

Rural Health Value
UNDERSTANDING AND FACILITATING RURAL HEALTH TRANSFORMATION.

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Telling Your Story: Using Data to Show Value

**HRSA FORHP Community Based Division
All-Program Grantee Meeting
February 28, 2018**

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Steps to telling your story



Who's your audience and what do you want from them?

What are their needs and interests?

How does your program meet those needs?

Succinct data supported message of value

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Audience

Who would benefit from knowing about your program? What do you want from them?

- Patients
- Community
- Providers
- Staff
- External Partners
- Funders



Audience – Interest and Motivation

Potential Partner Interest and Motivation Examples	ACO	Health Care System	Community-Based Org.	Insurer	CAH Network
Expand market share or geographic footprint	●	●			
Increase revenue	●	●	●		
Support clinical quality and/or patient satisfaction		●			
Meet network adequacy standards				●	
Promote regional brand recognition		●		●	●
Sell additional products or services			●	●	●
Affiliate with primary care practices	●	●			
Access additional inpatient capacity		●			
Expand population base to spread financial risk	●			●	
Increase population base to access capitated payments	●	●			
Increase use of high fixed-cost services, facilities, specialists		●			●
Allocate costs from large hospitals to CAHs		●			
Obtain a platform for value-based contract testing	●	●			●
Address social determinants of health			●		

From: [Demonstrating Critical Access Hospital Value: A Guide to Potential Partnerships](#) (Rural Health Value, January 2017).



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How does your program meet needs?

- Coordinate care
- Provide patient education
- Facilitate preventive services
- Increase access to care
- Help address social determinants
- Support development of IT and workforce



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Succinct data-supported messages

- Tailored for your audience
- Make it about them - externally focused
- Support with key information and data (when possible)
- Keep it simple – A picture is worth 1000 words
- Consider the mode of delivery



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What data can you use?

- **Process** – Is the program operating the way you want it to?
- **Structure** – Do you have the capacity, systems, and processes to provide the service?
- **Experience** – What are you hearing from patients/families/clients? How about providers or other staff?
- **Outcome** – Is the program having the desired impact?

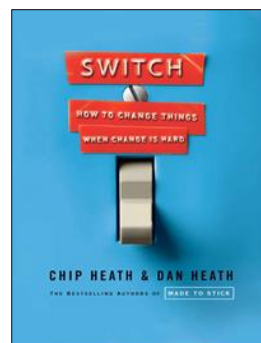


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Telling your story: Engaging for Action

Critical components to engender change:

- **Knowledge** – data/facts, best practices, models
- **Feelings** – stories, connections, meaningful goals
- **Skills** – workflow, processes, tools, training



Adapted from: *Switch*, Crown Business; 1 edition (February 16, 2010) © 2015 Heath Brothers. www.healthbrothers.com



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Pulse Check

Rural system high performance

Value-Based Care Assessment - Assess capacity and capabilities to deliver value-based care. Receive an eight category readiness report.

Physician Engagement - Score current engagement and build effective relationships to create a shared vision for a successful future.

Board and Community Engagement - Hold value-based care discussions as part of strategic planning and performance measurement.

Social Determinants of Health - Learn and encourage rural leaders/care teams to address issues to improve their community's health.

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Karla Weng, MPH, CPHQ

kweng@stratishealth.org
www.ruralhealthvalue.org

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