

NOSORH Annual Meeting  
August 26, 2020

# Are you a goose? Should you be a goose?

Center for Optimizing Rural Health  
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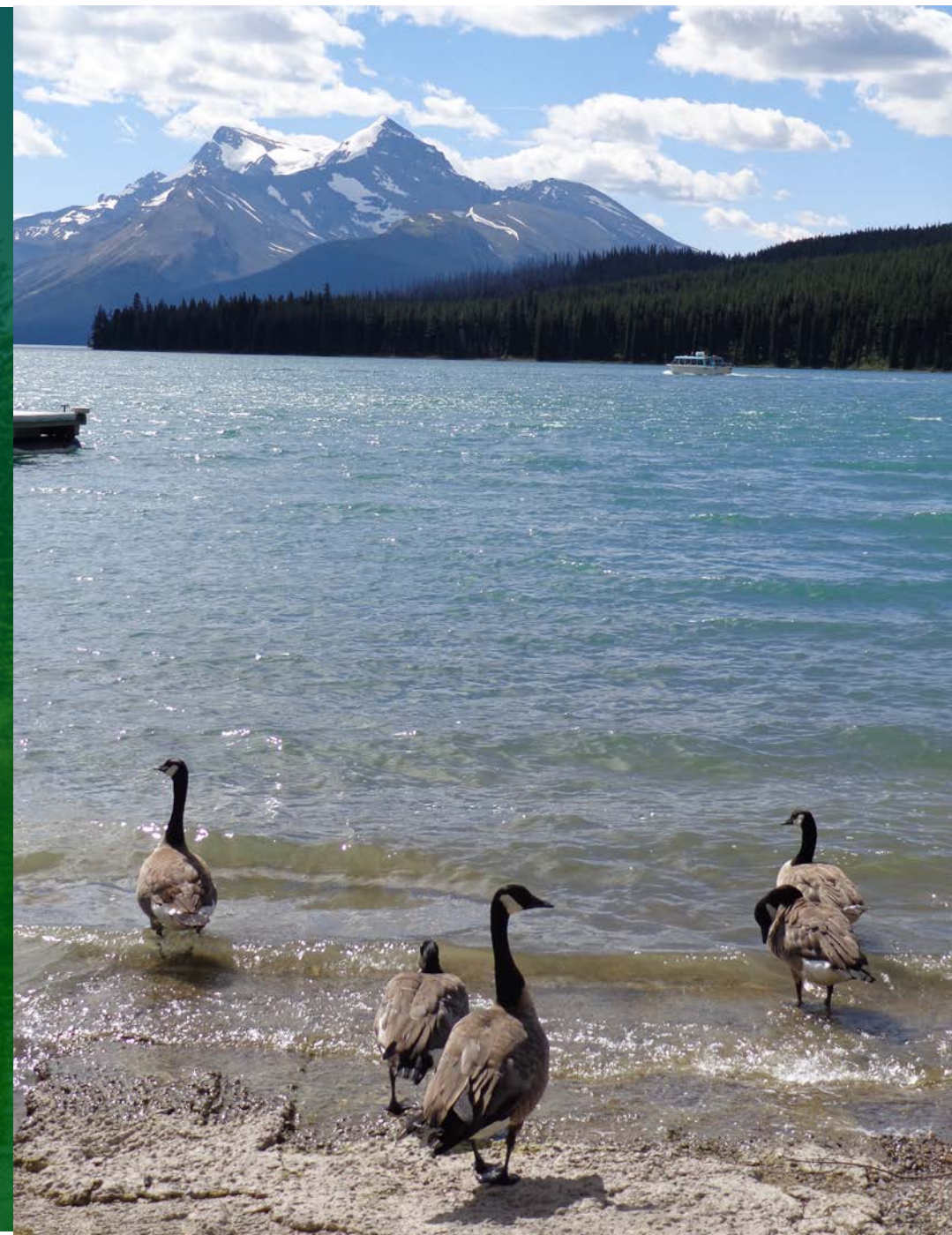
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# Objectives

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- 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

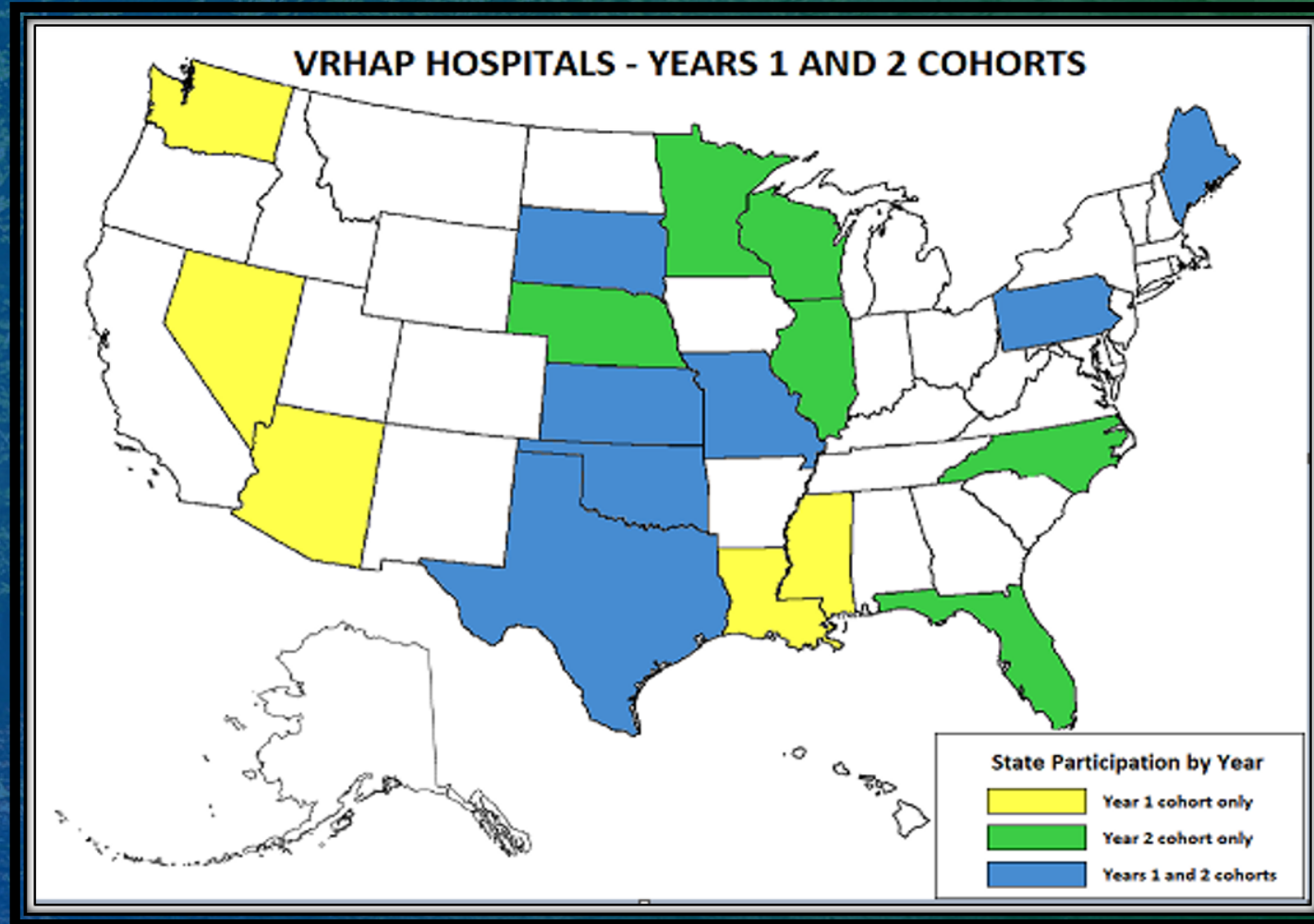
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CORH works with rural hospitals and their communities

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

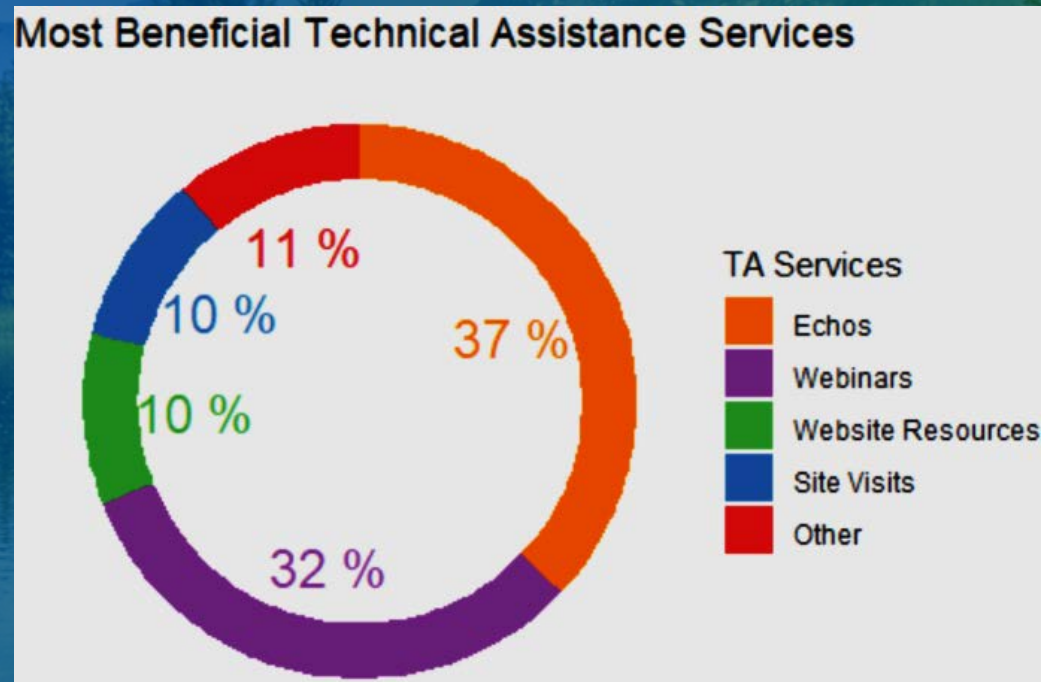


# CORH Outreach Y1 and Y2



# What the hospitals value

Most Beneficial Technical Assistance Services



# What's this about geese?

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- 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

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- 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

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- 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

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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?

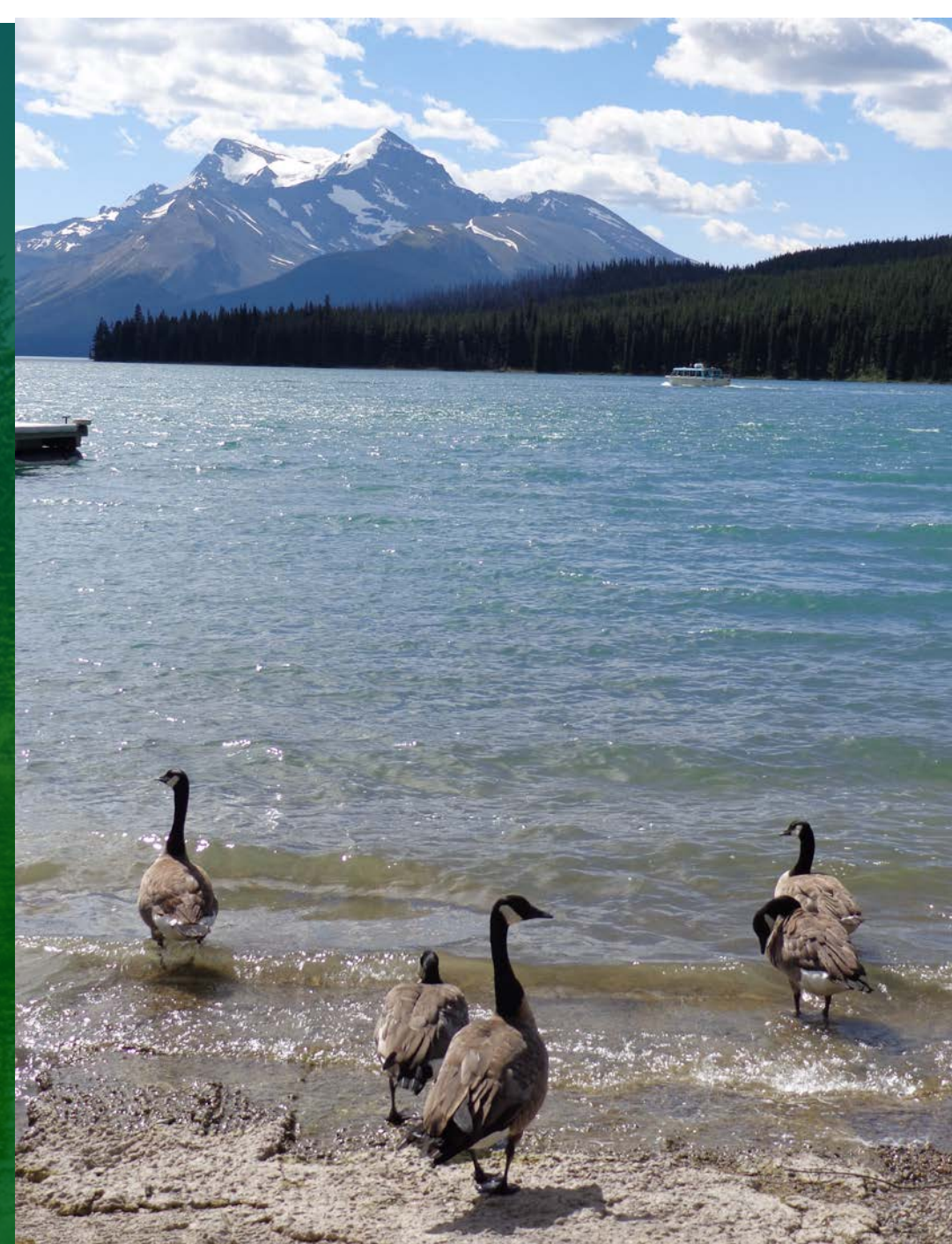
- Networks, collaborations, planned communications interchanges
- Participating in regional or national programming to share issues or solutions
- Managing your data so you know which questions are at the forefront (where are the “tired” geese?)



# Group Discussion

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- 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!

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# Questions?

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