Rural Health Innovations
NATIONAL RURAL HEALTH RESOURCE CENTER

Networks and Flex Programs: "Better Together!"

April 2019

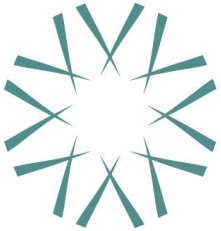
The Center's Purpose

The National Rural Health Resource Center (The Center) is a nonprofit organization dedicated to sustaining and improving health care in rural communities. As the nation's leading technical assistance and knowledge center in rural health, The Center focuses on five core areas:

- Transition to Value and Population Health
- Collaboration and Partnership
- Performance Improvement
- Health Information Technology
- Workforce

Rural Health Innovations' Purpose

Rural Health Innovations (RHI), LLC, is a subsidiary of the National Rural Health Resource Center (The Center), a non-profit organization. Together, RHI and The Center are the nation's leading technical assistance and knowledge centers in rural health. In partnership with The Center, RHI connects rural health organizations with innovations that enhance the health of rural communities.



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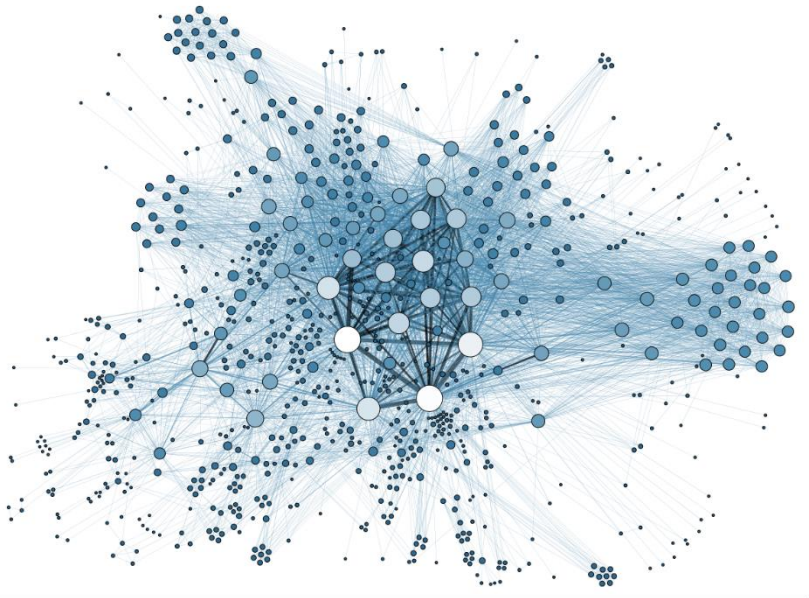
Objectives

- Gain a mutual understanding of Networks and their purpose
- Recognize the similarity between Networks and the Flex Core Competency: *Build and Sustain Partnerships*
- Gain an awareness of CAH networks and partnerships around the country.
- Explore ways to successfully build "networks" within your state

What is a network?



- We think about Networks in two ways:
- Networks (big N)
- networks (little n)

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The Role of Networks in the Changing Health Care Landscape

- Serve in a leadership capacity
- Facilitate continuous planning
- Convene and engage stakeholders
- Identify and provide meaningful education
- Connect resources
- Collect, analyze, and act on data

Partnerships: Convening, Engaging, Building, and Sustaining

Network Role: Convene and Engage Stakeholders

- Enable ease of member participation
- Build trust with consistent opportunities for dialogue
- Establish neutrality and encouraging collaboration
- Educate members on benefits of being part of a network

Flex Competency: Build and Sustain Partnerships

- Communicate effectively
- Develop partnerships
- Network
- Facilitate conversations and relationships
- Act as a leader and build trust
- Knowledge of and leveraging available resources

Flex Program Core Areas

1. Critical Access Hospital (CAH)Quality Improvement
2. CAH Operational and Financial Improvement
3. CAH Population Health Improvement
4. Rural EMS Improvement
5. Rural Innovative Model Development
6. CAH Designation

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Networks Working with their State Flex Program

Examples of CAH networks currently working with their state Flex Programs:

- North Dakota CAH Quality Network
- Eastern Washington: Northwest Rural Health Network
- Illinois Critical Access Hospital Network
- Eastern Montana Chronic Care Consortium
- Rural Wisconsin Health Cooperative

Illinois Critical Access Hospital Network

Focus: Quality Improvement

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North Dakota CAH Quality Network

Focus: Quality Improvement

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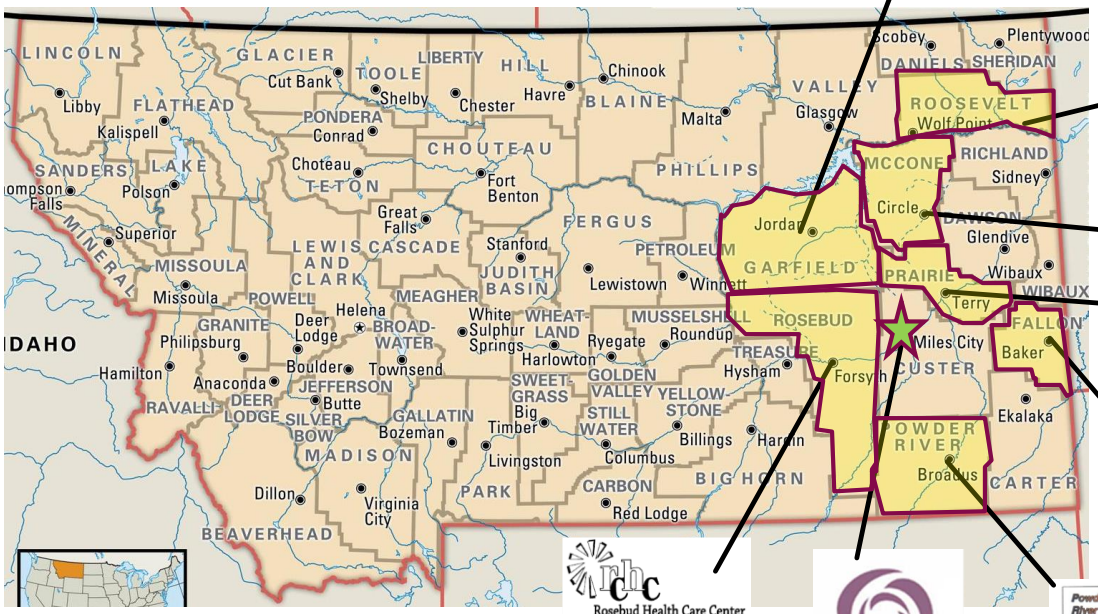
MONTANA HEALTH NETWORK

Eastern Montana Chronic Care Consortium (EM3C)

EM3C

REGIONAL CARE COORDINATION

EM3C Service Area



Garfield County Health Center
Jordan, Garfield County

Roosevelt Medical Center
Culbertson, Roosevelt County

McCone County Health Center
Circle, McCone County

Prairie Community Hospital
Terry, Prairie County

Fallon Medical Complex
Baker, Fallon County

Rosebud Health Care Center
Forsyth, Rosebud County

Montana Health Network
Miles City

Powder River Medical Clinic
Broadus, Powder River County

Eastern WA Northwest Rural Health Network

Focus: Innovative Health Care Models

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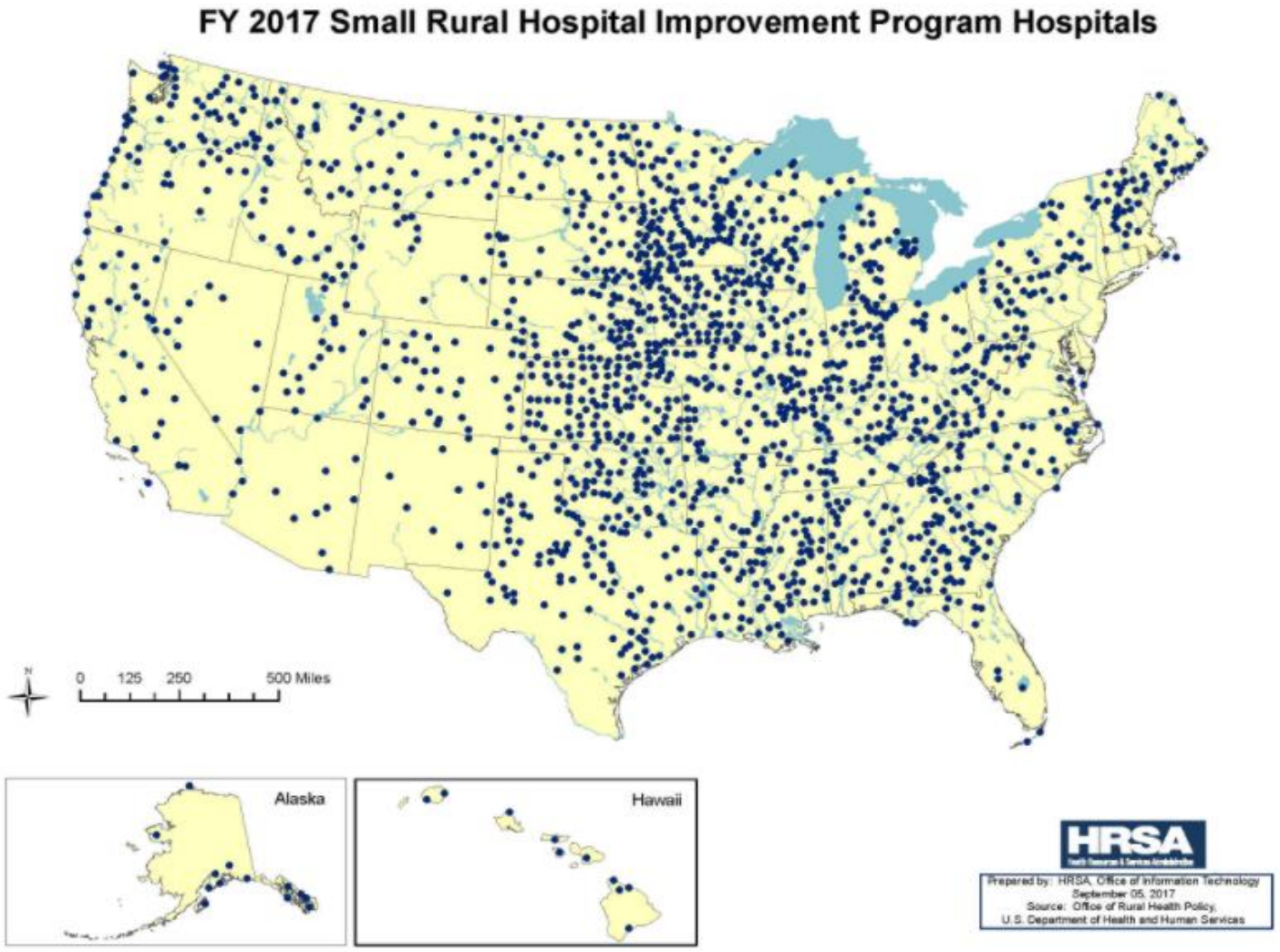
Rural Wisconsin Health Cooperative

Rural Wisconsin Health Cooperative (RWHC) has been providing affordable and effective services to healthcare organizations since 1979. RWHC is owned and operated by forty-three, rural acute, general medical-surgical hospitals. The Cooperative's emphasis on developing a collaborative network among both freestanding and system affiliated rural hospitals distinguishes it from alternative approaches. RWHC offers a variety of programs and services to its members as well as to other clients across the nation.

Small Rural Hospital Improvement Program (SHIP)



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SHIP Activities

- Funding
- Education
- Efficiency training
- Equipment
- Quality improvement
- ACOs
- Payment reform

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SHIP Partnerships

- Texas
- Georgia
- South Carolina
- Idaho
- Wisconsin
- New Mexico
- Washington
- Pennsylvania
- Mississippi

Pulling a group of your CAHs together for the first time may be easy enough. But it is keeping them together that is the challenge.

Each person at the table must see the benefit. The "what's in it for them". It must be from their perspective, not yours or what you think.

Needs Through Wants

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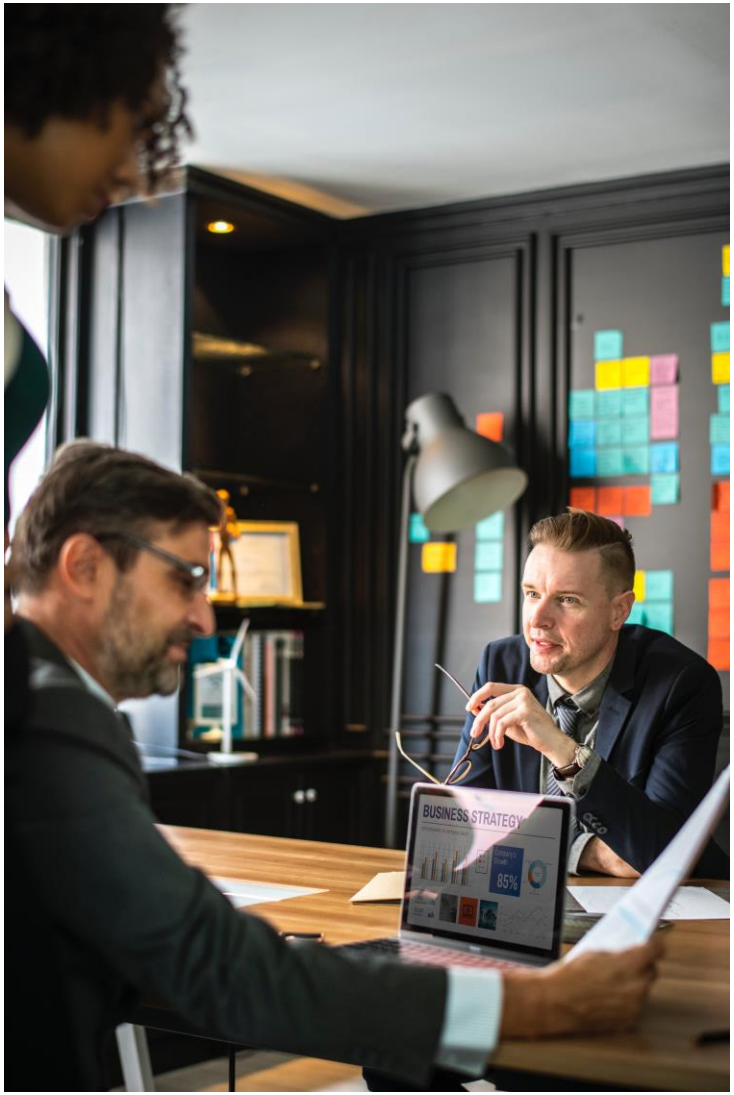

"What's in it for them"

Getting at their needs through their wants

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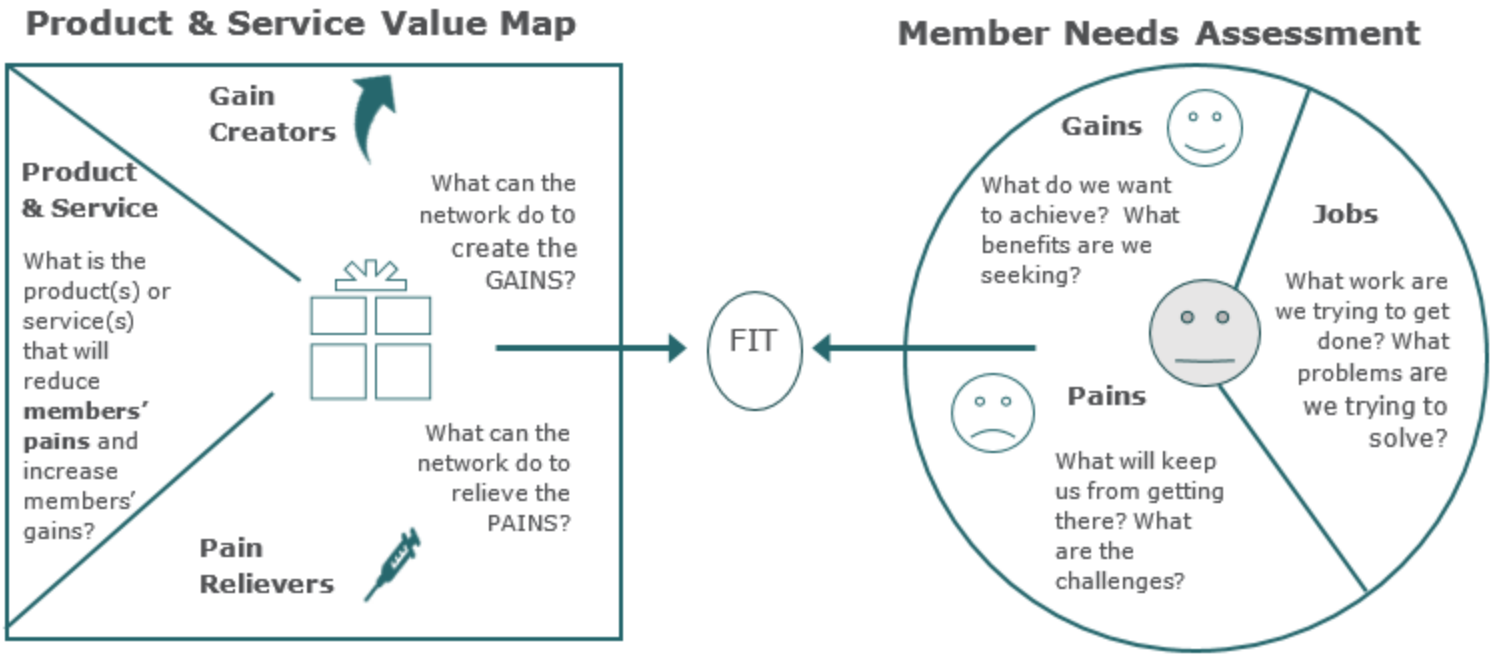
Product and Service Designer Tool



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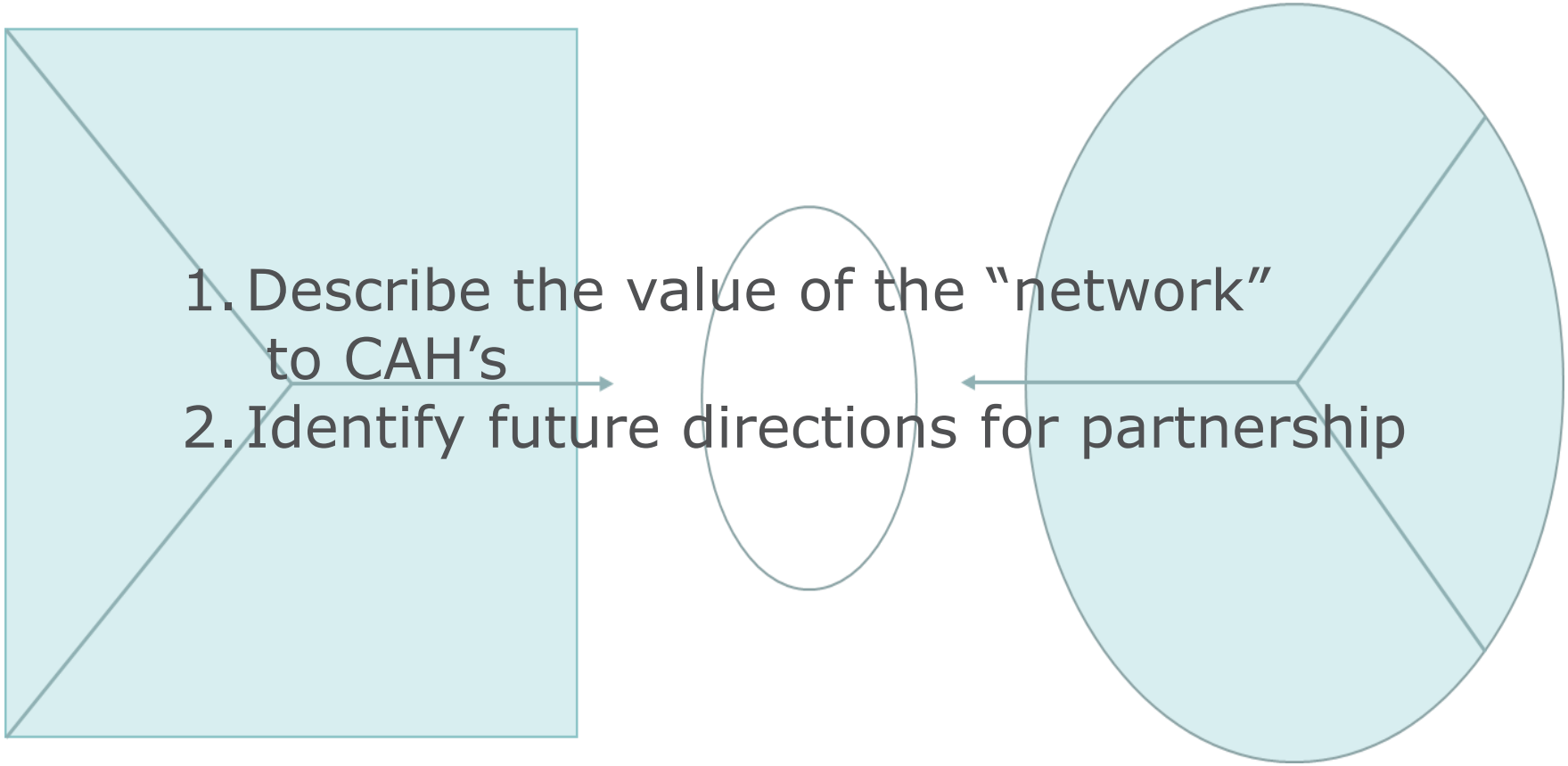
Product and Service Designer Continued



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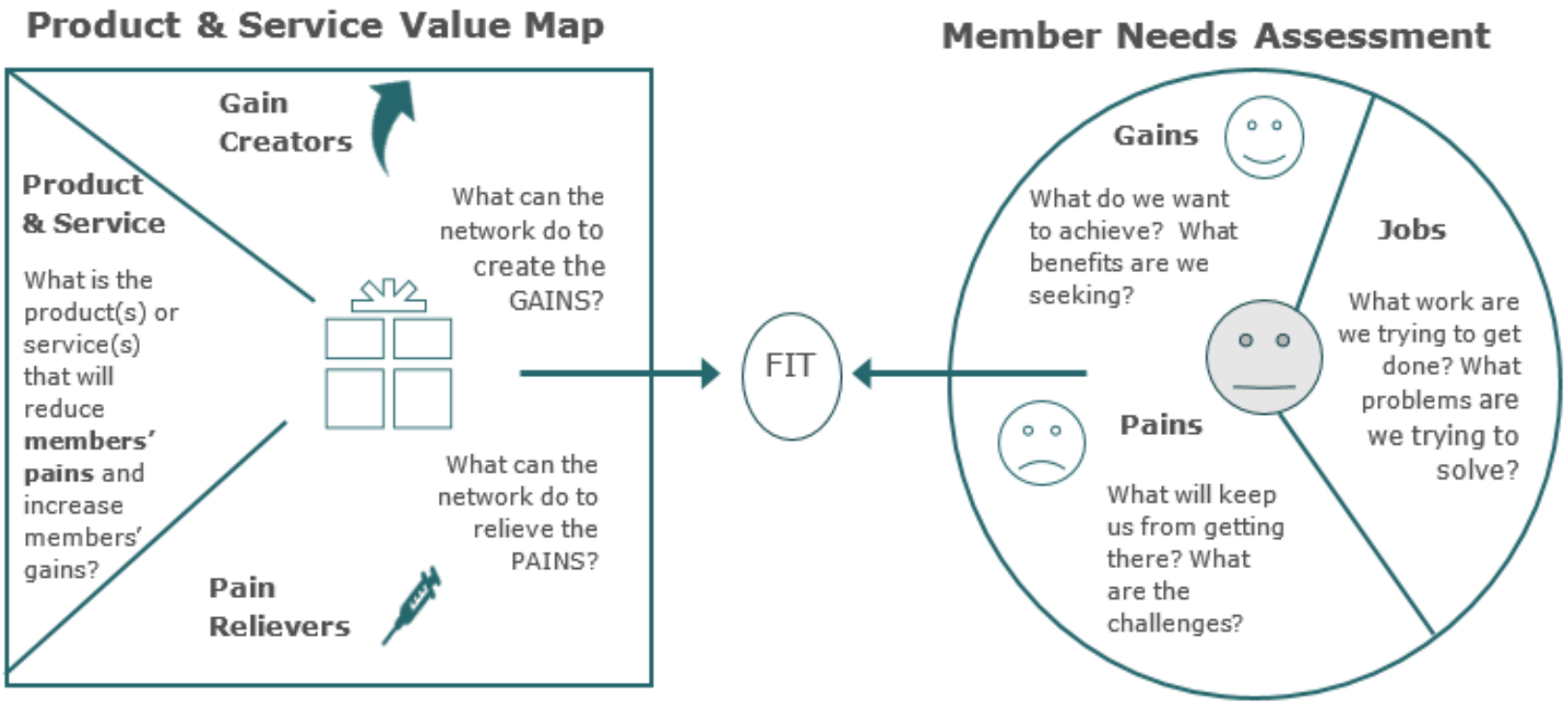
Product and Service Designer



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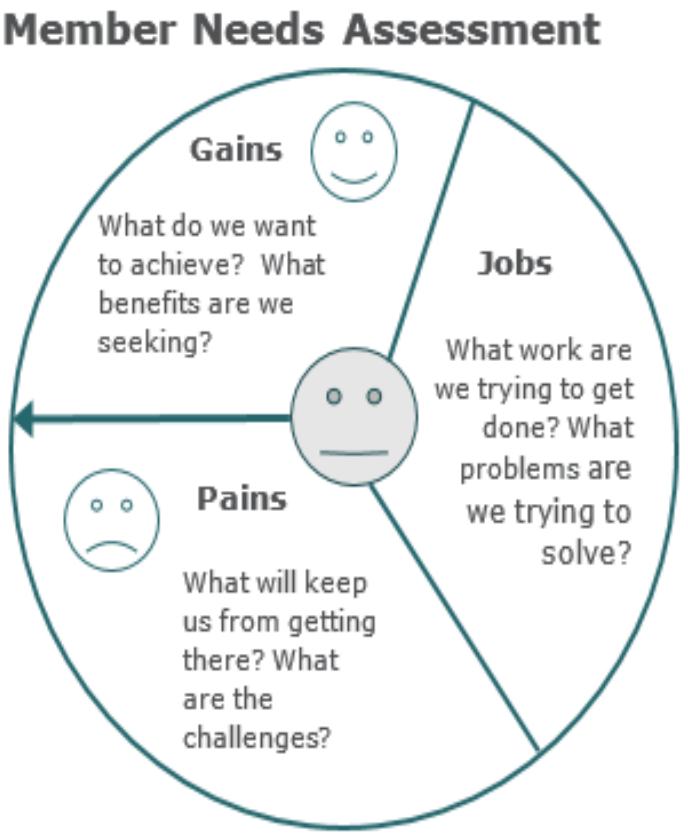
Member Needs Assessment

- **Member Jobs**
- Member Pains
- Member Gains



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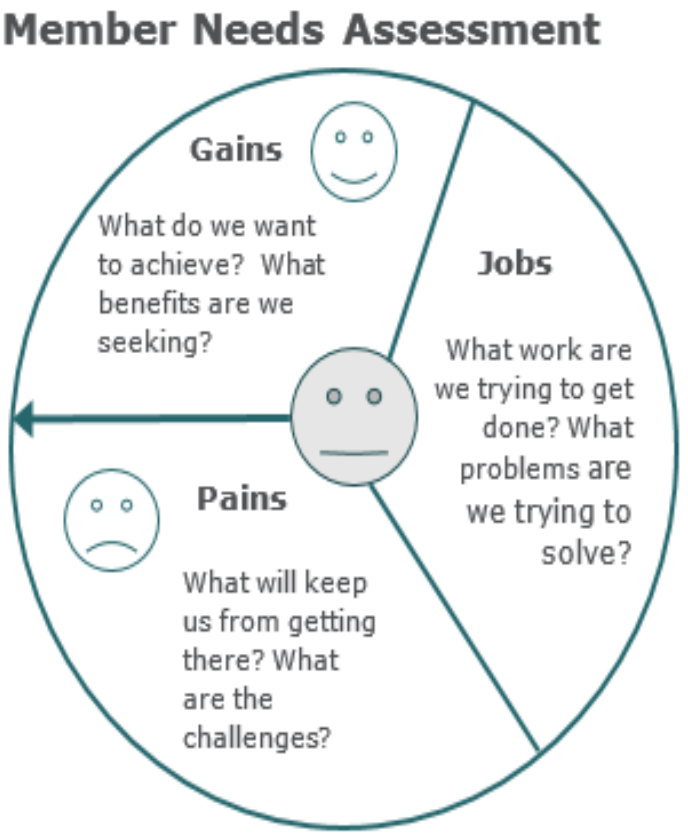

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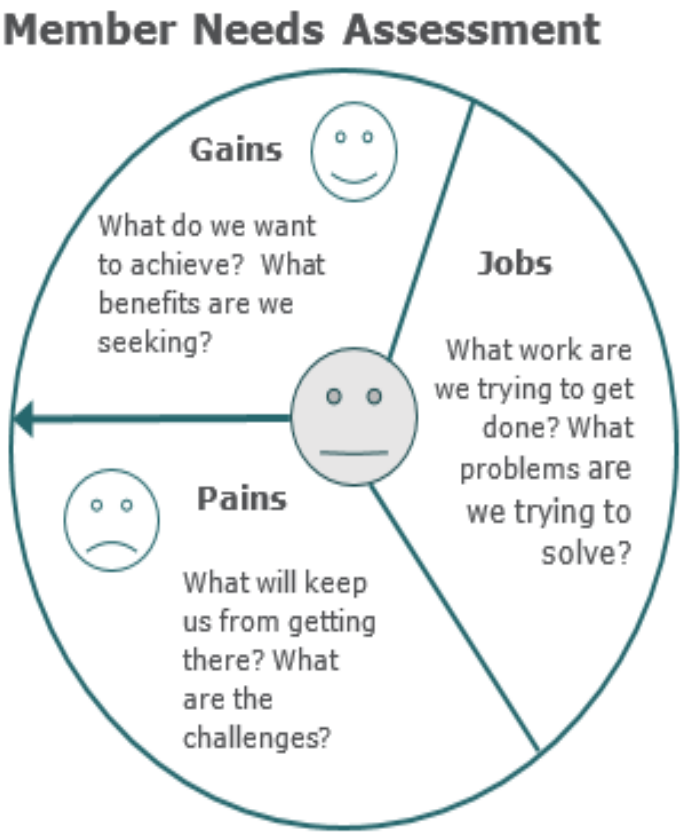

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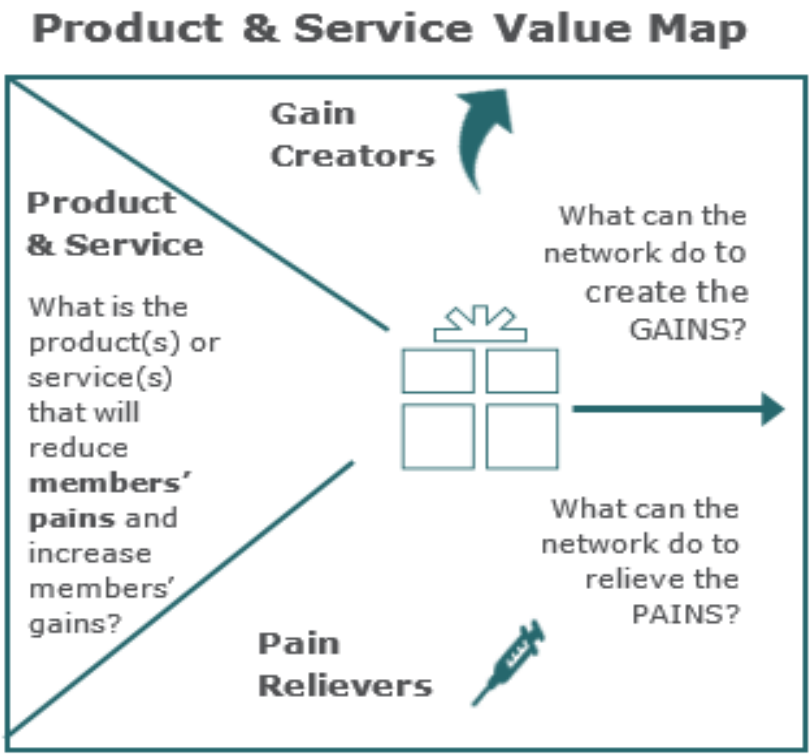
Product and Service Value Map



- **Gain Creators**
- Pain Relievers
- Product or Service

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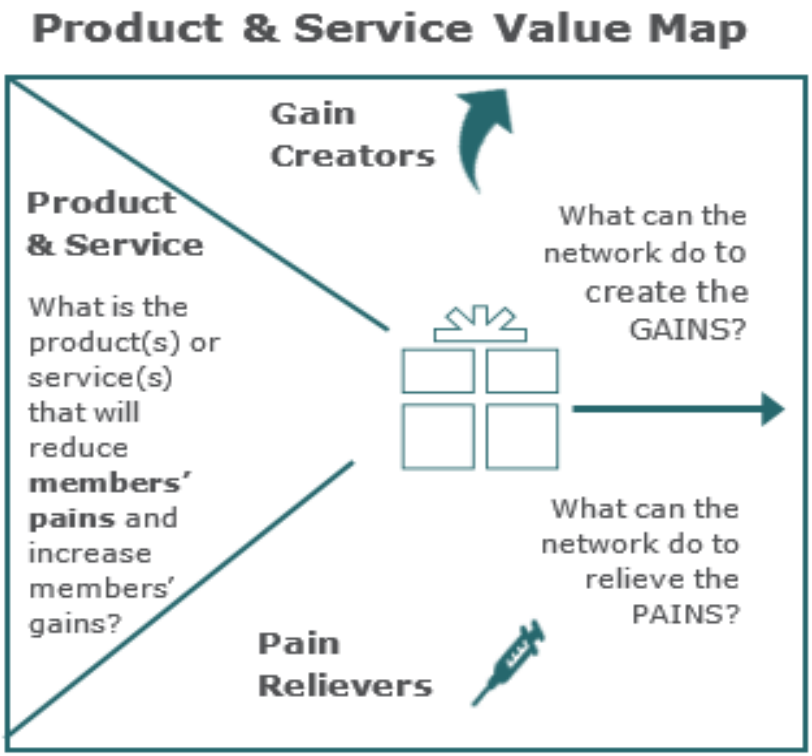

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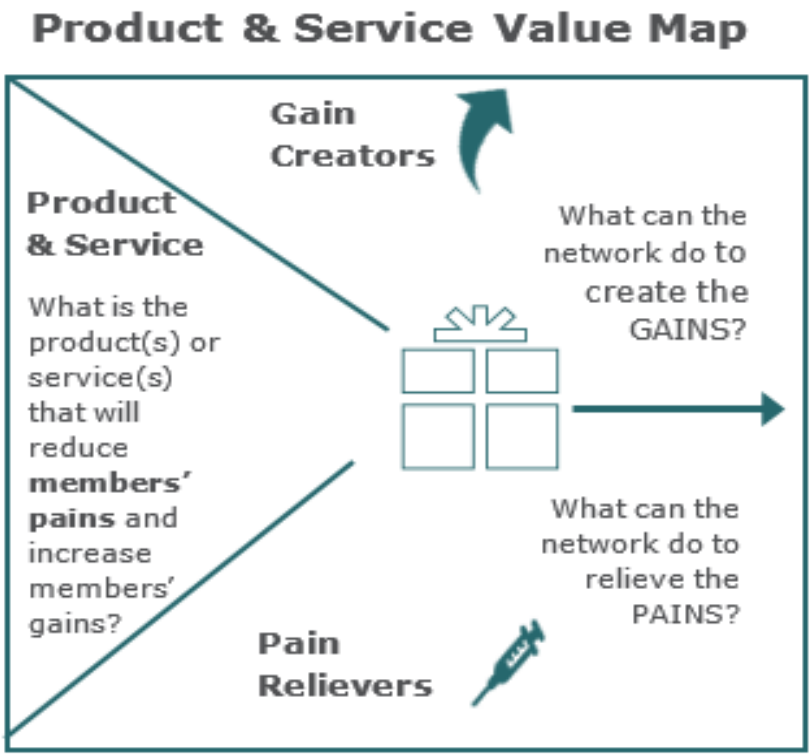

- Gain Creators
- Pain Relievers
- **Product or Service**

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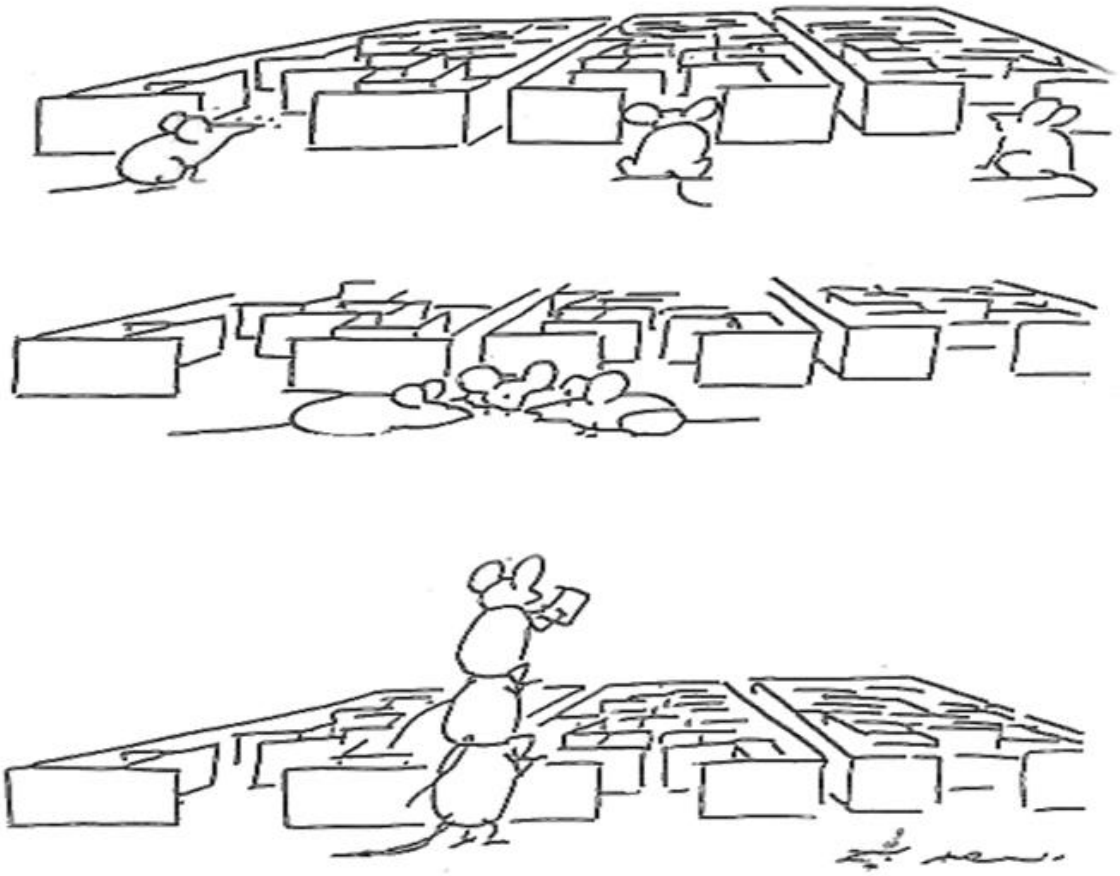
Better Together

You know that your CAH's working together



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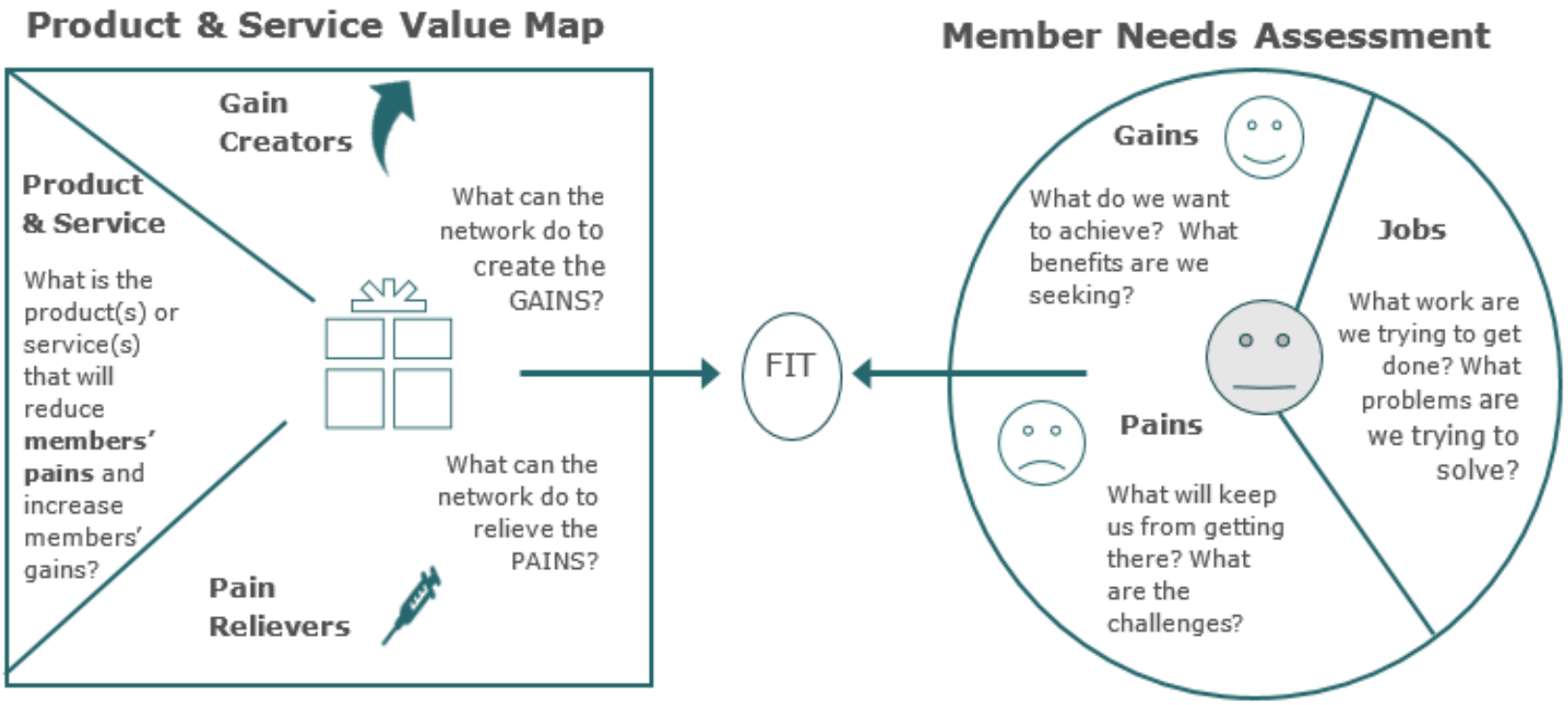
Product and Service Designer



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Fit

Needs through wants

FIT

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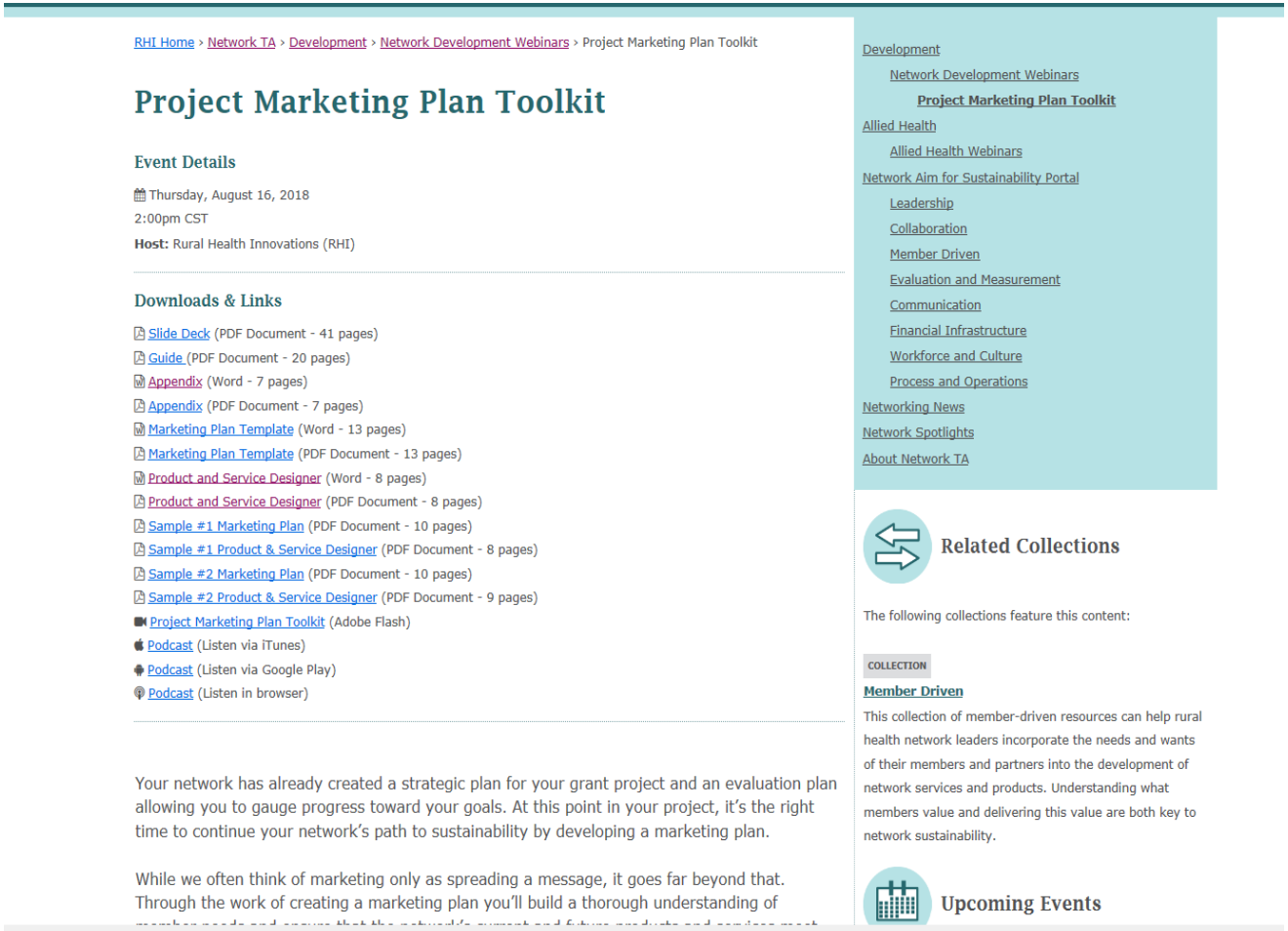
How to do this



RHI Home › Network TA › Development › Network Development Webinars › Project Marketing Plan Toolkit

Project Marketing Plan Toolkit

Event Details

Thursday, August 16, 2018
2:00pm CST
Host: Rural Health Innovations (RHI)

Downloads & Links

- Slide Deck (PDF Document - 41 pages)
- Guide (PDF Document - 20 pages)
- Appendix (Word - 7 pages)
- Appendix (PDF Document - 7 pages)
- Marketing Plan Template (Word - 13 pages)
- Marketing Plan Template (PDF Document - 13 pages)
- Product and Service Designer (Word - 8 pages)
- Product and Service Designer (PDF Document - 8 pages)
- Sample #1 Marketing Plan (PDF Document - 10 pages)
- Sample #1 Product & Service Designer (PDF Document - 8 pages)
- Sample #2 Marketing Plan (PDF Document - 10 pages)
- Sample #2 Product & Service Designer (PDF Document - 9 pages)
- Project Marketing Plan Toolkit (Adobe Flash)
- Podcast (Listen via iTunes)
- Podcast (Listen via Google Play)
- Podcast (Listen in browser)

Your network has already created a strategic plan for your grant project and an evaluation plan allowing you to gauge progress toward your goals. At this point in your project, it's the right time to continue your network's path to sustainability by developing a marketing plan.

While we often think of marketing only as spreading a message, it goes far beyond that. Through the work of creating a marketing plan you'll build a thorough understanding of

Development
- Network Development Webinars
  - **Project Marketing Plan Toolkit**

Allied Health
- Allied Health Webinars

Network Aim for Sustainability Portal
- Leadership
- Collaboration
- Member Driven
- Evaluation and Measurement
- Communication
- Financial Infrastructure
- Workforce and Culture
- Process and Operations

Networking News
Network Spotlights
About Network TA

Related Collections

The following collections feature this content:

COLLECTION

Member Driven

This collection of member-driven resources can help rural health network leaders incorporate the needs and wants of their members and partners into the development of network services and products. Understanding what members value and delivering this value are both key to network sustainability.

Upcoming Events

https://www.ruralcenter.org/rhi/network-ta/development/webinars/project-marketing-plan-toolkit

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Network Spotlights

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Sustainability Toolkit

Sustainability is… the ability to achieve desired outcomes and maintain the ability to do so over time.

Complete Assessment >

Use the Network Sustainability Assessment to increase the long-term impact of your network. It is a performance improvement tool that measures indicators of a sustained network. The assessment uses a validated set of questions identified by over 100 network peers. The 2018 study's final report provides additional background information.

Your assessment results will help your network meet its goals and maintain its ability to do so over time. The priorities identified act as a framework to allow you to focus your efforts. Watch this webinar for more history and background.

Assess Your Network

Complete the assessment. Identify strengths and opportunities for improvement. Receive a list of rural-relevant, network-oriented resources tailored to your results. These resources will help strengthen and build capacity of your network.

Find Solutions

Build skills and knowledge. Find relevant and helpful resources to gain critical knowledge and build your skills as a network leader.

Resources and Tools

Be Inspired

Innovate through network stories and case studies. Spotlights of rural health networks that are making a difference in their communities. Find insights and opportunities for innovation that move you toward a sustainable network.

https://www.ruralcenter.org/rhi/network-ta/sustainability-toolkit

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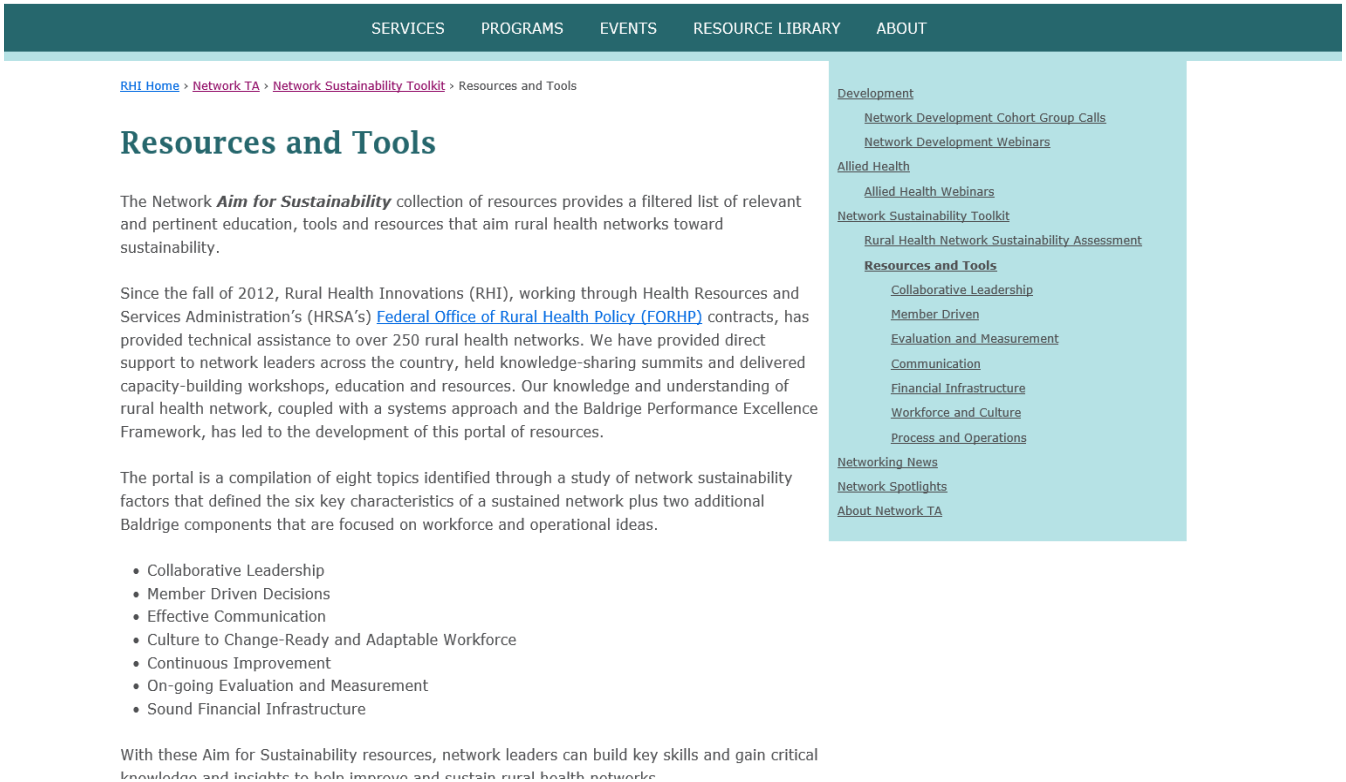
Network Aim for Sustainability Portal



https://www.ruralcenter.org/rhi/network-ta/sustainability-toolkit/resources-tools

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Networks/Partnerships

- Key to health care transformation
- Meet the needs of the patient
- CAHs being sustainable and helping each other
- Getting work done

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Contact Information

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Get to know us better:
http://www.ruralcenter.org