



Lead the Market You Have

Redefining What's Possible for Rural Health Systems

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THE STORY:

Applied **Culture, Strategy & Growth/Care Advancement** to Create a **Model Rural Healthcare System** of the future






- Generated positive *“Momentum”* across the entire organization
- Re-Designed Primary Care Services as the *“Center of our Strategy”* towards Specialty Services growth
- Enhanced Culture & Re-Calibrated HR *“Through Lens of our Teammate’s eyes”*
- Advanced locally-available Clinical Services to *“Achieve our Clinical Potential without Overshooting our Mark”*
- Elevated Marketing to overcome being *“Macoupin County’s Best Kept Secret”*



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2022-2025 Strategic Planning = Strategic ACTING!

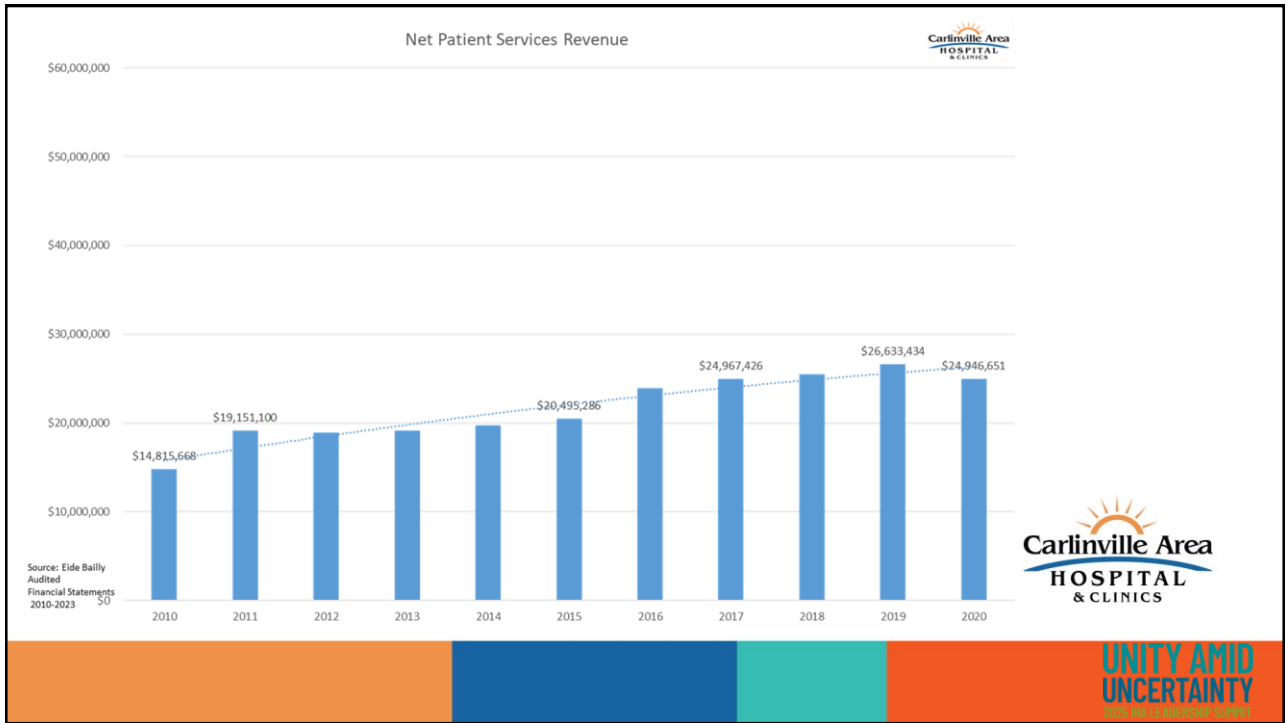
-  Strategy I. Market Share Growth and Image
-  Strategy II. Medical Staff/Provider Collaboration and Capacity
-  Strategy III. Supportive Facilities and Information Technologies
-  Strategy IV. Quality, Customer Experience and Workforce Development
-  Strategy V. Future Models of Care/Innovation



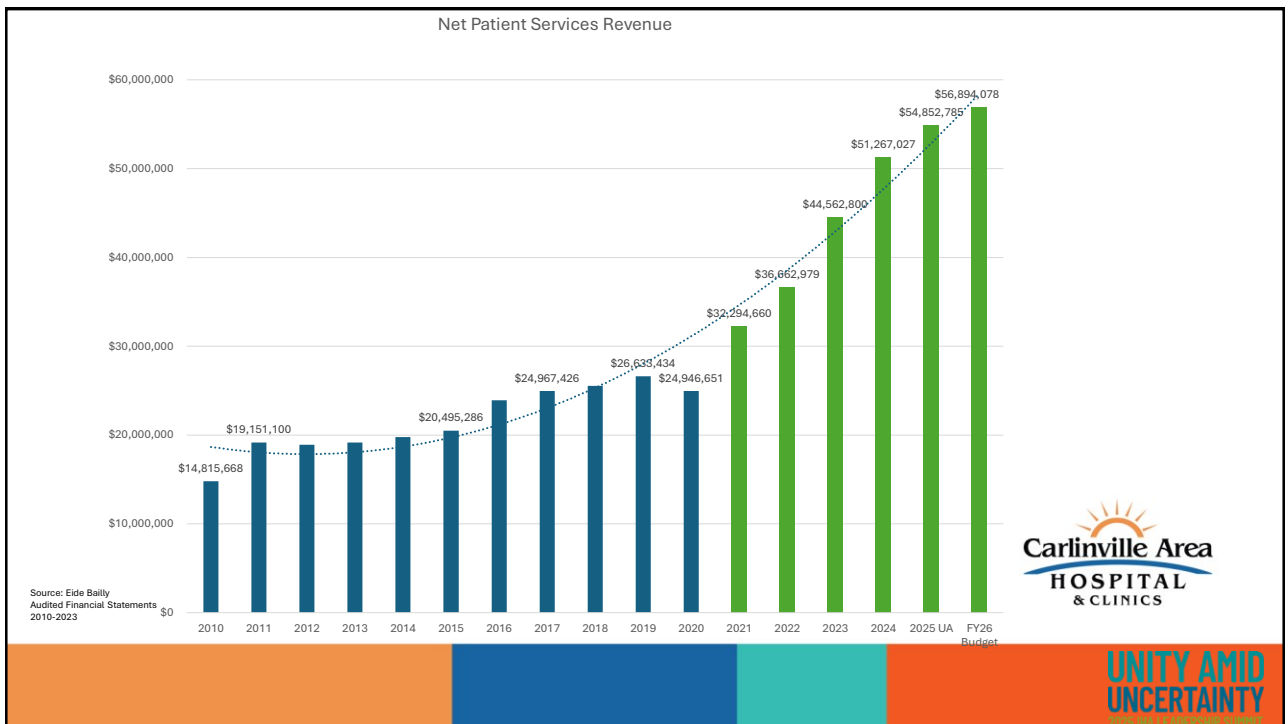
36 of 40 Objectives Substantially ACHIEVED



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Comprehensive Rural Health System



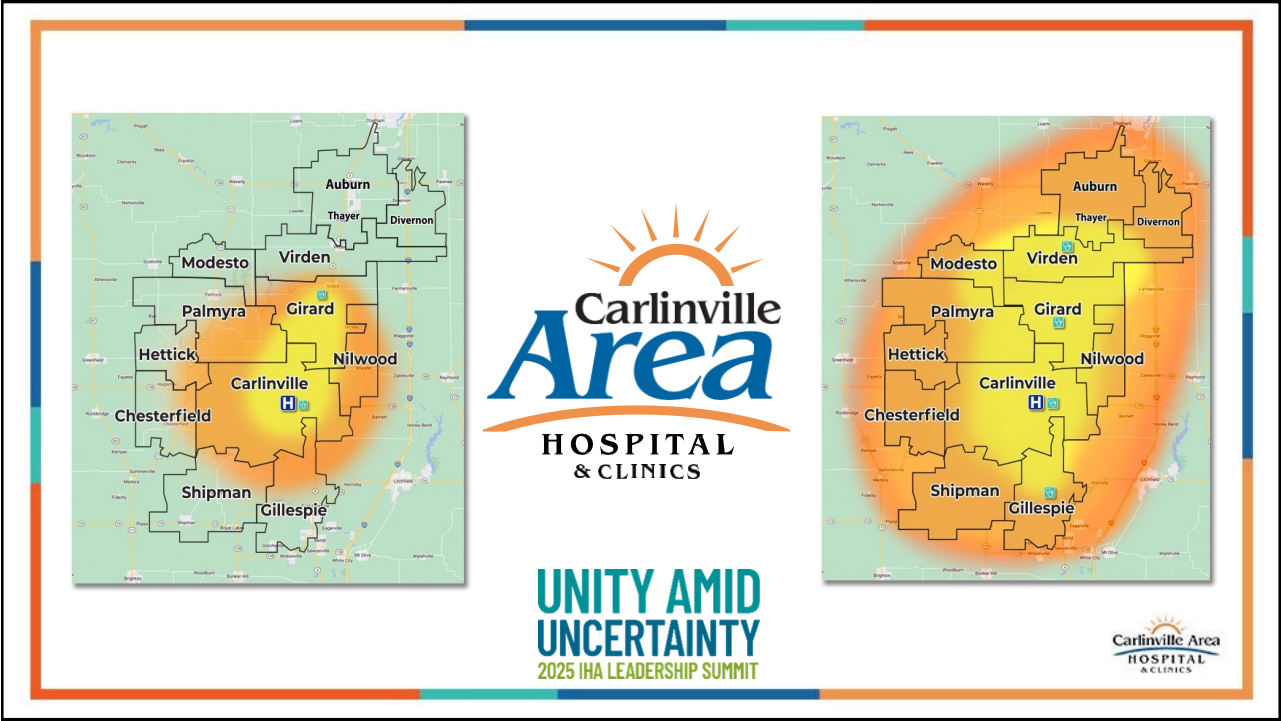
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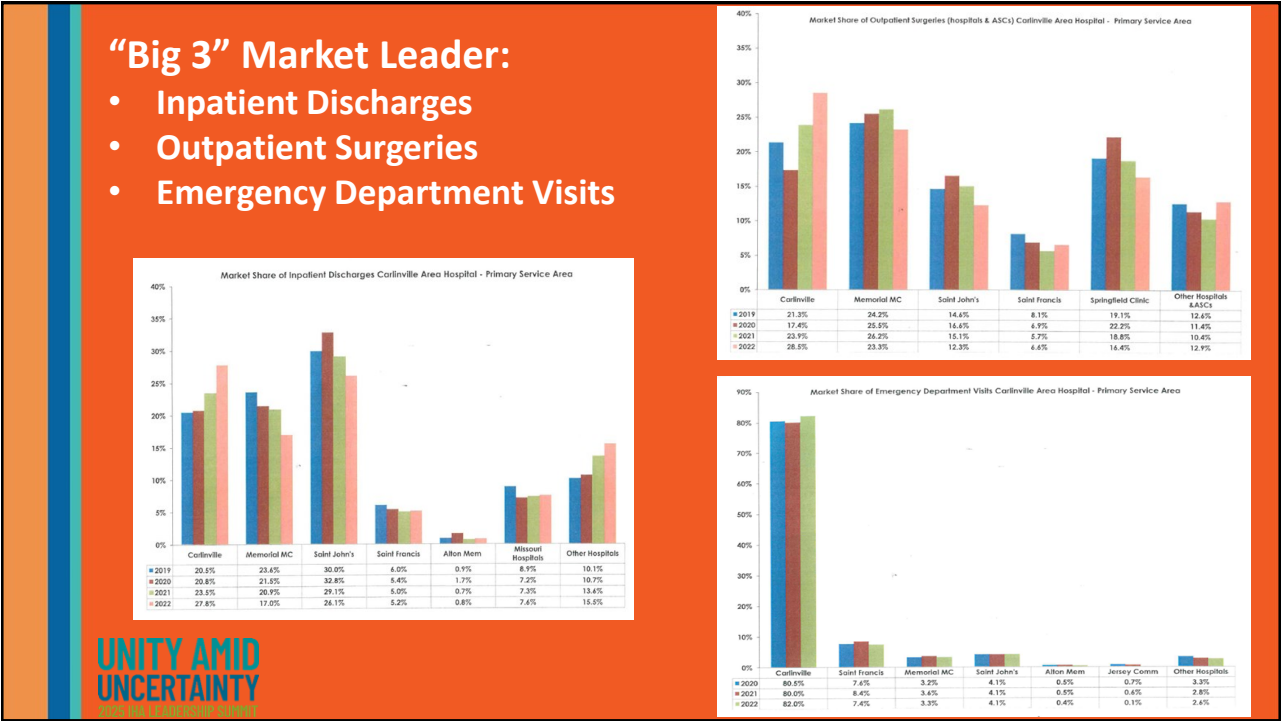
A Shift Toward Critical Care



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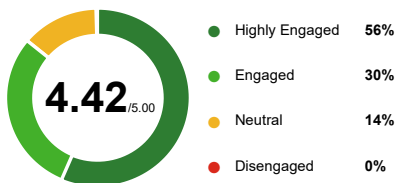
HR “Recalibration”



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“Undeniable” IMPACT

Carlinville Area Hospital & Clinics Engagement Score



98% Response Rate

I am proud to tell people I work for this organization.

95%

I would recommend this organization to family and friends who need care.

97%

PressGaney
Top 5.1% in Country

Organization Turnover

	NSI National Average-HC	CAH+C
2024	20.7%	10.71%
2023	22.7%	14.35%
2022	22.5%	11.03%
2021	25.9%	26.81%

\$3,330,000

in cost avoidance!!!

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CAH+C Leadership Logic



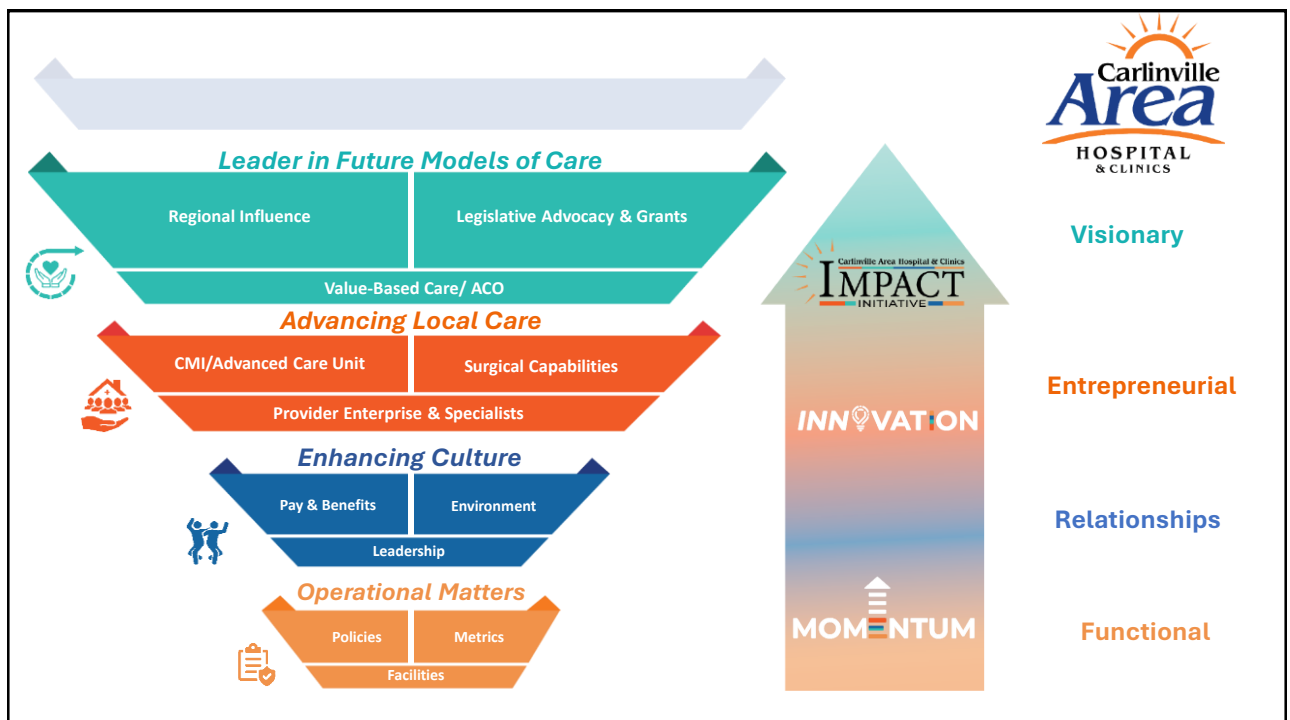
- Everything through the teammate's eyes
- Everything is "figureoutable"
- Respond instead of react
- Lead toward "Yes"

- Assume good intent
- Align to philosophies instead of opinions
- Predict the future by making it happen
- Manage the message

"THIS IS US"



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INNOVATION



- Strategy V: Future Models of Care/Innovation
- Mobile Medical Unit
- Conversational Board Meetings
- Advanced Care Unit Implementation using Tele-Nocturnist, Cardiology, and Intensivist
- Extraordinary Investment in Culture
- South Central Hospital Alliance Collaboration
- Data Science Partnership

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BIG CLAIMS DATA IS RURAL HEALTHCARE'S RECENTLY DISCOVERED "SUPERPOWER"



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NEVER EVER HAVE I EVER...

- Added a Service Line because a Medical Staff member said their patients needed it more than three times.
- Adjusted Hospital pricing with a 3% across the board increase because “That Seems About Right!”
- Relied on a “Really Smart Coder” for revenue maximization.
- Felt that “Medicare +2%” was a win in payor negotiations because we didn’t have evidence otherwise.
- Disguised my voice to call a competitor to ask, “How much it would cost to get an MRI at your hospital?”



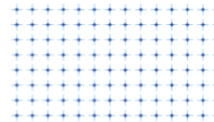
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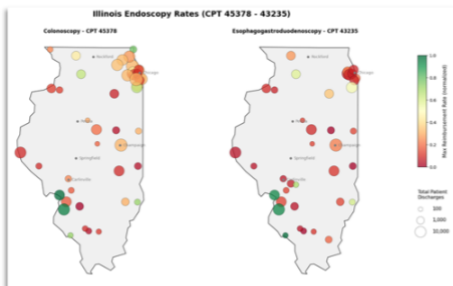
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Top Procedures Endoscopy Procedures: A Statewide Analysis

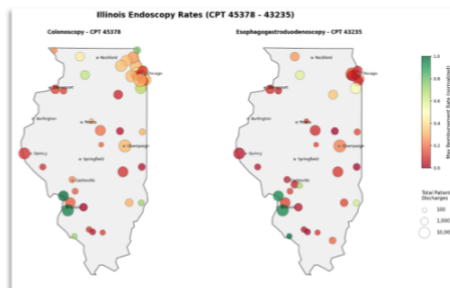


Blue Cross and Blue Shield of Illinois



The interquartile range of negotiated rates for colonoscopy (CPT 45378) with BCBS, as reported in hospital price transparency files, is \$685–\$2,064. For esophagogastroduodenoscopy (CPT 43235), the range is \$499–\$1,156. The negotiated rates for both procedures vary by a factor of approximately 3 to 4 times.

UnitedHealthcare



The interquartile range of negotiated rates for colonoscopy (CPT 45378) with UnitedHealthcare, as reported in hospital price transparency files, is \$1,281–\$4,011. For esophagogastroduodenoscopy (CPT 43235), the range is \$1,060–\$5,235.



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"Independence Through Collaboration"

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Partnership for Rural Health Innovation

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Comprehensive Rural Health System



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CONNECTED TO YOUR STORY

You are our stories. As you have seen, over the the past year, we have featured some pretty amazing success stories at CAH&C. We have used various marketing outlets to help tell these incredible journeys.



MITCH CLARK
Total Knee Replacement
Patient



TERI GILLOCK
Breast Cancer Survivor



RICH HAMPTON
Covid Survivor

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A STORY YOU MAY NOT KNOW ABOUT

ED / TEAM DEMONSTRATING OUR CULTURE

"The fear of not knowing weather he had swallowed the pills was overwhelming for my husband and I."

Your team recognized what we needed. But I genuinely believe this is the culture of your ED and of your hospital. I want to give a tremendous thank you to all on this team and to their leaders for the fantastic teamwork and compassion that I witnessed last night. Please tell each of them that we are so impressed by their care and your hospital.



ED / TEAM
DEMONSTRATING OUR CULTURE

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ONCOLOGY
REHAB SERVICES
PODIATRY
EMERGENCY DEPT
NEUROLOGY
BUSINESS OFFICE
HOUSEKEEPING
ANESTHESIOLOGY
RURAL HEALTH
CLINIC MRI SURGERY
REVENUE CYCLE
EDUCATION

NEUROLOGY
IT
CARDIOLOGY
ANESTHESIOLOGY
PATHOLOGY
PODIATRY
PEDIATRICS
ONCOLOGY
MAINTENANCE
PSYCHIATRY

FINANCE
ALLERGY
CARDIOLOGY
EMERGENCY DEPT
BUSINESS OFFICE
PATHOLOGY
MARKETING
ONCOLOGY

OPHTHALMOLOGY
ALLERGY
CARDIOLOGY
ANESTHESIOLOGY
EMERGENCY DEPT
BUSINESS OFFICE
HOUSEKEEPING
NEUROLOGY
ULTRASOUND
FAMILY PRACTICE
PODIATRY

FINANCE
ED
HUMAN RESOURCES
INFECTION PREVENTION
OUTPATIENT
SPECIALTY
CLINIC
ALLERGY
HEALTH INFORMATION
LAB
PURCHASING
MRI
ONCOLOGY
PHYSICIAN OFFICE
FAMILY PRACTICE
CASE MANAGEMENT
QUALITY
MAIL ROOM
PSYCHIATRY

ONCOLOGY
REHAB SERVICES
PODIATRY
EMERGENCY DEPT
NEUROLOGY
BUSINESS OFFICE
HOUSEKEEPING
ANESTHESIOLOGY
RURAL HEALTH
CLINIC MRI SURGERY
REVENUE CYCLE
EDUCATION

Rural Healthcare *Transformation*

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THANK YOU!!!



CAH&C IDEAS



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