

The  
**R.U.R.A.L. Hospital**  
Roadmap

Choose a Different Route

# *Strategy That Actually Works*

## **Calm Your Daily Whirlwind Rally Stakeholders**

### **Our Difference: Cross-Pollination**

- Strategies from other industries
- Room for creativity and imagination
- We facilitate and teach
- Strategy-enabling templates

#### **R.U.R.A.L. HOSPITAL ROADMAP**

Reframe-new thinking  
Unearth-new alternatives  
Readjust-enable decision trade-offs  
Act-tackle change challenges  
Learn-active strategy logic

#### **YOU'LL FOLLOW A PROVEN PROCESS**

We pose engaging questions  
We do a pre-visit data review  
Teaching videos along the way  
Three days on-site with stakeholders  
Co-create actionable strategy

#### **CEO VERBATIM EXPERIENCE**

"...Unique approach and insightful analysis significantly advanced our organization."

"I feel invigorated and satisfied."

#### **YOU'RE NOT ALONE**

We come from rural facilities, too  
We walk with you each step  
Never intimidating  
Always free support tools available  
We are community-builders with you



**When You're Ready, Let's Talk**



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## Client Reviews



“(This) unique approach and insightful analysis significantly advanced our organization's ability to develop and execute...(the) expertise was invaluable in steering our team towards a more focused direction.”

Benjamin Davis, CEO, Glencoe Regional Health



“This experience asked questions to prompt us to think differently and look at topics in a different way...we appreciated digging in and narrowing down to funnel through all the topics to where we should be focusing.”

Bryan Hunger, CEO, Jefferson County Health Ctr



“I felt satisfied and invigorated - this was a new approach and the activities were unique and really helped bring everyone together around a common cause.”

Lynn Wold, CEO, Burgess Health Center