Abstract

This thesis deals with the processing of a business plan in the health sector. This is a draft business plan strategy for the introduction of outreach services for ambulatory peritoneal dialysis patients in the private health care facilities.

The theoretical part is devoted to the characteristics of the services provided, including a description of the current situation and possibilities in the treatment of peritoneal dialysis patients in the home environment in the Czech Republic and abroad. It is also described the concept of strategic management and planning, of which I have in this thesis was based on creating your own business plan. In the practical part, which includes the characteristics of an organization that will provide the service, I made a concrete proposal for a business plan based on identified strategic analysis of the findings. The conclusion is presented feedback from stakeholders, which I used in finalizing the business plan. The aim of the work was to present the methodology of the business plan, which will form the basis for strategic management of development organizations to expand services for patients through the introduction of outreach services for ambulatory peritoneal patients.

Key words: business strategy, business plan, dialysis, peritoneal dialysis, assisted peritoneal dialysis.