Abstract

This diploma thesis presents a segment of home health care, its current situation and future role in providing health and social care. The aim of the thesis is to develop a business plan for establishing a home care private agency without the contribution of State health insurance. A completely private home care agency will provide primarily nursing health care in the home environment of clients, with additional services complementing the initial offering in the future.

The first part of the thesis captures the theoretical aspects of business management and strategy. This section introduces a strategic concept of management including strategic analysis and business plan structure, describing the aspects influencing the start of entrepreneurial activity in the area of provision of home care. The theoretical part also includes a historical overview of the establishment of home care services and its development.

The practical part of the diploma thesis includes the research part and then the analytical part. Quantitative research was conducted using a questionnaire survey, where the information obtained from general practitioners and patients was subsequently processed and embedded in a complete strategic analysis, important for the future operations of the Agency. On the basis of the results obtained, a business plan of a private home care agency was developed.

Finally, I assess whether the business plan can be implemented and achieved and what are the expectations over the Agency operations, proposing recommendations that could lead to the financial and operational success of the Home Care Agency.

Key words: home care, business plan, long term care, health care, strategic analysis