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LOG-ON
& LEARN!

#powerofrural

30min
"WebSights"

Fast & Resource Rich
Web Sessions

1:00-1:30 PM ET

NOVEMBER 17, 2016

Strategies for Reversing Out-Migration

**WebSight
Presenters:**

Michelle Rathman

President & CEO, Impact! Communications, Inc.

Steven D. Tenhouse

CEO, Kirby Medical Center

**National Rural
Health Day**
Celebrating the Power of Rural!



To change the direction of where community members
drive for their care,
you'll need to change perceptions.



What is out-migration and why does it happen?

Patients **LIVING** in your primary service area **LEAVING** to receive healthcare services elsewhere.

- ✓ *Others make them feel better about the services they're receiving*
- ✓ *Patients (or those who have the patient's ear) have a negative perception*
- ✓ *Trust*
- ✓ *Cost*
- ✓ *Service Limitations*
- ✓ *PRIVACY (Breaches – Realized and/or Perceived)*
- ✓ *Patient or family member/friend had a negative experience at your hospital or clinic*
- ✓ *People in the community work outside your service area and have convenience elsewhere*
- ✓ *Employees don't understand how their personal behaviors and interactions impact patient experience*
- ✓ *Internal / External Communication Challenges*
- ✓ *Innovation Challenges*
- ✓ *Provider Relations, Recruitment, and Retention*

Not your patients...

People enjoying
their retirement

your STAKEHOLDERS



People winning
battles



People who
work hard



People working to
raise families



People who
cherish culture.



Building Stakeholder Groups



...Think

Conventional wisdom tells us to focus efforts on building relationships and programs with the obvious and usual suspects.

- Health Service Providers
- Business Leaders
- Education Leaders
- Religious Leaders

Good start but they are only the beginning!

Identifying Community Stakeholder Groups

Start with **INTERNAL** Stakeholders to Mind Map



Declare Strategic Focus!
While you can't be all things, you can be their connection to all care.



Tap into Strengths & Identify Roadblocks - Invest in Infrastructure to Support "It"



Identify Best Bet Target Audiences & Key Relationship Building Opportunities



Develop Responsive and Intuitive Tools & Programs that are Sustainable



Define Core Objectives & Areas of Mutual Self-Interest



Lock in a Culture of "Excellence" Both Patient and Caregiver Experience



Routine Maintenance is Always Required!



Where
Are
They?

— Let's Go Find Them. — — — — —

Where do the people in your
neighborhood spend their time?

Where do you spend your time when you're not at work?

Church

Civic Groups

Social Gatherings

Ball Fields

Grocery Store

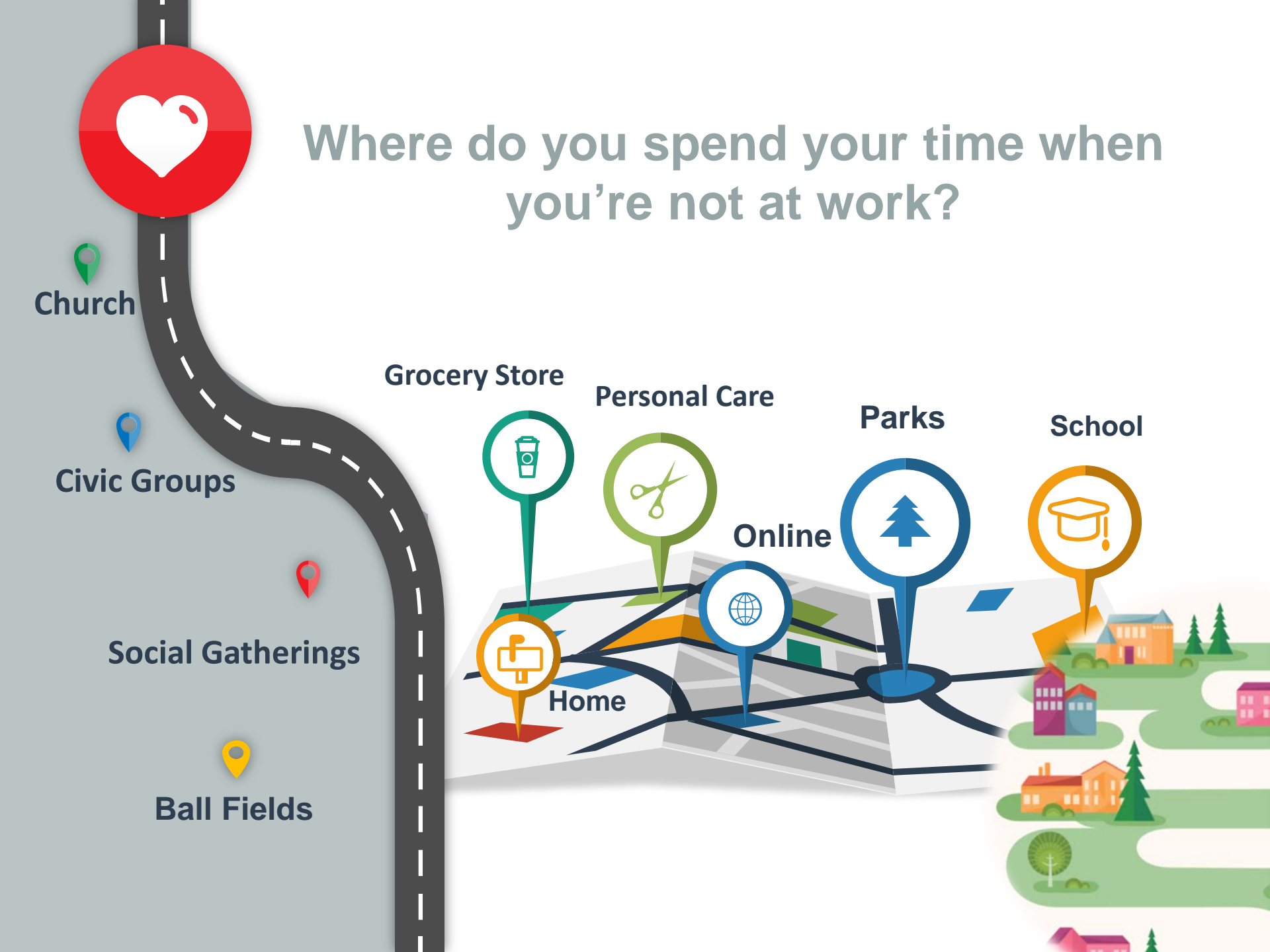
Personal Care

Parks

School

Online

Home

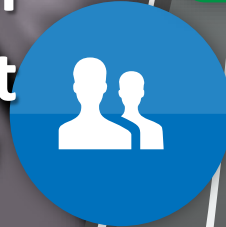


**Building the Bridge
Between You**

**and the people
& things that
create gaps!**



**Internal
Support**



**Sustainable
Programs**



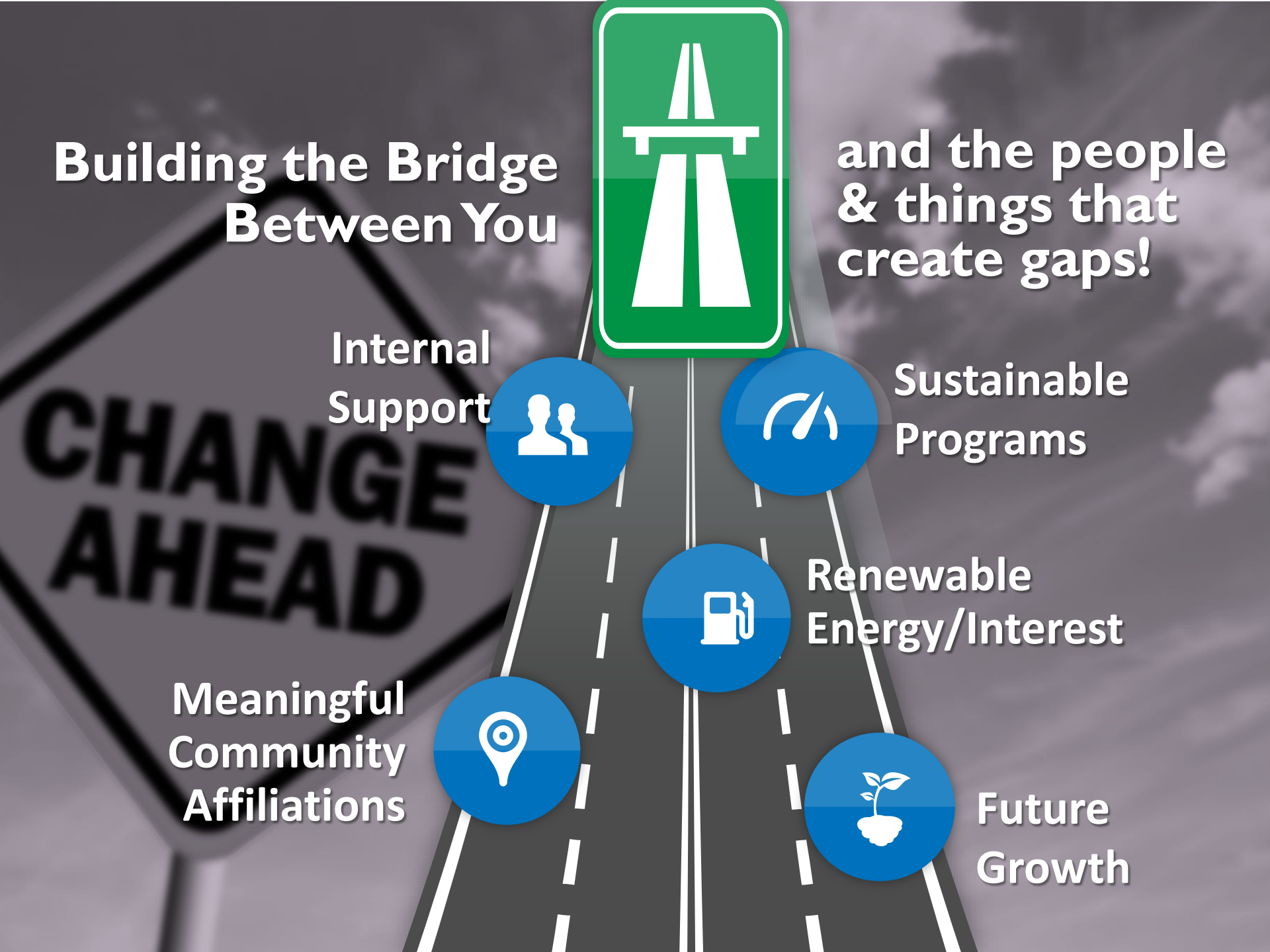
**Renewable
Energy/Interest**



**Meaningful
Community
Affiliations**



**Future
Growth**



How?

Keeping Your Sights on the Road Ahead

Start by exploring areas of mutual self-interest, and make it worth their while and yours.





1. Align your efforts with your key strategic objectives.



2. Think about all the ways you can serve them and they you.



**3. Take it slow.
These initiatives take time.**



4. Consider all the moving parts and pieces, including sustainability.

Building strong stakeholder groups can pave the way to reversing outmigration.



5. Develop initiatives that will lock you in as the leader and navigator. Collaborators are needed – caution not to convolute.



6. Get as many of your caregivers on board as possible.

7. Complacency creates dangerous conditions.



Getting from the Current Mindset



Hospital does not offer the quality of care that I can find in big, near-by city. The physicians, nurses, staff, and technology are not as good and besides, the ER has long wait times; plus, they transfer people out to larger hospitals in bigger cities anyhow and on top of that, they do not have a good reputation. It will cost you more to go there for some things.



To the Desired Mindset

I will be cared for. I will be safe. My physician is fully invested in me as a person and a patient. My personal health and wellbeing matters. I trust my **Hospital** and I will always turn to them to be my home for healthcare. **I feel so fortunate to have them in my community and I'll do what I can to make sure they will always be here for us! Count me in!**



Recalculating

Community Stakeholder Relationships
Gaining Traction by Advancing Communication

They expect you to deliver.



They rely on their trusted sources.



They need you to be visible.



They want to know you're in touch.



They need to know you're listening.



Marketing

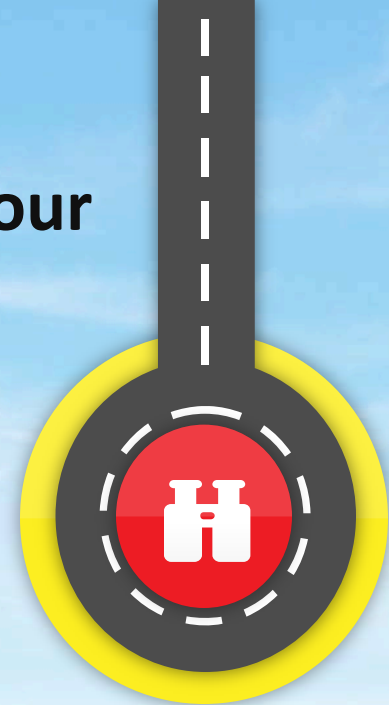
Social Media

Advertising

Media Relations

Fulfilment

Always keep your sights on your original objectives.



Moving Forward



Some real life examples on the road to building strong community stakeholder groups as a means to reverse outmigration.

Established in 1989





Stakeholders Motivated to Take Control of the Weight of the World on their Shoulders




Addressing Obesity
with a Clinic Based
Service. Serves as a
Practice Builder,
Provides a
Competitive
Advantage, is a
CHNA Call to Action.



Development and
Launch of a Primary
Care **Medical
Weight Loss
Movement!**



when you look in the mirror, do you
love who you see?

FREE Health Education Seminar Tuesday, January 22, 2013 at 6:00 pm
Shaving Pounds and Shedding Light on Why Weight Loss is so Hard
Featuring Michael Ciell, RPh
Co-founder of the Foundational Health Center and
Chief Science Officer for Ideal Protein of America  Learn more

Fresh Start
KIRBY MEDICAL GROUP
WEIGHT LOSS
For the Way You Want to Live



KIRBY MEDICAL GROUP **Fresh Start**
KIRBY MEDICAL GROUP WEIGHT LOSS
For the Way You Want to Live  Learn more

**Sometimes, you just need to ask for
a little help.**

Make a Fresh Start from 11/15/12
thru 12/15/12 and receive
special discounts!



**Community Stakeholders: Employees,
Chamber, Teachers, Women's Groups**

Marketing Methods | Free Community Health Lectures, Employee Wellness
Contracts, Grocery Store Partnerships.

Shelf Life and Build Potential | LONG! Feeder into Lab, Diagnostics, Sleep Study
Programs, Plastic Surgery, Diabetes Education, Mental Health. Excellent for Local
and Regional Media – Success Stories Abundant!

Making a Difference for
Caregivers and
Community Members
Engaged and Willing to
Share their Stories!

Sample Outcomes:

One year, 10,000lbs Lost! /
Three Year 30,000lbs Lost!
Annual 5k/10k Walk/Run Team

Revenue for Clinic Visits
(including out of network),
Labs, EKGs, with New Revenue
from Food and Other Product
Sales.

Kirby is...

Helping the Community Shed Thousands of Unhealthy Pounds!

In one year, the Fresh Start Medical Weight Loss program has helped over 300 community members lose over 10,000 pounds!

Now it's your turn to get started! Give yourself the gift of good health and join others like Connie who lost a record 118 pounds! As a medically-supervised program, Fresh Start is proven to help participants lose weight, reduce their risk of diabetes, hypertension and other diseases linked to obesity and promotes a healthy, active lifestyle.

Whether your New Year's resolution is to lose weight, quit smoking or simply improve your overall health, we are here to help!



Clinically Proven • Medically Safe
Natural and Effective
Long-Lasting Results

KIRBY HOSPITAL
Kirby Medical Group
KirbyHealth.org
(217) 762-6241

If you are in need of financial assistance for medical care, you may be eligible for free or discounted care through our Kirby Care Assistance program. Visit our website or call 217-762-2115.



**Connie LOST
118 lbs!**

REGISTER TODAY!
MEET BOB GRANTHAM FROM IDEAL PROTEIN®
Tuesday, February 1st at 6:00pm
Call 762-6241 for Details!





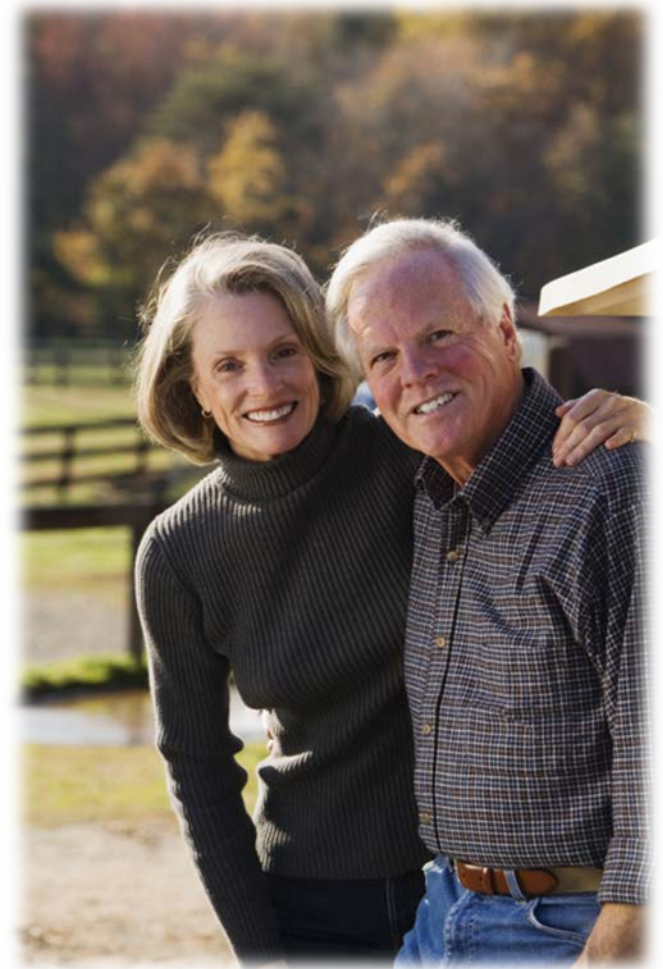
Stakeholders who can appreciate the value
you bring.



Stakeholders who align with the message of protecting and serving.



Stakeholders whose reliance on you will increase more than any other segment of your service area.



Stakeholders working to make the right decisions for children and families.



Stakeholders who are caring and serving in your hospital / health system every day. Your caregivers are your greatest investors – the ambassadors.





Tim Eggers
Plant Manager

*"Doing my best
to keep the
facility warm
this winter."*



**LAKE CHELAN
COMMUNITY
HOSPITAL**

"It's not just what I do, it's who I choose to be."

COMMITTED!

Caring for the people in the Lake Chelan Valley for over 65 years.
503 E Highland Ave, Chelan WA • 509.682.3300

Read Tim's story at:
HealthyLakeChelanValley.org

Tobe Harberd, MD
Family Physician



*"I love taking care of all of my patients. I admit,
it's the little ones that make me smile the most."*

Mindy Garfoot
Surgical Nurse

*"Caring for the
community where
I grew up."*



**LAKE CHELAN
COMMUNITY
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"It's not just what I do, it's who I choose to be."

DEDICATED!

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Read Mindy's story at:
HealthyLakeChelanValley.org

Don Vanderholm
High School Principal & Grateful Dad



"A hard fall, a broken back and a new level of confidence in my care team"

Don is grateful for the paramedics, physicians, nurses, medical technicians, and rehabilitation therapists at Lake Chelan Community Hospital who helped him recover from serious injuries after a rooftop fall. We honor him for the opportunity to be his caregivers. Read Don's story at HealthyLakeChelanValley.org.



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Melissa Sweeney
Happy mom for many reasons



"I planned on delivering in a larger hospital but changed my mind. I'm so happy I had the choice to stay close to home."

Melissa had an important decision to make, the first of many for the well being of her new baby. Her doctor practiced at LCCH, but she felt she should plan her delivery at a larger hospital. In the end, she decided to stay close to home, giving her continuity in care, peace of mind and a wonderful patient-centered experience. Today, mom is happy with a beautiful, healthy (and for the moment) sleeping baby. Read Melissa's story at HealthyLakeChelanValley.org.



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Mary Ann Fuller
Early riser and grateful patient

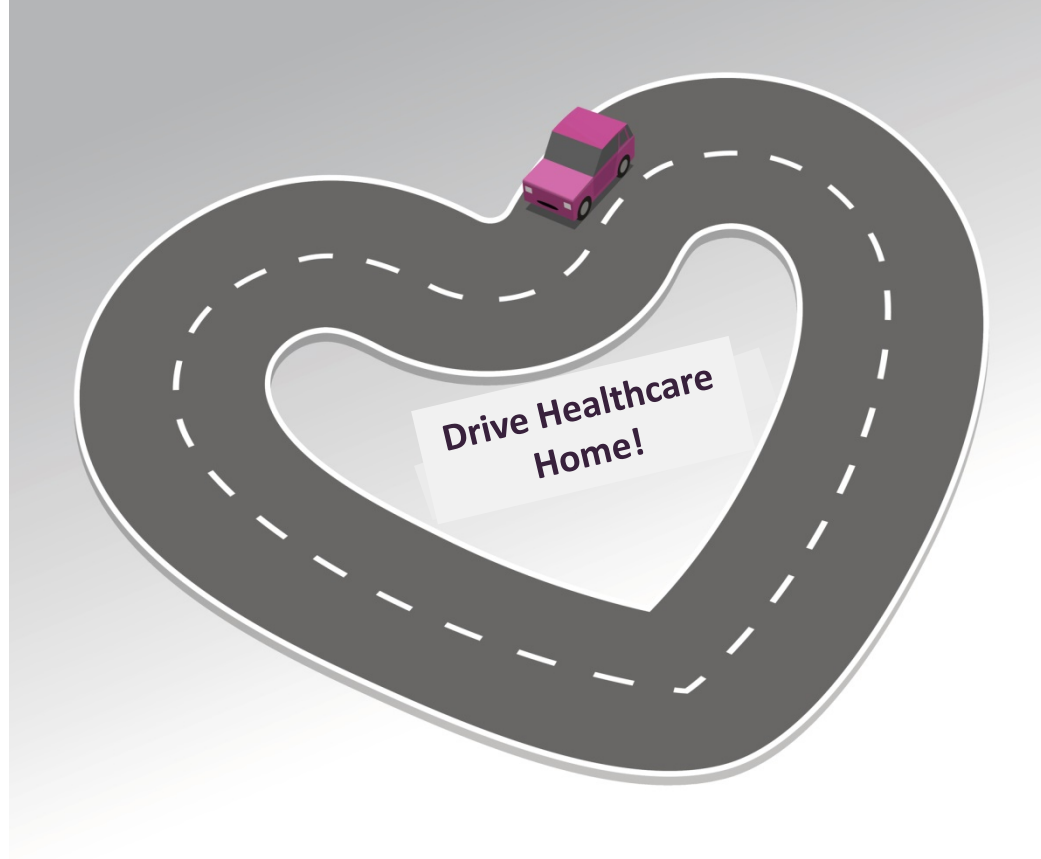


"Recovering at my community hospital was a great experience!"

A wake-up call like no other! When her alarm clock rang to start a new day, Mary Ann rolled over to turn it off. Only this time, she rolled off the bed, landed on the floor and broke her pelvis. For the next two weeks, Mary Ann recovered at Lake Chelan Community Hospital, working with physical therapists twice a day and taking walks with nurses who understood how important it was to be at her side. Read Mary Ann's story at HealthyLakeChelanValley.org.



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- ✦ **Create a shared vision with all key stakeholders**
- ✦ **Have a strong position to adverse competition**
- ✦ **Invest in communications & branding**
- ✦ **Build Teams with an “always” commitment high standards**