



NATIONAL RURAL HEALTH RESOURCE CENTER

HOSPITAL SPOTLIGHT

Magnolia Regional Medical Center Excels as a Hospital in Transition

Located in Magnolia, Arkansas, [Magnolia Regional Medical Center](#) (MRMC) is a 49-bed non-profit, city owned hospital which has been in continuous operation since 1939. In February 2010, a new facility opened replacing the original 1939 building and additions. The hospital continues to serve a diverse population in Columbia County and a large part of Southwest Arkansas including neonatal, pediatric, obstetric, adult and geriatric patients. 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.

MRMC Reports Positive Outcomes Within 9 Months

- Increased net income by \$1,761,501
- Increased net patient revenue by \$849,734
- Increased Days cash on hand 15 days from pre-project 89 to post-project 104 days and exceeding SRHT goal of 10 days
- Surpassed national average for HCAHPS goals for items "willingness to recommend" and "rate the hospital" to meet hospital goals
- Increased swing bed by 2 patients a month to 1-3 per week

Top Accomplishments

During the implementation portion of the project, MRMC was experiencing a transition in CEO and other senior leadership. Despite this challenge, they continued to make progress on many action items to impact the measurable outcomes.

- Providers are more engaged in strategy for the future and carrying the "quality torch"
- "Promotion Team" was created to reach out to clinic staff and office managers concerning outpatient and ancillary services
- Swing bed team created to spearhead re-development of swing bed program and included addition of occupational therapist, education of nursing and increased community and internal promotion
- 340B Contracted Retail Pharmacy Program a "huge success" and has led to offering of new services such as chemotherapy medication
- Revenue Cycle Integrity Team developed and created three sub-teams to address scheduling/pre-registration, charging/coding and denials

The project is helping MRMC to be more efficient and realign resources for a fiscally sound hospital. "(The project) helps to focus on the things that need to be focused on."—Rex Jones, MRMC Chief Executive Officer