

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

Reframe. Unearth Opportunities. Readjust. Act. Learn.

**This One Truth
is Your *First Step*
to Effective Strategy**



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What's the *first step*
to renew effective strategy
for your organization?

The thing you must do *before* anything else?

Understand this one truth:





Your good ideas are blocking your progress.

Because you'll always generate
more good ideas
than you have capacity to execute.

And that's why...





So many rural hospital leaders
work day and night

for so-so results.

Because every new idea
becomes a distraction

from the *last* good idea...





And you basically start over thinking you have a new direction.

And everything goes great.

Until your next good idea.

And off you spin into the whirlwind...





Knowing this one truth,
how to renew effective strategy?

Discover focus areas
that create more patient value, and

Commit to those focus areas for 12 months.

Period.

But what about the good ideas
you generate every day?





Create a backup roster
and write them down.

And look at them next year,

Because this year,
you're laser-focused
on specific areas.

P.S. Careful, this focus might cause
better results,
more satisfaction.



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