



The National Rural Health Resource Center Demonstrates Positive Return on Community Investment

What is ROCI?

In a world of scarce resources, it is critical that programs are carefully assessed and evaluated to determine the return on community and public investment. Return on community investment (ROCI) is a methodology for measuring the economic value of services to a community.



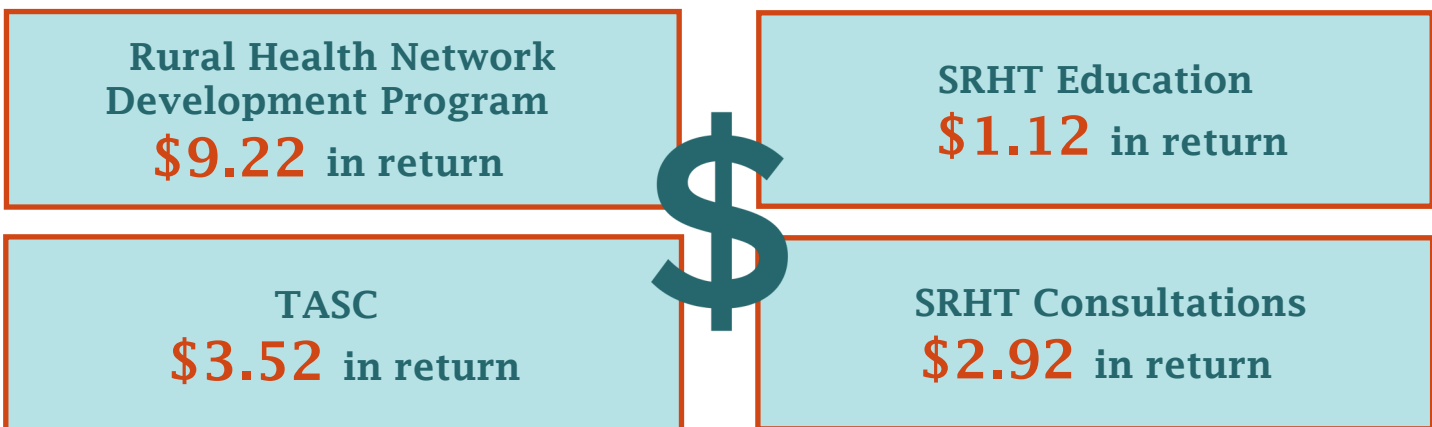
Purpose of ROCI

The purpose of the ROCI assessment was to measure the economic value and community benefits attributed to the Technical Assistance (TA) provided by the National Rural Health Resource Center (The Center). Assessing ROCI helps determine the value of knowledge and behavioral change of networks and state rural health grantees The Center assists. The Center utilizes the [Kirkpatrick/Phillips Model](#) to guide its evaluation and documentation processes to show stronger, measurable outcomes for each program area.

Three TA Programs Assessed

The Health Resources and Services Administration’s (HRSA) goals for rural health are to improve access to health care by strengthening financial viability, address issues related to rural health care workforce, and build healthier communities. Eric Scorsone, Ph.D., Center for Local Government Finance and Policy at Michigan State University, conducted ROCI assessments in 2019 for the TA provided in the Rural Health Network Development Program, the Technical Assistance and Services Center (TASC), and the Small Rural Hospital Transitions (SRHT) Project.

Each Program’s Return for Every Dollar Invested in 2019



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