



NATIONAL  
RURAL HEALTH  
RESOURCE CENTER

600 East Superior Street, Suite 404 | Duluth, MN 55802 | Ph. 800.997.6685 or 218.727.9390 | [www.ruralcenter.org](http://www.ruralcenter.org)

# National Rural Health Resource Center

## Aim for Impact and Sustainability Essentials for Leaders in Rural Health



## Who We Are

---

The National Rural Health Resource Center is a nonprofit organization dedicated to sustaining and improving health care in rural communities. As the nation's leading technical assistance and knowledge center in rural health, The Center focuses on five core areas:

- Performance Improvement
- Health Information Technology
- Workforce
- Community Health Assessments
- Networking



## Goals of RHITND Grantees

---

- Vendor selection and purchase of equipment
- Achieving Stage 1 Meaningful Use
- Interfacing with other facilities/health information exchange
- Improved access and quality for patients
- Network development and sustainability



# It's Complicated!

---



“Even small health care institutions are complex, barely manageable places. Large health care organizations may be the most complex organizations in human history.”

-Peter Drucker



NATIONAL  
RURAL HEALTH  
RESOURCE CENTER

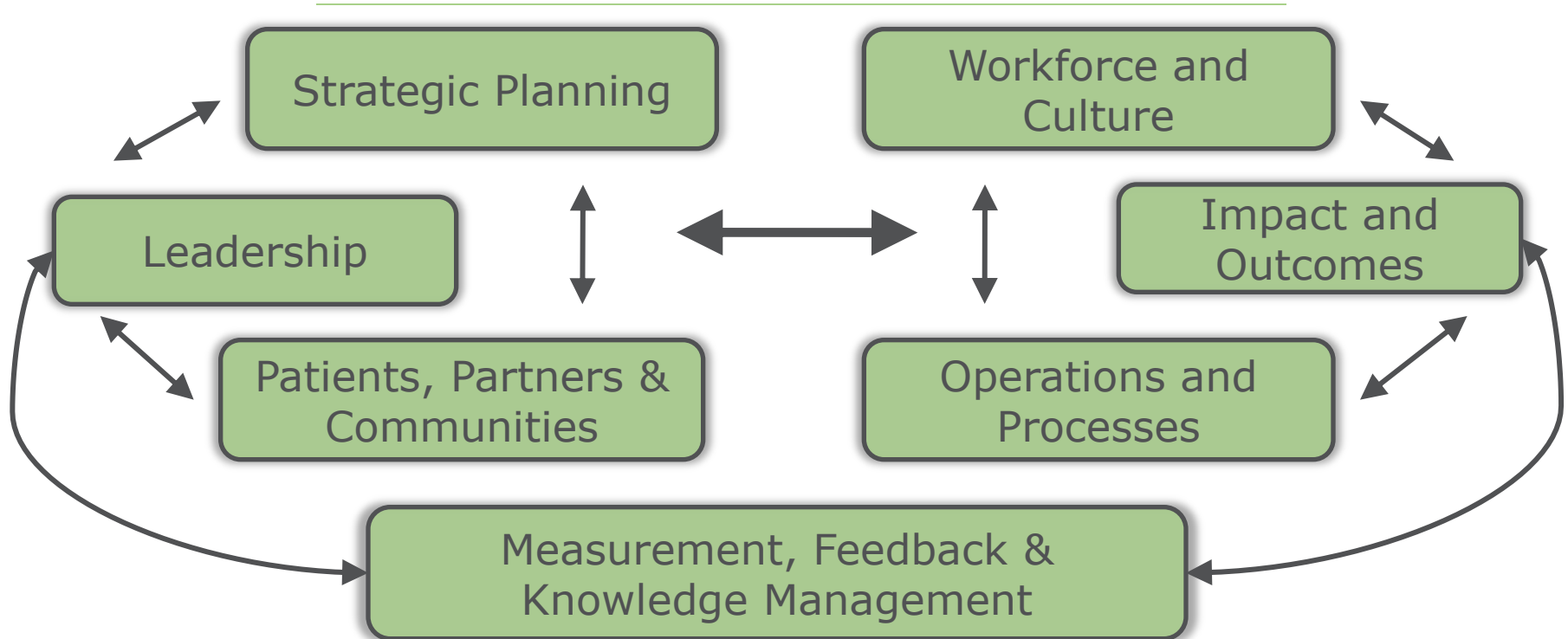
# Systems Approach

---





# Systems Approach





NATIONAL  
RURAL HEALTH  
RESOURCE CENTER

# Leadership

---

Enhancing leadership awareness,  
alignment, and capabilities





NATIONAL  
RURAL HEALTH  
RESOURCE CENTER

# Strategic Planning

Planning and aligning initiatives with organizational strategies.





NATIONAL  
RURAL HEALTH  
RESOURCE CENTER

# Patients, Partners & Communities

---

Focusing on patients, partners and community health.





NATIONAL  
RURAL HEALTH  
RESOURCE CENTER

# Measurement, Feedback & Knowledge Management

Evaluating progress, managing knowledge and utilizing tools and resources.





NATIONAL  
RURAL HEALTH  
RESOURCE CENTER

# Workforce and Culture

---

Developing workforce capacity and a quality-focused, change-ready culture.





# Operations and Processes

---

Continuously improving processes, services, and products.





NATIONAL  
RURAL HEALTH  
RESOURCE CENTER

# Impact and Outcomes

---

Calculating and communicating value and impact.

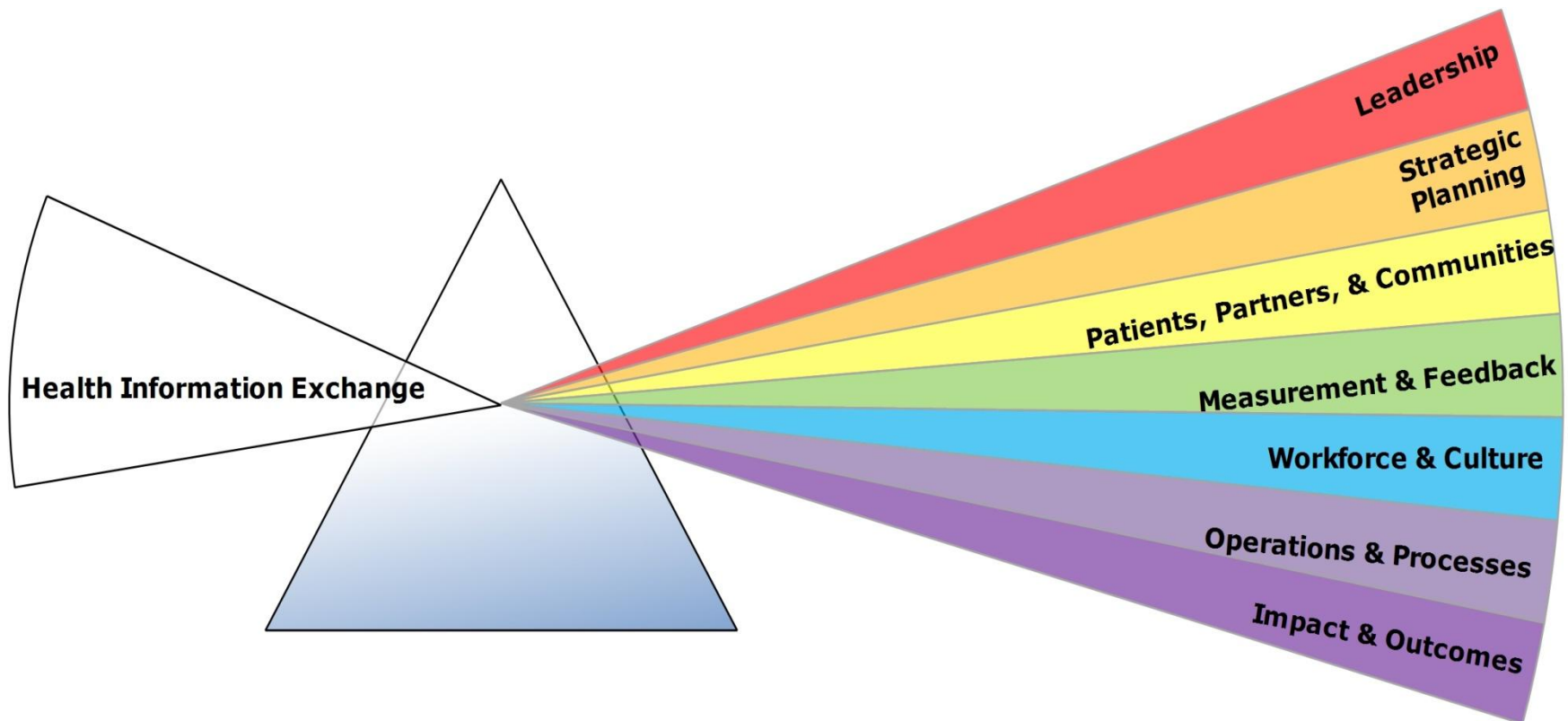




NATIONAL  
RURAL HEALTH  
RESOURCE CENTER

# Case Study: HIE Initiative

---





NATIONAL  
RURAL HEALTH  
RESOURCE CENTER

# Aim for Impact and Sustainability

---

## Essentials for Leaders in Rural Health

A collection of materials and resources for RHITND network leaders based on a systems approach and Baldrige Performance Excellence framework.



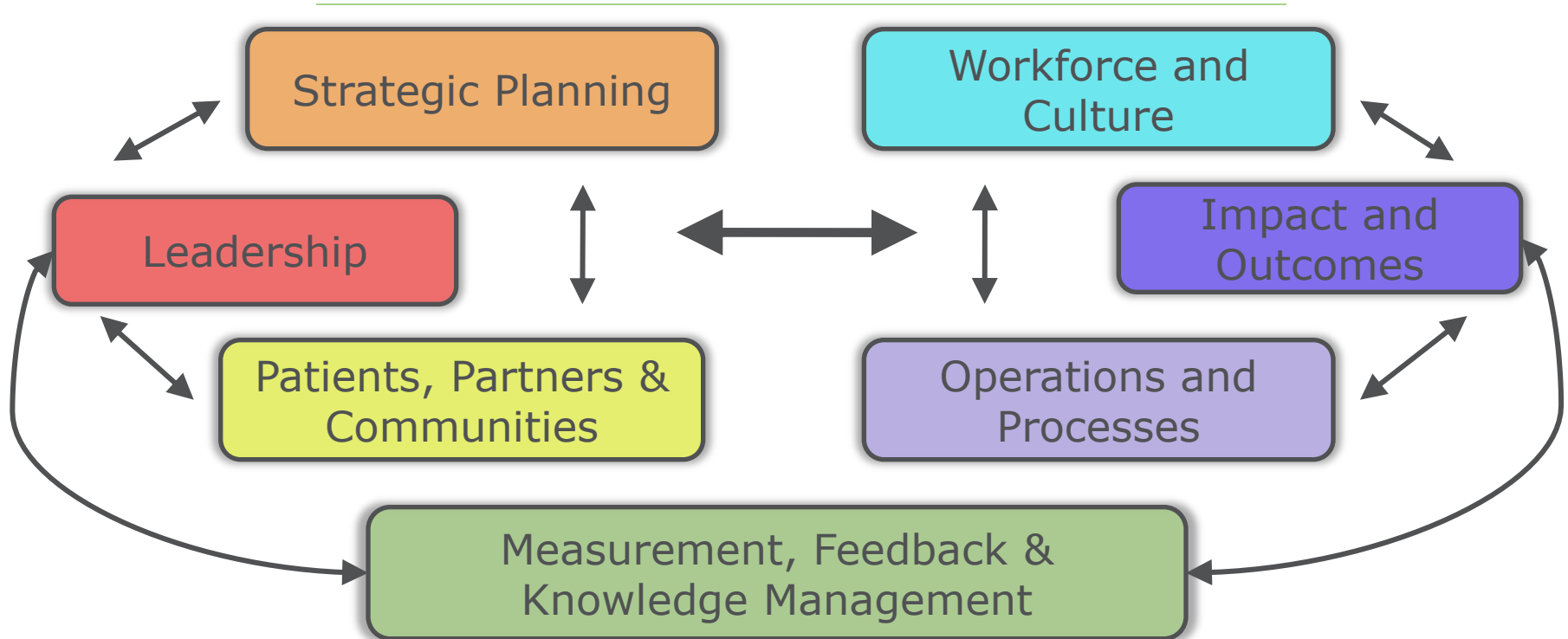
# Technical Assistance Objectives

---

- Improve and sustain rural health organizations using systems frameworks
- Build rural health leadership skills
- Identify peers and partners to share best practices



# Aim for Impact and Sustainability TA





NATIONAL  
RURAL HEALTH  
RESOURCE CENTER

## Terry Hill

---

Executive Director  
National Rural Health Resource Center  
600 East Superior Street, Suite 404  
Duluth, MN 55802  
(218) 727-9390 ext. (232)  
[thill@ruralcenter.org](mailto:thill@ruralcenter.org)

## Kap Wilkes

---

Program Manager II  
National Rural Health Resource Center  
600 East Superior Street, Suite 404  
Duluth, MN 55802  
(218) 727-9390 ext. (226)  
[kwilkes@ruralcenter.org](mailto:kwilkes@ruralcenter.org)

## Sally Trnka

---

Senior Program Coordinator  
National Rural Health Resource Center  
600 East Superior Street, Suite 404  
Duluth, MN 55802  
(218) 727-9390 ext. (233)  
[strnka@ruralcenter.org](mailto:strnka@ruralcenter.org)

## Joe Wivoda

---

HIT Consultant & CIO  
National Rural Health Resource Center  
600 East Superior Street, Suite 404  
Duluth, MN 55802  
(218) 262-9100  
[jwivoda@ruralcenter.org](mailto:jwivoda@ruralcenter.org)