

36TH ANNUAL **AHA RURAL** | LEADERSHIP
HEALTH CARE | CONFERENCE

FEBRUARY 19-22, 2023 | **SAN ANTONIO, TX**

JW MARRIOTT SAN ANTONIO HILL COUNTRY

Navigating the Top 3 Threats Facing America's Rural Hospitals

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Tom Mee, CEO, North Country Healthcare

Rachelle Schultz, CEO, Winona Health

Moderated by Jeffery Adler, CEO, IPROTEAN

Discussion Facilitators



Karma Bass
CEO
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Tom Mee
CEO
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Rachelle Schultz
CEO
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Learning Objectives

1. Brainstorm methods of addressing the workforce shortage and ways to inspire a culture of quality and care for patients and clinicians
2. Discuss imminent external threats facing hospitals and healthcare (e.g., private equity entrants, retail and technology giants, large systems & consolidation) and possible solutions
3. Recommend cost-saving and revenue-enhancing strategies to navigate the financial challenges many organizations are facing

Agenda

- Introductions
- BREAKOUT 1: WORKFORCE
- BREAKOUT 2: EXTERNAL THREATS
- BREAKOUT 3: FINANCIAL CHALLENGES
- Survey

Workforce – Tom Mee

- What are the challenges rural hospitals in America are facing today with respect to workforce?
- Examples:
 - Shortages
 - Clinician burnout
 - Violence in the workplace
 - Etc.
- Solutions?

External Threats – Karma Bass

- What are some of the external threats rural hospitals are experiencing?
- Examples:
 - Entrance of private equity
 - Retail giants and consumerism trends
 - Pressure to consolidate
 - Etc.
- Is your organization being impacted by an external threat? How are you addressing it?

Financial Challenges – Rachelle Schultz

- What does the financial landscape for rural hospitals look like today?
- Examples of strategies to cut costs and increase revenue:
 - Close service lines
 - Increase rates
 - Ramp up philanthropy efforts
 - Etc.
- What are the pros and cons of each?