



# The Middleboro Casebook: Healthcare Strategy and Operations

*Lee F. Seidel, PhD, James B. Lewis, ScD*

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The Middleboro Casebook: Healthcare Strategy and Operations is an integrated case study focused on the fictional community of Middleboro and the seven healthcare organizations that serve it, including two hospitals, a long-term care facility, a home health agency, two physician group practices, and a local health department. A thorough examination of Middleboro and its demographic, socioeconomic, political, epidemiological, and environmental data and characteristics enables students to analyze the community in detail, focusing on those factors that drive the need for and use of healthcare services as well as framing the strategic decisions made by healthcare organizations. Included in this book are eight cases that cover issues in each of the seven healthcare organizations, such as:

**Operational challenges** Covering all areas of healthcare strategy and operations, this book can be used in a capstone course at the graduate or undergraduate level or it can be used across the curriculum in graduate programs in health administration, health policy, and public policy. This practical casebook integrates authentic management and policy issues into the classroom and bridges academic study and professional practice for students. Information presented in the cases will draw from material typically presented in multiple health administration courses to help students develop and refine their knowledge of healthcare strategy.

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