

IMPROVING ORGANIZATIONAL PERFORMANCE

ADVISORY SERVICES FOR CRITICAL ACCESS AND RURAL HOSPITALS

Critical access hospitals and smaller rural hospitals face many challenges – from constrained resources and limited staffing models, to difficult market changes.

Informed by our experience working with rural health organizations, our specialized consulting services are carefully designed to address many of the unique challenges facing critical access and rural hospitals.

We focus on core areas such as *communication excellence*, *staff engagement*, *leader and workforce development*, and *patient satisfaction* –recognizing that performance in each of these areas has a direct impact on **quality**, **market share**, **outcomes**, and ultimately, **financial performance**.

Our approach begins with a hospital-wide assessment using a combination of onsite visits, interviews and online surveys. The information gathered in this discovery phase is then analyzed in order to identify performance gaps. We work collaboratively with staff and leaders to create a customized improvement plan that is practical, relevant, and results-oriented.

We rely on our experience and proven, evidenced-based practices that are designed to move organizational performance and accelerate culture change.

Our organizational improvement efforts focus on the following **seven core areas**:

1. **Staff engagement***(satisfaction, creating “connectedness”)*
2. **Leadership development***(customized training for front-line leaders and senior management)*
3. **Patient satisfaction** *(improving the patient experience)*
4. **Service excellence** *(create a hospital-wide culture of outstanding customer service)*
5. **Service recovery** *(managing patient expectations, correcting and responding to service upsets)*
6. **Community engagement** and outreach *(brand enhancement, reputation management)*
7. **Workforce development***(instilling confidence and conveying a sense of caregiver competency to patients)*

*Our cost-effective, less resource –intensive consulting approach includes introducing tools, coaching, tactics, training, and techniques that can help organizations enhance communication, improve patient satisfaction, and improve leader effectiveness. Our methods also focus on transferring knowledge in order to build managerial competency and improve organizational performance in the **seven core areas**.*