



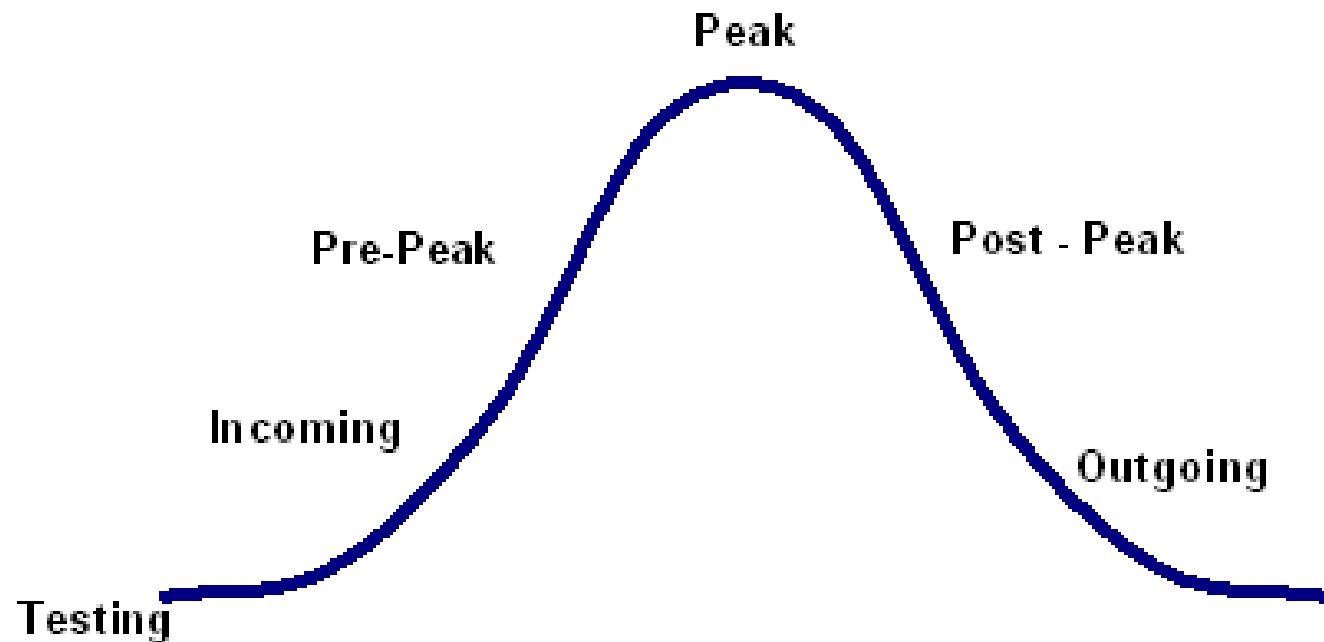
# Using the Bell Curve for Environmental Scanning

*Are you ahead of the curve?*

Mark Schoenbaum  
NOSORH Webinar September 21, 2009



## Life Cycle of Trends & Issues





## Quick, Qualitative, Simple

- Low tech – white board, flip charts etc.
- Minimal prep required
- Easy to explain and illustrate
- Can be staff-only or involve stakeholders & key informants
- Component scans can be overlaid into a comprehensive diagram
- Can be framed as broadly or narrowly as fits

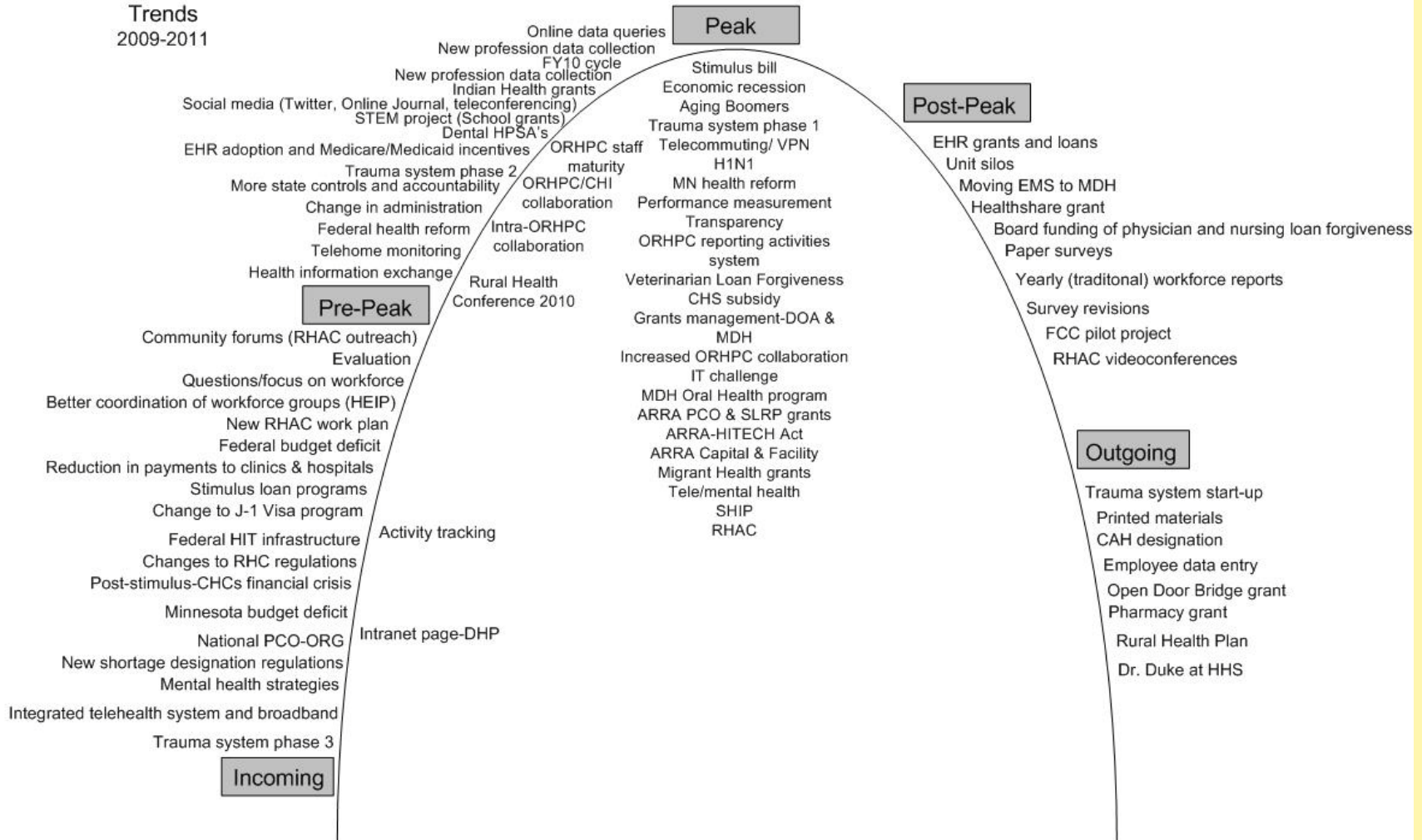


# Components

- External – Internal
- Stakeholders’ and clients’ environments
- Long term - Short term
- “Unchanging” or static issues
  - Organizational will always do, perhaps required
  - Aspects can still change – processes, technology – can be subject of their own scan

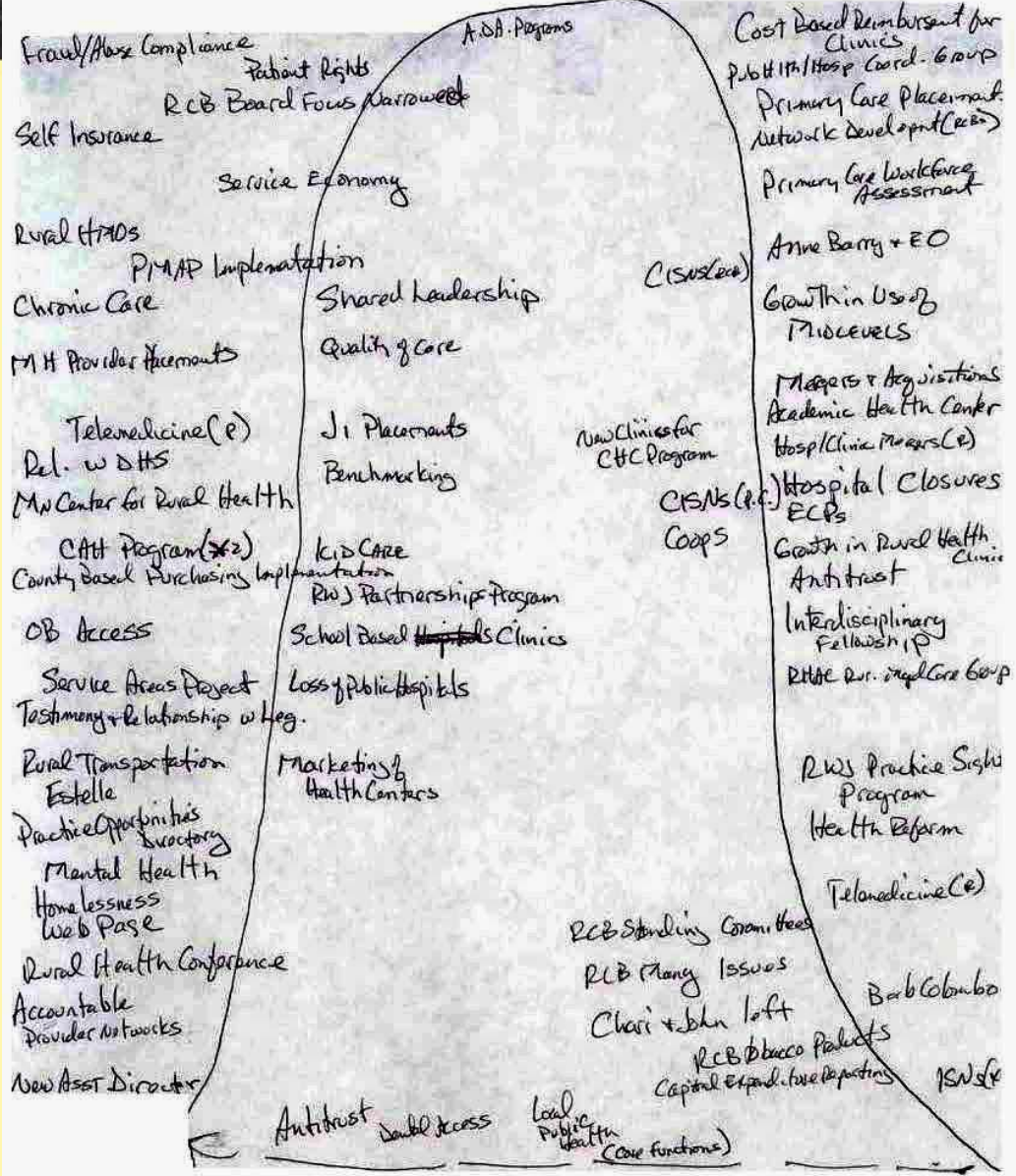
# Some Examples

Office of Rural Health & Primary Care  
Trends  
2009-2011



EXTERNAL  
1/98

Loan  
Depository  
Tuba  
Issues  
PMAP  
Literature



INTERNAL  
1/98

Infectious Disease

Personnel Resource Management

Program Evaluation & Redesign

RLB Statewide Issue Process

Leg. Knowledge  
Demonstration Project Grants  
Shared Leadership  
Estelle's Leadership (Cp)  
General Process Development  
Newsletter  
ORHPC relationship to MD +  
Rochelle's Paper Devel. Process  
Demand for Data

Rel. w/ CHS  
Web Use  
Classification of Staff  
Internet  
Stella's Paper Development Process

Partnerships  
Mental Health Data  
New Staff  
Member Services  
NHSC Recruitment

RHAC Annual Report  
State Rural Health Conference  
Performance Management  
NPI

Intra-agency relationships + info  
ORHPC Strategic Planning

Rural Health Plan (CAOT)

Communication Technology Usage  
RCB/RHAC Coordination

Great State of Health  
RCPD Unit

Estelle (Cp)  
RHAC Brochure  
Electronic Clearinghouse

Maintenance Files for:  
- Summer Intern Proj  
- NP Program  
- Learning Programs

RCB Role Minutes  
Reorganization (Cp)

Human Data Entry  
Depending on Ryan/Wayne's Leadership in absence of ORHPC Director

Data Collection Process Changes

RWJF Practice Sights Program

Paper Clearinghouse

Quarterly Issues



# Using the curve

- Signal vs. noise; causes and effects
- Plug into work planning or strategic planning
- Can be a quick way to answer “What are we missing?”
- Other uses?



Thanks!

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