


NOSORH Region D Meeting
2020

Are you a goose? Should you be a goose?

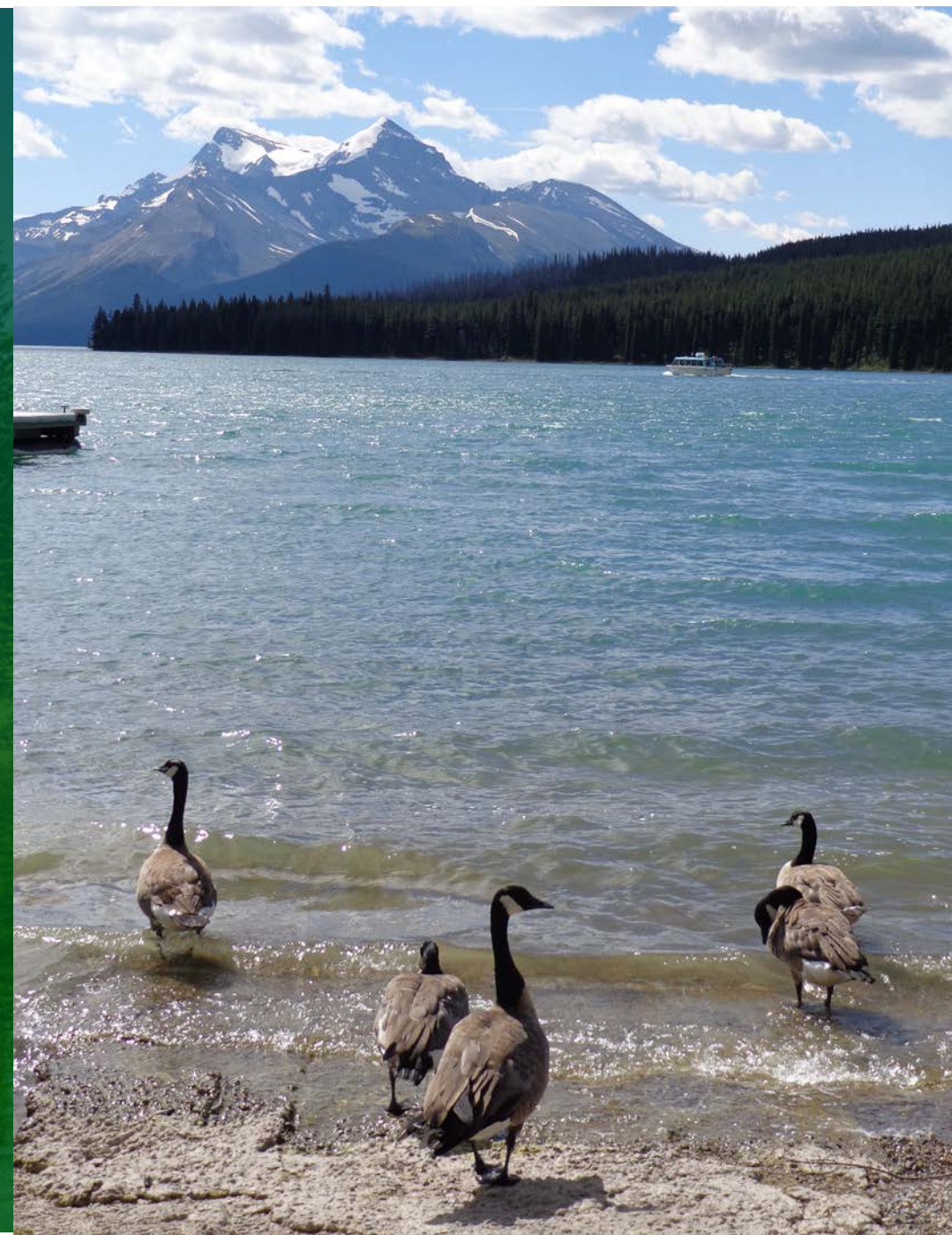
Center for Optimizing Rural Health
Dr. Nancy Dickey and Bree Watzak



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Objectives

- Describe how the Center for Optimizing Rural Health provides technical assistance (TA) to rural hospitals and communities
- Identify best practices to optimize rural hospitals
- Propose partnerships between SORHs and TA centers that benefit hospitals



Who we are

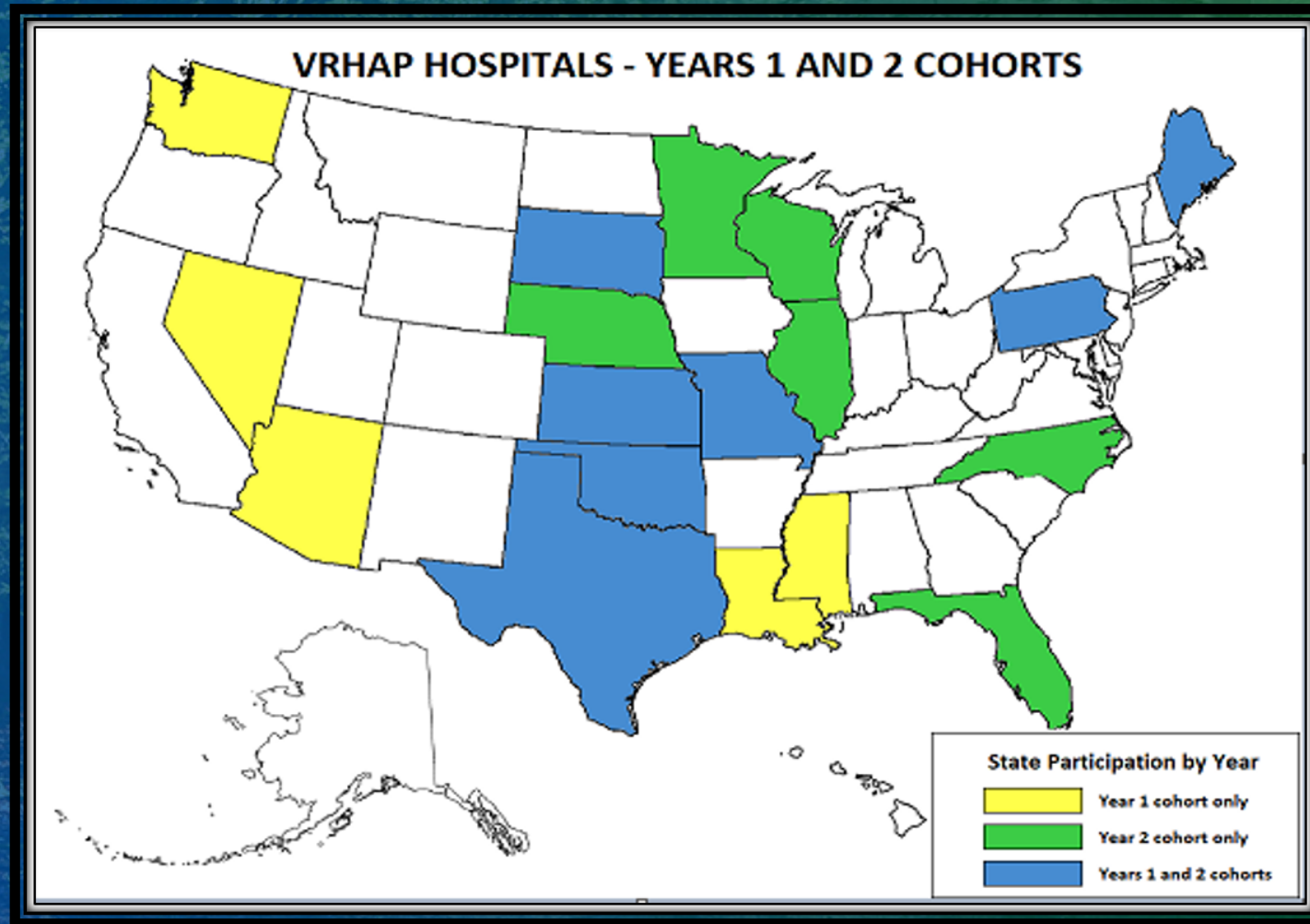
CORH works with rural hospitals and their communities

- Ensure healthcare stays local and local healthcare stays open
- Understand community needs & resources
- Provide targeted technical assistance by subject matter experts



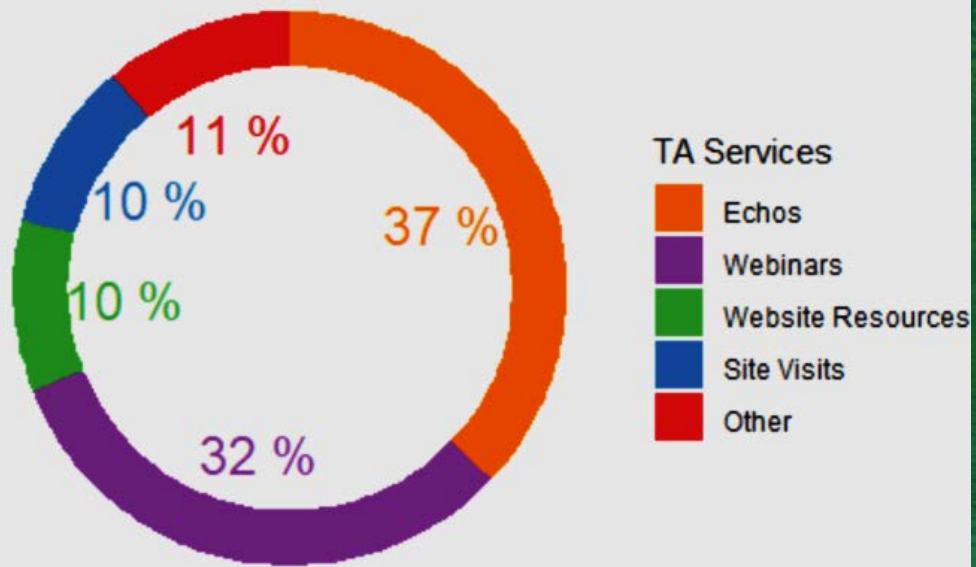
<https://www.optimizingruralhealth.org/meet-the-team/>

CORH Outreach Y1 and Y2



What the hospitals value

Most Beneficial Technical Assistance Services



What's this about geese?



- Geese fly in a v-shaped formation to:
 - Conserve energy
 - Keep track of the group
 - Assist with coordination and communication within the group

Like geese, rural medicine has a long way to go....but survival is paramount to those served

- Like a flock of geese, rural hospitals can learn from one another, assist one another to go the distance, and share best practices for optimizing function
- Conserve energy
 - Virtually every small hospital is understaffed and over-worked
 - Sharing best practices, innovations that worked – leaders don't have to reinvent the wheel
- Keep track of the members of the flock – how are your colleagues doing?
- Are you doing something others might replicate?

Best Practices for utilizing TA programs

- Seeking Learning Opportunities
- Divide and conquer these opportunities so not overwhelming to any one individual but the hospital as a whole benefits
- Create relationships with those who are addressing similar concerns or who are perhaps a step ahead of you

Best Practices in formal TA interfaces

- Project ECHO
- Webinars
- The Toolbox

Project ECHO

- Closed Cohort
- Unique sessions for C-Suite rather than clinical sessions
- Subject Matter Experts and Peer to Peer learning
- Topics determined by hospital requests
- Meet monthly
- Best practice for rural education



Webinars

- Monthly presentations directed at rural healthcare delivery by experts in the field
- Available live but also asynchronously on YouTube
 - Heard it live but need to go back for more intense listening?
- Topics selected by hospitals and their leaders

Toolbox



Compelling Best Practices:

- Culture
- Advocacy
- Community engagement/ownership
- Mindset geared to investigation and innovation

Dynamic Leadership

Perhaps the most challenging but recurring issue

- Frequent changes
 - Someone recruited away
 - Unanticipated health issue
- Succession planning
 - Identify potential mid-levels to step up
 - Create a continuous training process to improve skills, broaden competencies
 - Develop “step up” positions to allow individuals to “try out” management levels
 - Plan early



Collaboration

Collaboration not competition



Stronger together



Networks

- Make Friends
 - Share knowledge
 - Share Staff
 - Share efficiencies
 - Share patients

Why do we need to partner?

- A GROWING SENSE OF ALARM
 - 128 RURAL HOSPITALS HAVE CEASED TO PROVIDE INPATIENT SERVICES SINCE 2010
 - THREATENED EXTINCTION OF LOCAL RURAL ACCESS
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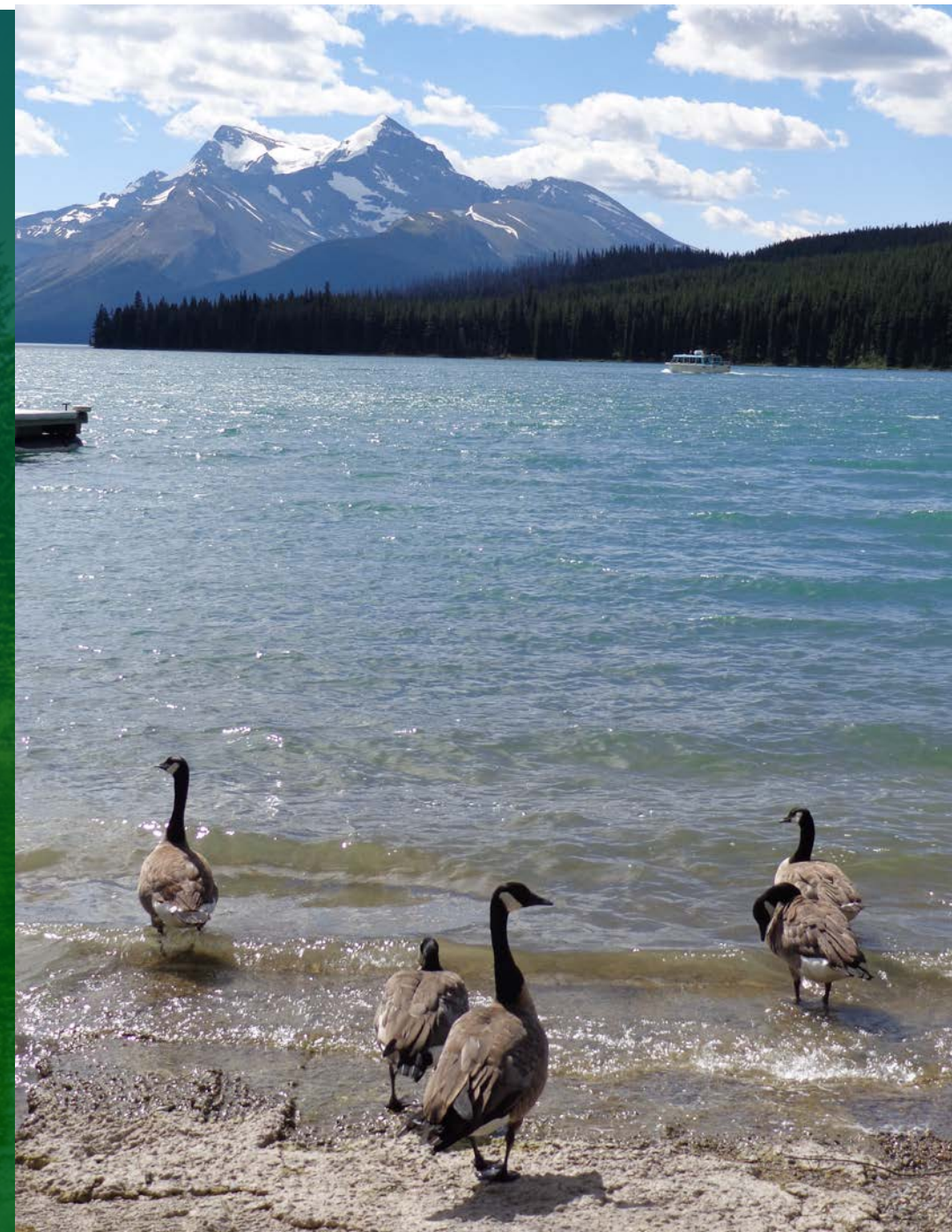
What is the Rural Hospital Version of a V-Formation?

- Networks, collaborations, planned communications interchanges
- Participating in regional or national programming to share issues or solutions
- Managing your data so you know which questions are at the forefront (where are the “tired” geese?)



Group Discussion

- How can we better serve your state?
- What best practices have you seen in rural?
- How can we partner to maximize benefits to rural hospitals?



THANK YOU!

<https://www.optimizingruralhealth.org/>

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Questions?

