

ALABAMA OFFICE OF
**PRIMARY CARE
RURAL HEALTH**



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Rural Health Clinic (RHC) Strategic Planning

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7/2/2025

National Organization of **State Offices of Rural Health**

Hi! I'm Tonne



- Earned an MS in Psychological Science from Shippensburg University
- Current doctoral candidate in the Experimental Psychology program with an emphasis in rural health at Idaho State University
- Nearly 10 years of rural health experience
- Holds Certified Rural Health Clinic Professional (CRHCP) credentials
- Holds Lean Six Sigma Green Belt status

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Thank you to Karl Bryant!

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Today's Objectives



- Why strategic planning matters for RHCs
- Compliance & survey preparedness
- Business viability & realistic growth
- Community outreach that makes sense
- Workforce recruitment & retention strategies

The Why Behind the Work

- Keeps you compliant and survey-ready
- Protects financial health
- Builds community trust
- Supports long-term sustainability

What Happens Without a Plan?

- Compliance gaps & failed surveys
- Burnout for managers & staff
- Missed funding or growth opportunities
- Reputation damage in the community

Small but Mighty: RHC Strengths



- Nimble & adaptable
- Strong community connections
- Personalized care
- Room to innovate without bureaucracy

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Compliance Isn't Optional



- 42 CFR 491 – Conditions for Certification
- Location eligibility: Rural + HPSA/MUA
- Required services: Primary care & lab
- Staffing: MD/DO, NP/PA presence

What Surveyors Are Looking For



- Access: Hours posted, services available
- Emergency preparedness
- Lab & diagnostic compliance
- Personnel files & policies

Stay Ready Year-Round



- Internal policy & chart reviews
- Staff mock surveys
- Fix small issues before they grow
- Emergency drill documentation

A Simple Survey Prep Checklist



- Quarterly: Internal chart audits
- Semi-Annual: Mock survey
- Annual: Policy & procedure review
- Ongoing: Staff training refreshers

Keeping the Doors Open: Financial Focus



- Understand cost-based reimbursement
- Track your payer mix
- Monitor key financial indicators

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Tools for Financial Awareness



- Simple dashboards for tracking revenue
- Regular expense reviews
- Billing reviews for missed opportunities

Realistic Growth for RHCs



- Behavioral health or MAT services
- Telehealth expansion
- Care management programs (G0511, G0512)
- Grants & rural-specific funding

Community Outreach = Business Growth



- Builds trust & patient loyalty
- Attracts new patients
- Strengthens partnerships

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Outreach on a Shoestring



- Local newspaper health columns
- Social media presence
- Health fairs or screenings
- School & church partnerships

Track Your Outreach ROI



- Patient referral counts
- New patient visits
- Community feedback

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Finding & Keeping the Right People



- Rural location hurdles
- Competitive pay struggles
- Burnout risk

Realistic Ways to Recruit



- Loan repayment program promotion
- 'Grow your own' staff development
- Flexible schedules
- Leverage community pride

Keep the Team You Have



- Mentorship for new hires
- Recognition & appreciation
- Career development opportunities

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Build a Positive Workplace Culture

- Open communication
- Staff involvement in decisions
- Team-building activities

Simple Steps to a Solid Plan



- Where are we now? (Assessment)
- Where do we want to be? (Goals)
- How do we get there? (Action steps)
- How do we stay accountable? (Tracking)

You're Not Alone—Use the Tools



- State Offices of Rural Health
- CMS resources & MLN updates
- Rural health associations

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Let's Wrap Up

- Questions?
- Start small: Pick one area to improve
- Keep strategic planning simple & steady

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PLEASE COMPLETE THE SURVEY!



<https://s.zoom.us/j/b9kOQOBP2>

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