



NATIONAL RURAL HEALTH RESOURCE CENTER

HOSPITAL SPOTLIGHT

Russell County Hospital (RCH): Aligning for Future Success

[Russell County Hospital](#) (RCH), a CAH, located in Russell Springs, Kentucky, stands by their mission “To provide quality compassionate health care consistent with the trust and support of the communities we serve.” 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.

RCH Reports Positive Outcomes Within 9 Months

- Estimated 10% increase in net patient revenue
- Increased average daily census by two additional patients in both inpatient and swing bed
- Grew surgery program and steadily increased volumes
- Increased stress testing volumes

Top Accomplishments

Community perception has improved since RCH has promoted the high-quality services offered. The hospital successes are leading to a contagious attitude of pride which continues to grow.

- Expanded primary care base with new providers and extended hours
- Created new services in response to community needs, including orthopedics and eventually urology
- Developed a strategic plan that includes results of their community health needs assessment
- Established and monitoring key performance indicators to help drive decision making
- Optimizing 340B Program and starting a new program on specialty drugs

“While wanting to remain an independent hospital, the current health care environment demands that at some point we will need to be more closely aligned with other or larger health systems. We are now on track to be a better performer than in the past and this puts us in a better negotiating position, a more attractive partner. We are working from a position of strength. Secondly, we are growing our primary care base which is the key for future success. We are looking more at chronic disease management. Strong PCP base leads to value over volume.”

--Bill Kindred, RCH Chief Executive Officer