



NATIONAL RURAL HEALTH RESOURCE CENTER

HOSPITAL SPOTLIGHT

Madison County Memorial Hospital Making the Most of Financial Operational Assessment

[Madison County Memorial Hospital](#) (MCMH), a CAH, provides services to the residents of Madison, Florida and surrounding communities since 1937. The design of the new hospital is based on a desire to provide a place for patients that feels like home; a place where family will feel relaxed and cared for, reinforcing their values of "Faith, Family, and History." In 2016, they were supported by the [Small Rural Hospital Transition \(SRHT\) Project](#) with a Financial Operational Assessment (FOA). The FOA assesses the hospital's operations at the department level to establish planning priorities and develop action steps to implement best practices that improve efficiency. The objective is to financially position the hospital for the future.

MCMH Reports Positive Outcomes Within 9 Months

- Increase in total margin by \$27,000
- Estimated 3.5% increase in net patient revenue
- Seven days increase in cash on hand
- Increase in targeted HCAHPS scores for "rate the hospital" and "willingness to recommend"
- Steady decrease in days in accounts receivable

Top Accomplishments

The project is "creating and hardwiring a community of service." The board and leadership are more aware of strategy and the need for change and there is more transparency and ownership.

- A focus on relationships among providers, hospitals and the community
- Establishment and recognition of business office best practices
- Development of services for outpatient rehab and better promotion of all services
- Utilizing "care coach" to improve transition of care and support for discharged patients
- Improved leadership development regarding department business practices

"The hospital would not be where we are today financially and/or quality-wise if not for this project. Staff understand how quality impacts reimbursement. There is better communication of quality and HCAHPS scores. We realize the sense of urgency to create the changes to position ourselves for the future."—Tammy Stevens, MCMH Chief Executive Officer