

November 19, 2020

#powerofrural

National Rural Health Day

Celebrating the Power of Rural!



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IT'S NOT JUST A DAY, IT'S A MOVEMENT.

November 19 • 1:00 - 2:00 pm Central

<https://und.zoom.us/j/92462749762>

(pre-registration is not required)

Organizational Values, Culture, and Measurement: Impact on the Bottom Line

Presented by: Eric Shell, Chairman, Stroudwater

With declining reimbursement and increased competition, independent hospitals, healthcare systems, and independent practices have to leverage available opportunities to improve financial performance. Rural providers and other stakeholders should consider their organizational values and how those are put in action to ensure their advantages can be strategically positioned using an abundance mindset to ensure a measurable impact on primary and specialty care practice alignment within the healthcare system. The presentation will provide both concepts, models, and case studies to show how rural leaders can answer the call to action to optimize primary care in rural markets.

Upon completion of this session, learners will be able to:

- Distinguish lasting philosophies for obtaining sustaining financial improvement
- Recognize specific tactics that have led to rural hospital financial success
- Identify results for selected best practice rural hospitals and approaches/tactics that led to improvement



About the presenter:

With a dedication to improving rural communities, Eric Shell is an industry leader in supporting rural healthcare in its transition to population health. For his nearly 30 years in healthcare financial management and consulting, Eric's passion for sustainable and accessible rural healthcare has driven him help hundreds of rural health systems achieve improved financial and operational performance. As healthcare transitions from fee-for-service reimbursement towards value-based payment, Eric and his rural team provide vital strategic, financial and operational improvement services to ensure that rural health systems continue to provide local, high-quality, and accessible patient care.



Center for Rural Health

University of North Dakota
School of Medicine & Health Sciences

