Today you will learn …

- about the work of the ND Center for Rural Health - local, state, and national
- what type of assistance and resources are available to small rural health care facilities.
NORTH DAKOTA

- Population – 639,715
- Median age - 38.8
- 47 of 53 counties lost population (1990-2000)
- 66% (35/53) of ND Counties are Frontier Counties
- Elderly population (65+) will grow by 58% in next 20 years
- 89% of ND counties are entirely or partially HPSA/MUAs
- Average age of RN – 45 years
- 93% of EMTs are volunteers
- 87% of ND Rural Hospitals are CAHs (34/39)

Center for Rural Health

- Established in 1980
- Focuses on:
  - Education & Training
  - Community Development & Technical Assistance
  - Native American Health
  - Rural Health Workforce
  - Rural Health Research
  - Rural Health Policy
  - Program Evaluation

http://ruralhealth.und.edu
Background on CRH

- 2001  8 employees
  - $1.39 million, 7 projects
- 2005  32 employees
  - $4.15 million, 24 projects
- 2008  42 employees
  - $5 million, 40 projects

Strategic approach to growth and serving communities using the performance improvement framework of the Balanced Scorecard

National & State Involvement

- One of 5 national research centers (with UMN)
- Staff provide testimony to legislative committees.
- Staff provide policy analysis and rural health information to congressional offices and present at congressional staff meetings.
- Staff serve on 68 national and/or regional boards, committees, task forces, editorial review panels, and other deliberative bodies.
- Network development - state and multi-level
Dakota Conference on Rural and Public Health

Health Care in Crisis: Creative Strategies

April 1-3, 2009
Best Western Seven Seas Hotel & Waterpark, Mandan, North Dakota
Dakota Conference on Rural and Public Health

• **2009 Outstanding Rural Health Awards**
  Nominate your favorite rural health professional(s), volunteer, and organization that they might be known and honored for dedication to improving the health and well-being of others.

• **Deadline**: Nominations must be received by **January 9, 2009**.


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Dakota Conference on Rural and Public Health

• **Registration fee scholarships are available to attend**

• **Preference given to applicants who have not previously attended the conference or received the scholarship.**

• **Deadline**: Applications must be received by 5 pm January 26, 2009.

Community Connection

Activity Count from 2006-2008

[Map showing activity count across different regions with color codes for 1-3 activities, 3-5 activities, 5-10 activities, 10-30 activities, and 30 or more activities.]
Funding

• Grant to Critical Access Hospitals through the Flex Program; available September 1st – each year.
  – Network support
  – Planning
  – Community Engagement
  – Program Development

*Focus on quality, EMS, HIT, workforce, trauma designation*

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Funding

• BCBS of ND grants
• $40-65K per award – 18 month cycle
• Begin January 2009
• http://ruralhealth.und.edu/projects/bcbs/

*Focus on
  Health Information Technology -HIT*
Grant Supported Networks

Board Training
Health Information Technology
Quality Improvement
CAH Specialist
Anesthesia Services

Health Occupations

Grant Supported EMS Networks
Funding Searches and much more!

• Rural Assistance Center (RAC)

Providing Health and Human Services Information for Rural America.

Web-Based Services
http://www.raconline.org

RAC Listservs

Customized Assistance
Community Healthcare and Needs Assessment

- Consumer attitudes, perceptions, and behavior
- How do local residents view the hospital, the local health care professionals, and the overall system of care?
- Assesses hospital/physician utilization, attitudes toward the hospital/clinic, community, insurance
- Additional questions can be constructed
- See folder for copy

Internal Personnel Audit

- Evaluates personnel of their opinions and impressions on a ten item scale:
  1. work facilitation
  2. concern for others
  3. team building
  4. decision making
  5. motivation
  6. communication
  7. conflict management
  8. image
  9. doctor/staff relations,
  10. compensation systems

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Performance Improvement

• On-site assistance with the implementation of a Strategic Plan
• Balanced Scorecard framework – 6 month technical assistance program to implement a strategy map and scorecard (initiatives, measurements, targets)

Performance Improvement

• Most organizations have good leadership
• Organizations good at minimizing cost but not at maximizing revenue
• Often operate in a crisis management mode and rarely make time to think strategically
• Strategy development and strategy management is often inadequate
Balanced Scorecard (BSC)

• A tool that translates an organization’s mission and strategy into a comprehensive set of performance measures that provides the framework for a strategic measurement and management system.

• Three components: 1) strategic management system, 2) communication tool, and 3) measurement system

Balanced Scorecard

• Four historical perspectives considered to be mutually linked in terms of strategy and performance:
  1) Learning & Growth
  2) Internal Processes
  3) Customer
  4) Financial

• Has a documented history of success
  – Increased financial returns;
  – Greater employee alignment to overall goals;
  – Improved collaboration; and
  – Unrelenting focus on strategy.
CAH Profiles

- Highlights rural hospitals
  - Mission
  - Description
  - Services
  - Quick facts
  - History
  - Recreation

- Use for community relations, recruitment and patient information

Workforce

- Resource related to:
  - Recruitment
  - Retention
  - Loan Repayment
  - National Services Core

http://ruralhealth.und.edu/topics/workforce/
Contact: Mary Amundson: 777-4018
For more information contact:

Center for Rural Health
University of North Dakota
School of Medicine and Health Sciences
Grand Forks, ND 58202-9037

Tel: (701) 777-3848
Fax: (701) 777-6779

http://ruralhealth.und.edu