



NATIONAL  
RURAL HEALTH  
RESOURCE CENTER



## Webinar #3

### Planning 101: Maximize your Limited Budget

Breakout Session

#### FORMING OBJECTIVES

Establish up to two objectives for one or more of the following goals

1. Increase surgical volumes in specialty services
2. Improve employee retention
3. Improve community participation in preventative health

#### Scenario

(15-minute exercise)

- **6% increase expected in overall surgical volumes**
- **Market audit shows growth in next five years** of young families with parents aged 30-45
- **Current payor mix:**
  - 45% Medicare/Medicaid
  - 55% private insurance
- **Awareness of specialty services (gynecology, urology and orthopedics) is currently:**
  - 38% in PSA
  - 22% in SSA

In the SSA, although 22% are aware in SSA, only 8% would use your organization for surgery
- **The percentage of type II diabetics has increased 8%** from the previous year
- **Employee turnover has increased 5%** each of the last two years
- **Trust of administration has decreased by 8%** over the last two years
- **We have ample capacity in all specialty surgery areas, except general surgery** which is at capacity
- Participation in preventative health screenings such as colonoscopies and mammograms as **decreased by 5% over the last two years**
- The Community Health Needs Assessment shows a **dramatic increase in childhood obesity**

#### Share Your Objectives

A representative from each team shares one objective with the group  
(15 minutes)