

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 be





When you think about what to be,
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 **last** 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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