This may lead to disagreements or occasionally ineffective patient treatment.

A healthcare organization's biggest challenges, particularly while expanding, are related to managing a varied workforce and clientele. Disputes between workers in multicultural firms are expected, according to several researches, and they might compromise the delivery of excellent services. (Jones et al., 2019). Comparably, to improve patient satisfaction, medical providers must provide patients with culturally sensitive care. Thus, systems that tackle cultural challenges as well as strengthen cultural competency within an institution can serve to strengthen the work setting and level of service provided to network consumers.

**Model to Support Strategic Plan's Implementation**

The best theory for promoting the successful execution of strategic plans is the systems theory. The premise of this theory, according to Akmal et al. (2021), is that companies constitute functional, interrelated components that are impacted by their surroundings. Therefore, the new and evolving markets they intend to access need to be considered in the network's strategic plans, hence progressive and sustained growth. Strategic planning's efficacy depends on the way processes, individuals, and resources adjust to these evolving market circumstances.

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