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STRATEGIST PLANNING FOR THE IMPLANTATION OF THE OPHTHALMOLOGICAL SURGICAL CENTER THE REFERENCE IN PALMAS – TOCANTINS.

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Purpose: Describe the administrative actions used for the implantation of reference service in ophthalmic surgeries in Palmas – Tocantins. **Methods:** Bibliographic searching, interview with the administrative reGENCY of the Health Municipal Secretary, space organization according to the Resolution RDC 50, the National Agency of Sanitary Vigilance, stand of the available resources, applicability and financial places for the project's execution, as the systematization of a detailed planning work. **Results:** The administrative actions used were: local reality analyzes relating to the health ocular problems, elaboration of planning work destined to the obtainable financial resources necessary through the consolidation of the convene between the Health Municipal Secretary and the Health Ministry, choose and adequacy of the physic space and the human resources, acquisition of benefits and permanent materials, strategic planning focusing the attendance to the repressive demand of ophthalmologic surgeries in Palmas – Tocantins and reference areas. **Conclusion:** It was conclude that the administrative actions described in this paper constituted the strategic planning basis for the implantation of the CCOR in Palmas – Tocantins, trough de definition of the politics' health, of the objectives and proposed metadata, of the rational utilization of the available resources and the presence of the mechanisms of accompany, evaluation and control, optimized by the integration of the decisive process existent and for the clearness of the administrative procedures.

Keywords: Strategic Planning; Implantation; Surgery Center; Ophthalmology; Public Health.