

EFFECT OF STRATEGIC MANAGEMENT PRACTICES ON PERFORMANCE OF PUBLIC HEALTH CARE FACILITIES IN KIRINYAGA COUNTY

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ABSTRACT

While strategic management is widely practiced by firms and other profit oriented organizations in this country, its adoption by public sector particularly in health care service delivery at operational level is less understood. Strategic planning practices in Kenya are still insubstantial and unknown in the sense that there is an absence of documented proof of its practice. It was imperative to study on how strategic management was being adopted by government agencies as a tool of enhancing performance. The study sought to determine the effect of strategic management practices on performance of public healthcare facilities in Kenya with specific reference to Kirinyaga County. The specific objectives of the study were to analyze the effect of adoption of ICT, service differentiation, human resource management and stakeholder involvement on performance of public health facilities in Kirinyaga County. The study adopted a descriptive survey research design where the research was carried out among all the 60 public health facilities in Kirinyaga County. Correlation results revealed that adoption of ICT, service differentiation, and HRM and stakeholder involvement had a positive and significant relationship with the performance of public health facilities. Regression results also indicated that adoption of ICT, HRM and stakeholder involvement had a positive and significant association with the performance of public health facilities. Regression findings also indicated that service differentiation had a weak but positive and significant effect on the performance of public health facilities. The study concluded that the adoption of ICT, service differentiation, stakeholder involvement and HRM positively and significantly affects the performance of public health

sector. The study recommends the public health sector to invest in ICT systems to aid in record keeping. The study also recommends the public health sector to adopt payroll system to aid in management of finances. There is also need to have tailored services to meet the needs of the customers. Moreover, the study recommends the public health sector to regularly train their staff particularly on arising medical issues.

Key Words: *ICT adoption, Service differentiation, Human Resource Management, Stakeholder Involvement*

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