



NATIONAL
RURAL HEALTH
RESOURCE CENTER



Webinar #3

Planning 101: Maximize your Limited Budget

Consider the following

WHEN FORMING OBJECTIVES

- Primary Service Area
- Secondary Service Area
- Market share
- Volume
- Awareness
- Payor mix
- Age
- Gender
- Private or Government insurance
- Community Health Needs Assessment findings
- Patient engagement
- Physician satisfaction
- Patient satisfaction
- Downstream revenue
- Preference
- Web site hits
- Special event attendance
- Patient visits
- Procedures scheduled

Remember:

OBJECTIVES state the specific actions you will take to achieve your goals. They must be **specific, measurable, and time-bound**.

GOAL:

Increase primary care volumes

OBJECTIVE:

Increase new patient visits by 5% by December 31, 2021 compared to the previous year in the primary service area among women between the ages of 30-45