

# **Economic Stimulus**

## **(Or How To Build Rural Hospitals)**

Val Schott, MPH

Director, Rural Health Policy & Advocacy  
Director, Oklahoma Office of Rural Health

Oklahoma State University  
Center for Health Sciences  
Center for Rural Health  
Tulsa, Oklahoma

May 29, 2009



**MEDICINE**

# Why Build Hospitals?

- **Hospitals Are ‘Keystone’ of Health Care**

- Only Health Care Component with Emergency Department
- Only Inpatient Service
- Only Health Care Component Support Ambulance Service
- Only Really Comprehensive Health Care Service Provider
- Comprehensive Primary Care Service Requires Hospital At Least Occasionally



# Why Start Now

- Must Have A Strategic Plan
- Must Be Poised to Move Forward
- Planning From Start to Ground Breaking Is At Least 24 Months



# So You Want To Build A Hospital

- **Relationships**
  - Administrator
  - Board
  - Key Staff
    - CFO
    - COO
    - CNO
    - Key Department Heads
    - Quality Officer



# So You Want To Build A Hospital (continued)

## ■ **Understanding Rural Hospital Business**

- The Times They Are (Have Been) A Changing
  - Inpatient
    - Declining
    - Seasonal
    - Service Niche
  - Outpatient
    - Increasingly important
      - » Ancillary Services
  - Emergency Department
    - ‘Vital’ but ‘Costly’ Service
    - Ambulance Service



# So You Want To Build A Hospital (continued)

- **'Real' Market Analysis**
  - Analysis of Market
    - Area
    - Demographics
    - Competition
  - Cost Analysis
    - Product or Service Lines
    - Necessary vs. Nice
    - Cash Flow



# How To Start

- **Build The Relationships**
  - Personal Contacts
  - Quality Contacts
  - Confidentiality
  - Understand Frustrations
  - Learn The Hospital Business
  - Local Hospital Association



# Designing The Seminar

- **Develop Content**

- Advisory Committee
  - Hospital Administrators
  - Architect
  - Builder
  - Finance
- Build On Other Successful Programs
- Ask for Advice
- Stay Hospital Focused
- Schedule Date Of Seminar



# Seminar Details

- **Suggest, Don't Dictate Attendees**
- **No Charge For Hospital Attendees**
- **Limit Time To One Day**
- **'Seminar' vs. 'Conference'**
- **Keep Attendees Occupied the Entire Day**
  - **Serve Lunch & Breaks At Seminar Site**
- **Determine Faculty**
- **Comfortable Venue**



# Determining Faculty

- **Not A 'Single Vendor' Program**
- **Good Vendor Mix**
  - Three Architects
  - Three Construction
  - Three Financial Managers
  - Explain 'Teaching' vs. 'Marketing' To Vendors
- **Get Vendor Buy-In For Participation**
- **Expect Vendors To Financially Support Seminar**



# Marketing Seminar

- **Identify Appropriate Hospital Participants**
  - Financial Status
  - Age & Appearance of Facility
  - Community
- **Market Only To Targeted Audience**
  - Personal Contact
  - E-mail
  - Fancy Brochure???



# Managing The Seminar

- **Rehearse With Presenters Evening Before At Dinner**
- **Start Early, End Early**
- **Designate A Time Keeper For Presenters**
- **Allow Time for Questions, Discussion**
- **Stay On Time**
- **Have Evaluation Form For Sessions, Seminar As a Whole**



# Seminar Follow Up

- **Analyze And Publish Evaluation Results To Participants**
- **Provide Any Promised Feed Back**
- **Provide Participants & Vendors With Attendee Listing**
- **Thank You Letters For Vendors**



# Other Sources

- Lancaster Pollard
  - [http://www.lancasterpollard.com/assets\\_LPC/WVP/LancPoll\\_Small-Rural\\_Hospital.pdf](http://www.lancasterpollard.com/assets_LPC/WVP/LancPoll_Small-Rural_Hospital.pdf)
  - [www.lancasterpollard.com/site.cfm/news/the-capital-issue/winter-2009.cfm](http://www.lancasterpollard.com/site.cfm/news/the-capital-issue/winter-2009.cfm)
- Stroudwater Associates
  - <http://www.stroudwaterassociates.com/>
- Rural Health Resource Center
  - <http://www.ruralcenter.org/>
- Dougherty Mortgage
  - <http://daughertymarkets.com> Select Dougherty Mortgage, LLC, Fannie Mae & HUD Programs, then select HUD 242
- Stillwater National Bank
  - <http://banksnb.com> Select Medical, then Products & Services, thn Financial Services



Questions or Comments?

# For Additional Information...

## **Tulsa Office**

OSU Center for Health Sciences  
1111 West 17<sup>th</sup> Street  
Tulsa, OK 74107-1898  
Phone: 918.584.4310  
Fax: 918.584.4391

## **Oklahoma City Office**

900 N. Portland Ave.  
Suite BT200  
Oklahoma City, OK 73107  
Phone: 405.945.9197  
Fax: 405.945.9186

<http://ruralhealth.okstate.edu>



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# Individual Contact Information

## **William Pettit, D.O.**

Associate Dean & Associate  
Professor for Rural Health  
918.584.4379  
william.j.pettit@okstate.edu

## **Val Schott, M.P.H.**

Director,  
Rural Policy & Advocacy  
405.945.9197  
val.schott@okstate.edu

## **C. Michael Ogle, D.O.**

Director,  
OSU Physicians Rural Clinic Svcs.  
580.977.5000  
rockino@hotmail.com

## **Jeff Hackler, M.B.A., J.D.**

Director,  
Rural Grants and Research  
918.584.4611  
jeff.hackler@okstate.edu

## **Vicky Pace, M.Ed.**

Director,  
Rural Medical Education  
918.584.4332  
vicky.pace@okstate.edu

## **Richard Perry, M.A.**

Director, OkAHEC  
918.584.4378  
richard.r.perry@okstate.edu

## **Dennis Carter, D.O.**

Endowed Rural Health  
Professor  
(Poteau)  
2008-2010

## **Denna Wheeler, Ph.D.**

Data Analyst  
denna.wheeler@okstate.edu  
918.584.4323

## **Chad Landgraf, M.S.**

GIS Specialist  
918.584.4376  
chad.landgraf@okstate.edu

## **Corie Kaiser, M.S.**

Health Consultant  
405.945.9194  
corie.kaiser@okstate.edu

## **Matt Janey**

Program Coordinator  
918.584.4377  
matt.janey@okstate.edu

## **Toni Hart**

Program Coordinator  
918.584.4368  
toni.hart@okstate.edu

## **Morgan Farquharson**

Clinical Coordinator  
918.584.1989  
morganf@okstate.edu

## **Rod Hargrave**

FLEX Program Coordinator  
405.945.9196  
rod.hargrave@okstate.edu

## **Jan Barber**

Admin. Coordinator  
918.584.4360  
jan.barber@okstate.edu

## **Sherry Eastman**

Program Specialist  
918.584.4375  
sherry.eastman@okstate.edu

## **Stacy Huckaby**

Administrative Assistant  
918.582.1989  
staci.stewart@okstate.edu

## **Billie Bowman**

Administrative Assistant  
405.945.9197  
billie.bowman@okstate.edu

## **Debra Black**

Administrative Assistant  
debra.black@okstate.edu  
(918)5844387

## **Dora Johnson**

Administrative Assistant  
918.584.4310  
dora.johnson@okstate.edu

## **Augelica Burrell**

Southwest  
Rural Coordinator  
(Lawton)  
augelica.burrell@okstate.edu  
580.647.6083

## **Alexandra Bryant**

Northeast  
Rural Coordinator  
(Tahlequah)  
xan.bryant@okstate.edu  
918.457.6677

## **Kelby Owens**

Southeast  
Rural Coordinator  
(Durant)  
kelby.owens@okstate.edu  
580.380.5880

## **Leigh Ann Vahovius**

Northwest  
Rural Coordinator  
(Enid)  
leigh.vahovius@okstate.edu  
580.748.3676

