

Abstract

The subject of this thesis is the area of hospice palliative care, the aim of which is the procedure, compilation and evaluation of a business plan for the establishment of a new mobile hospice in the capital of the Czech Republic, Prague. The thesis is divided into the theoretical and practical parts. The theoretical part deals with a systematic and comprehensive clarification of the issue of palliative medicine in the health care system and the definition of important aspects in the process of business planning in relation to the topic and the specifics of providing a service in palliative healthcare. In order to achieve the objective, the practical part uses empirical evidence from a field survey of selected mobile hospices and identifies, through semi-structured questionnaires and interviews, the barriers that the interviewed organisations evaluate as problematic and which are a valuable source of information for the future practice of newly established hospice facilities. These experiences are evaluated at the end of the practical part of the thesis and become the basis for the development of a specific business plan for the new service.

Keywords: palliative care, mobile specialist palliative care, hospice, business plan - the creation of a new service (mobile hospice).