



# Anwendung der Balanced Scorecard in Einrichtungen des Gesundheitswesens (German Edition)

*Eva-Maria Schmidt*

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Diplomarbeit aus dem Jahr 2008 im Fachbereich Gesundheitswissenschaften, Note: 1,7, Fachhochschule Münster, 57 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Die Balanced Scorecard, vereinfacht als ausbalanciertes Kennzahlensystem übersetzt, ist ein Managementinstrument, welches die Umsetzung einer Unternehmensstrategie unterstützen kann. Die Balanced Scorecard, ursprünglich von S. Kaplan und R. Norton für Unternehmen der privaten Wirtschaft entwickelt, wurde mittlerweile weltweit auch von öffentlichen Einrichtungen angenommen und umgesetzt. Auch im deutschen Gesundheitswesen, insbesondere in Krankenhäusern, findet die Balanced Scorecard, wenn auch noch vereinzelt, ihren Einsatz.

Die vorliegende Arbeit beschäftigt sich mit Möglichkeiten der Anwendung der Balanced Scorecard in ausgewählten Bereichen des Gesundheitswesens. Dabei werden die beiden stationären Sektoren Krankenhaus und Altenheim sowie der ambulante Sektor der Arztpraxen behandelt. Weiterhin wird anhand des KTQ®- Verfahrens aufgezeigt, wie die Balanced Scorecard auch im Bereich des Qualitätsmanagement eingesetzt werden kann.

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