IMPROVING ACCESS TO MATERNITY CARE IN RURAL COMMUNITIES

Presented by: Rob Santilli, CEO
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CITY v RURAL COMPARISON

• Revenue:
  • $4 billion verses $23 million

• Employees:
  • 30,000 verses 300

• Service area population:
  • 400,000 verses 15,000
MATERNAL CHILD HEALTH PROGRAM

2400 deliveries

verses

130 deliveries
RURAL MATERNAL CHILD HEALTH RESPONSE

- Identify nursing leader - organize the team
- Physician partner
- Skills / competency assessment
- ACOG standards / protocols
- Collaboration with high volume facilities
- Team approach
- Mock drills
- High risk training
NEXT PHASE

• Facility renovation / technology
  • remote fetal monitoring

• Telehealth
  • neonatology / perinatology

• Model of care
  • Primary care
  • hospitalist
  • newborn coverage
VISION

“TO HAVE A SAFE AND HEALTHLY OUTCOME WITH JOY IN YOUR MIND”
Mission:
The mission of Gunnison Valley Health is to effectively organize and provide quality healthcare services that improve the health of our community.

Vision:
As central to a vibrant, diverse, and independent community Gunnison Valley Health provides sustained premier care to promote lifelong health and wellness.

Organizational Strategy:
Prepare GVH for success in the post reform market

**2019 ORGANIZATIONAL GOALS**

**Quality**
- **Goal:** Implement Rocky Mountain Performance Excellence quality program (org-wide)
- **Continuous accreditation/survey readiness**
- **Areas of focus:** Identify quality measures for improvement & implement plan

**Patients & Residents**
- **Goal:** Achieve Satisfaction of:
  - Hosp-PG=88th tile
  - SCC = 90%
  - HMS = 90%
  - Assist Liv. = 90%
- **Areas of focus:** Analyze PG data & comments each month. Identify opportunities that rate below 65th percentile.

**People**
- **Goal:** Employee engagement at 45th percentile.
- **Areas of focus:** Communication, Recognition, Effective action planning via engagement focus groups and Partnership Councils.

**Growth**
- **Goal:** Revenue generating departments identify 1 opportunity for growth & complete.
- **Areas of focus:** New service lines, Community Needs

**Finance**
- **Goal:** Achieve a net profit margin of 8%. (4=9%, 5=12%)
- **Areas of focus:** Using Insights effectively. Leaders manage variances & educate staff on the components of their budget & their dept’s performance. Staff involved in monthly budget adherence. (Supplies, OT, etc.) Implement supply chain custodian & a cost reduction opportunity

**Medical Staff**
- **Goal:** Health system develops a culture of safety in partnership with Med Staff.
- **Areas of focus:** Culture of Safety survey, use results to develop action plans & strategy based on needs identified in survey.

**Initiatives by Dept.**

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HEALTHY CULTURE PRACTICES

• Open communication
• No secrets environment
• Constructive dialogue
• High trust, collaboration & teamwork
• Effective delegation
• Innovation (“risk taking”)
• Coaching focus for development (versus managing what people do)
• Open mindset to new ideas
• Compelling sense of purpose/mission
• Passion for service
FIT CULTURE PRACTICES

• Marketplace awareness (business and financial literacy)
• Measurement and competency
• Operational efficiency and effectiveness
• Lean production (waste annihilation)
• High Accountability
• Personal and organizational discipline
• Consistency (organization wide)
• Benchmarking and learning focus
• Compelling focus on goals/milestones
• Passion for Achievement
CARING & SUPPORTIVE CULTURE

• Create vision
• Communicate your vision
• What does success look like?
• Set expectations
• Leadership for success
• Revisit to confirm
FORMULA FOR SUCCESS

Employee Engagement = Patient Outcomes = Finances Achieved
• Leadership Assessment
• Leadership Academy
AWARDS & RECOGNITION

• Top 100 Critical Access Hospital in the nation - 8 times
• Gold Audit Standard
• Health strong ranking 98th percentile
FUTURE OF RURAL HEALTH CARE
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THANK YOU.