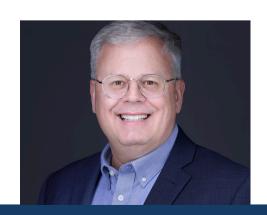
# THE R.U.R.A.L. HOSPITAL ROADMAP

Reframe. Unearth Opportunities. Readjust. Act. Learn.

# You must complete this sentence to calm the rural hospital whirlwind



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## 40% of rural hospital leaders report burnout.

Industry challenges.

Daily operational problems.

Relationship strains.



#### CEO's don't want to disappoint:

Boards.
The Community.
Employees.
Themselves.

That's why the idea here can make such a difference.



#### Trying to please everyone leads to:

Jam-packed calendars.

Day and night emails.

To-do lists 8 pages long.

Eventually, burnout.



"Yes" is a default answer when the mission is to serve the community.

But what happens when resources aren't even close to demands?

You can only work day and night so long.

Which brings us to the power of this idea.



## People often think strategy is about deciding what to do:

"We'll do this, then that, then the other thing".

But imagine strategy as deciding what to <u>be</u>



When you think about what to <u>be</u>, then your actions follow suit.

So complete this sentence, and you'll calm the whirlwind:

"We're going to be (\_\_\_) which therefore means we must do A, B, C."



# Here's a Rural Hospital example to get you thinking...



Say your rural hospital decides it's going to be the place that seamlessly offers orthopedic services across the entire medical condition cycle.

Medicare patients.
Youth athletes.
Male.
Female.
You name it.

When you know what you are, actions become clear.



#### Among the actions might be:

Same day initial appointments.

Amazing use of technology.

Therapy like no other.

Etc.

Now every action has a filter:

"Will this make us be who we are?"

And your calendar should reflect that.



In chaotic times,

many people think strategy is the <u>last</u> thing to worry about.

The idea here:

knowing what you're going to be, therefore doing X actions, is effective strategy

and that's the **first** thing

to getting clarity at work.

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Origin Ideas here: Alex M H Smith, John Pappajohn, Michael Porter

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