



# The National Rural Health Resource Center Demonstrates Positive Return on Community Investment (ROCI)

## 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.

## The Center 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 Scorson, Ph.D., Center for Local Government Finance and Policy at Michigan State University, conducted ROCI assessments of TA provided by The Center’s Technical Assistance and Services Center (TASC) and the Small Rural Hospital Transitions (SRHT) Project during Fiscal Year (FY) 2019 (program year 2019–2020). For every one dollar invested in TASC, and SRHT educational trainings and consultations, the Programs returned \$5.02, \$1.97, and \$2.60, respectively.

## Return for Every One Dollar Invested By HRSA (FY 2019)

