
**INFLUENCE OF STRATEGIC MANAGEMENT PRACTICES ON SERVICE
DELIVERY IN LEVEL 4 HOSPITALS IN NAIROBI COUNTY, KENYA**

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ABSTRACT

Strategic management practices are a critical tool for delivery of quality healthcare services. The study sought to establish the influence of strategic management practices on the delivery of quality healthcare services in public level 4 hospitals in Nairobi County, Kenya. The specific objectives of the study were to assess the influence of environmental scanning on the service delivery in public level four hospitals in Nairobi County, to establish the influence of strategic formulation on service delivery in public level four hospitals in Nairobi County, to evaluate the influence of strategy implementation on the service delivery in public level four hospitals in Nairobi County, to determine the influence of strategy evaluation and control on the service delivery in public level four hospitals in Nairobi County and to determine the influence of strategic communication on service delivery at level four hospital in Nairobi County. The study was grounded on Contingency theory, resource base view and stakeholder theory. The current study used descriptive research design. Target population comprised of all the 1012 staff from level 4 hospitals in Nairobi City County in Kenya. A sample size of 286 was used in the study. The study used primary data which was collected using a questionnaire. Descriptive statistics mean, standard deviation and z-scores were used to determine influence of strategic management practices on the delivery of quality healthcare services in public level 4 hospitals in Nairobi City County, Kenya. The study also used inferential statistical techniques, regression and correlation to determine the relationship between strategic management practices and delivery of quality healthcare services in public level 4 hospitals in Nairobi City County, Kenya. Environmental scanning, strategy formulation, strategy monitoring and evaluation and strategic communication had a significant positive influence on service delivery in Level Four Public Hospitals. On strategy implementation, there exists a strong, significant and negative association between strategy implementation and service delivery in Level Four Public Hospitals in Nairobi County. The study conclude that environmental scanning, strategy formulation, strategic control and strategic communication significantly improved service delivery in Level Four Public Hospitals provided services. However, Nairobi County's Level Four Public Hospitals' service delivery has been adversely affected by the misalignment of implementation of the strategies.