





## Rural Health Clinic (RHC) Strategic Planning

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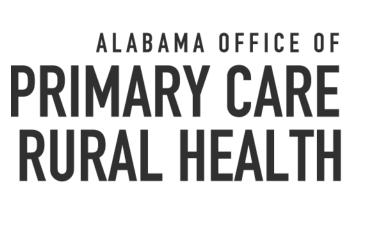
National Organization of State Offices of Rural Health

#### 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









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



## 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





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



#### Tools for Financial Awareness

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





- 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





- 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



#### Finding & Keeping the Right People

- Rural location hurdles
- Competitive pay struggles
- Burnout risk





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





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



#### 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



### Let's Wrap Up

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

# PRIMARY CARE RURAL HEALTH





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#### PLEASE COMPLETE THE SURVEY!



https://s.zoom.us/m/b9kOQOBP2

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