**Outline**

**Introduction:** Long-term care organizations are a particular segment in the health care industry. The sector is currently facing a lot of competition that is now becoming more powerful, and many facilities have been developed in the previous three decades.

* Although, long-term care organizations face a big challenge because it is tough to convince the potential customers that the organization will offer the care and amenities required.
* Strategic planning is a comprehensive function capable of addressing the whole organization or a section of the organizational process like marketing.
* The strategic plans and the marketing strategies in long-term care organizations consist of a self-assessment of the facility to evaluate the vision and mission and the internal analysis of the organization
* Long-term care systems have faced many challenges recently, and they comprise the growing number of people who need the services, the concept of urbanization, and the changed social attitudes concerning medicine and care.
* A standard approach can be used to solve both past and projected challenges associated with the long-term care systems
* There is an anticipated increase in the demand for long-term healthcare services because the number of older adults is increasing progressively, which will substantially pressure the service providers.