

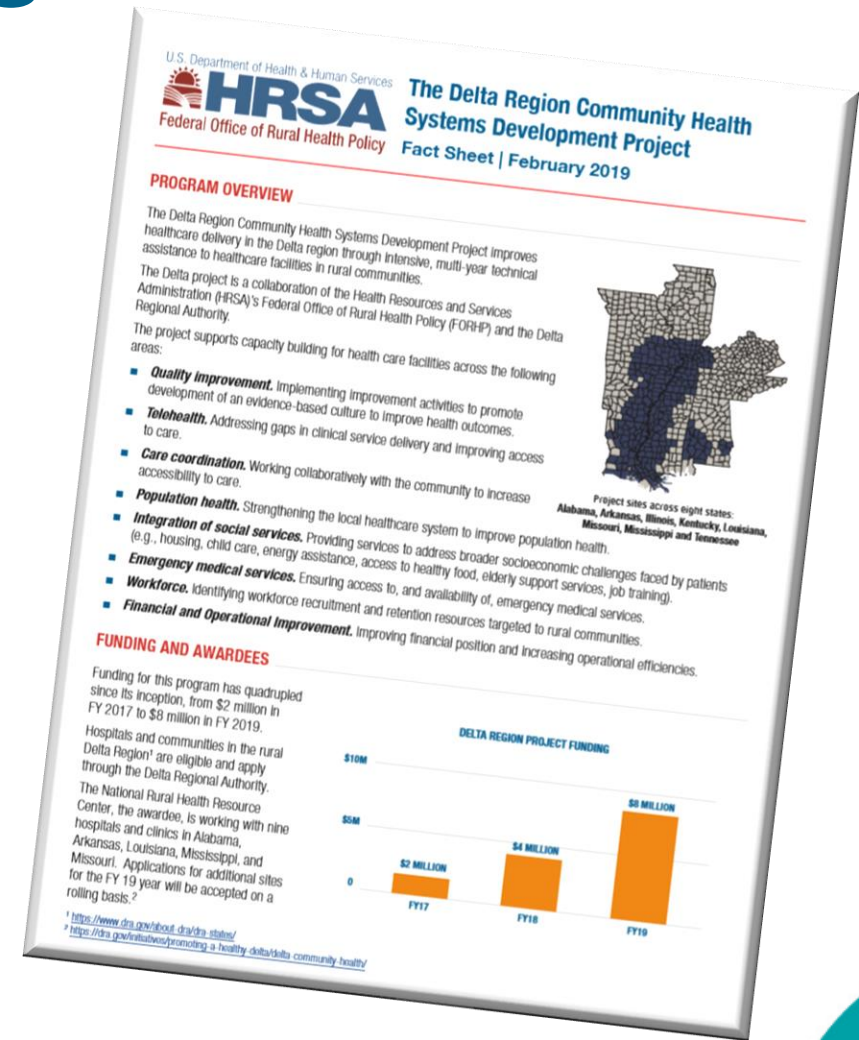
Delta Region Community Health Systems Development (DRCHSD) Program:

Using Community Engagement to Improve Rural Health Care in the Mississippi Delta Region and Drive Sustainability



Presentation Objectives

- Gain a foundational knowledge of how community engagement can initiate and inform rural health care organization change
- Highlight the process used to create change and understand how to undertake this approach for impactful change
- Discover how to apply for the DRCHSD Program



The Center's Purpose

The National Rural Health Resource Center (The 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:

- Transition to Value and Population Health
- Collaboration and Partnership
- Performance Improvement
- Health Information Technology
- Workforce



Diversity, Equity, Inclusion, & Anti-racism



Building a culture where difference is valued.

The Center is committed to DEI and anti-racism. We create an environment that reflects the communities we live in and serve; a place where everyone feels accepted and empowered to be their full, authentic selves; and where everyone belongs.

We understand the impact of and seek to defeat racism and discrimination in ourselves, our workplace, and the world. This guides how we cultivate leaders, build our programs and resources, and deliver our technical assistance.

We are an organization that honors, celebrates, and respects all dimensions of diversity. These principles are central to our mission and to our impact.

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DRCHSD Program Supported by FORHP and DRA



U.S. Department of Health & Human Services



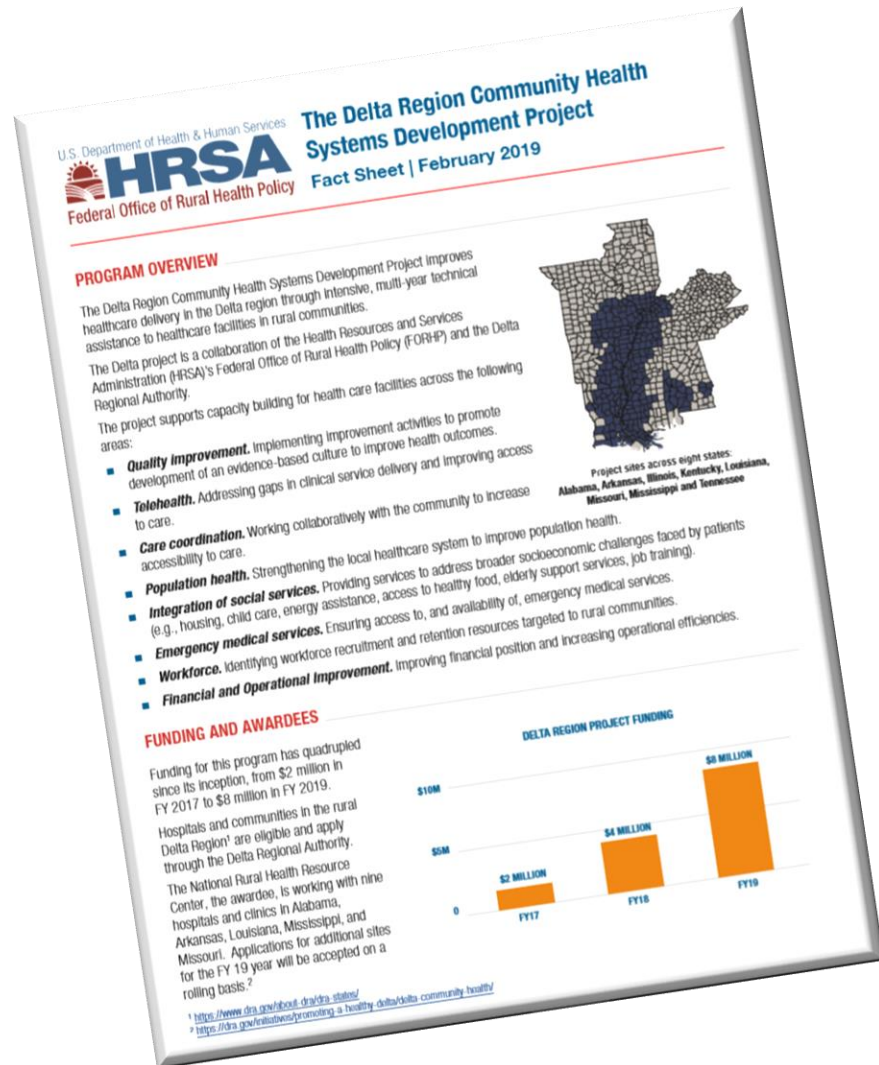
HRSA

Federal Office of Rural Health Policy

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Federal Office of Rural Health Policy



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[Learn more about the Hospital State Division at FORHP](#)

www.hrsa.gov/rural-health

Program Purpose: Develop a Local System of Care



The purpose of the DRCHSD Program to make in-depth system enhancements to position health care providers and their communities for population health.

Program Goal Areas



Implement Best Practices

- Improve financial performance
- Increase operational efficiencies
- Improve quality of care and transitions of care



Build Partnerships

- Increase telehealth utilization to fill gaps in service
- Ensure access to emergency medical services
- Address workforce recruitment and retention needs



Collaborate for Sustainability

- Integrate social services
- Develop a community care coordination plan
- Strengthen the local health care delivery system

54 Hospitals and Clinics Served Through FY 2022



State	Total Organizations Over 5 Years
AL	6
AR	13
IL	5
KY	1
LA	11
MO	10
MS	6
TN	2
Total	54

DRCHSD
Communities
Map

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Louisiana Delta Communities			
Organizations	City	Parish	Cohort
Natchitoches Regional Medical Center	Natchitoches	Natchitoches	2017
Savoy Medical Center	Mamou	Evangeline	2019
Allen Parish Community Healthcare	Kinder	Allen	2021
West Feliciana Hospital	St. Francisville	West Feliciana	2021
St. James Parish Hospital	Lutcher	St. James	2021
Springhill Medical Center	Springhill	Webster	2021
LaSalle General Hospital	Jena	LaSalle	2021
Franklin Medical Center	Winnsboro	Franklin	2021
Oakdale Community Hospital	Oakdale	Allen	2022
Hood Memorial Hospital	Amite	Tangipahoa	2022
Family Healthcare and Wellness Center	Hammond	Tangipahoa	2022

Multi-Year Participation Cycle

Program Goal Area	Year 1: Planning and Development	Year 2: Implementation	Year 3: Sustainability
Implement Best Practices: Improve financial, operational quality performance	Financial and operational, and quality improvement (FOA/QI) assessment and action planning	Revenue cycle and physician practice management (RCM/PPM) assessment and action planning. FOA/ QI Year 2 review	FOA/QI and RCM/PPM Re-assessments and action plan updates
Build Partnerships: Expand Telehealth and Enhance Systems, and Secure EMS	Telehealth and Financial System Enhancement (FSE) assessment and action planning	Selection, workflow, policy and procedure development, outreach and promotion of services	Telehealth stoplight report and action plan updates
Build Partnerships: Build Workforce Capacity	Employee Engagement Assessment (EEA), BOD and leadership development, workforce resources and services Peer-to-Peer Education: Annual Summit and technical assistance (TA) webinars	EEA, workforce resources and services, BOD, leadership and staff development, management training Annual Summit and TA webinars	EEA, workforce resources and services, BOD, leadership and staff development, management training Annual Summit and TA webinars
Collaborate For Sustainability: Develop Local System of Care	Community Care Coordination (CCC) planning to identify priorities and connect with community partners. Community Champion selection	CCC priority action planning and implementation for development of community partnerships. Champion skill building for CCC planning (1:1 coaching	Re-examine CCC priorities and partner collaboration, and update action plans. Champion skill building ongoing for sustainability

Program Goal: Improve Financial, Operational and Quality Performance

Increase operational efficiencies, improve financial position, and quality of care

- Financial Operational Assessment (FOA)
- Quality Improvement (QI) Project

95% of leaders agreed (52.6% strongly agreed) the FOA assisted their hospital/clinics with improving financial performance and operational efficiencies (4.47/5.0)

97.5% of leaders agreed (55% strongly agreed) the QI project assisted their hospitals/clinics with improving care management and transitions of care (4.53 / 5.0)

Improve revenue cycle performance and clinic operations

- Revenue Cycle Management (RCM)
- Physician Practice Management (PPM)

97% of leaders agreed (56% strongly agreed) the RCM/PPM assisted their hospitals/clinics with improving financial performance and operational efficiencies (4.53 / 5.0)

Program Goal: Implement and/or Expand Telehealth Services

Telehealth Services Assessment

- **Comprehensive assessment of capacity and needs**
- **System selection and implementation planning**
- **Workflow, and policy and procedure development**
- **Resources support telehealth planning and development, and adoption of technology**
- **Funding to support equipment, hardware, software, implementation services and training needs**



92% of leaders agreed (55% strongly agreed) the DRCHSD Program assisted their hospitals/clinics with developing / expanding telehealth services (4.47 / 5.0)

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Program Goal: Support Workforce and Leadership Development

- Employee engagement assessments
- Physician satisfaction
- Executive coaching
- Management trainings
- Board of Directors development
- Nat'l Rural Recruitment and Retention Network (3RNet)
- Americorps and National Health Service Corps (NHSC)
- Delta Doctors and DRA Workforce Program



87% of leaders agreed (56% strongly agreed) the DRCHSD Program assisted their team with developing leadership skills (4.47 / 5.0)

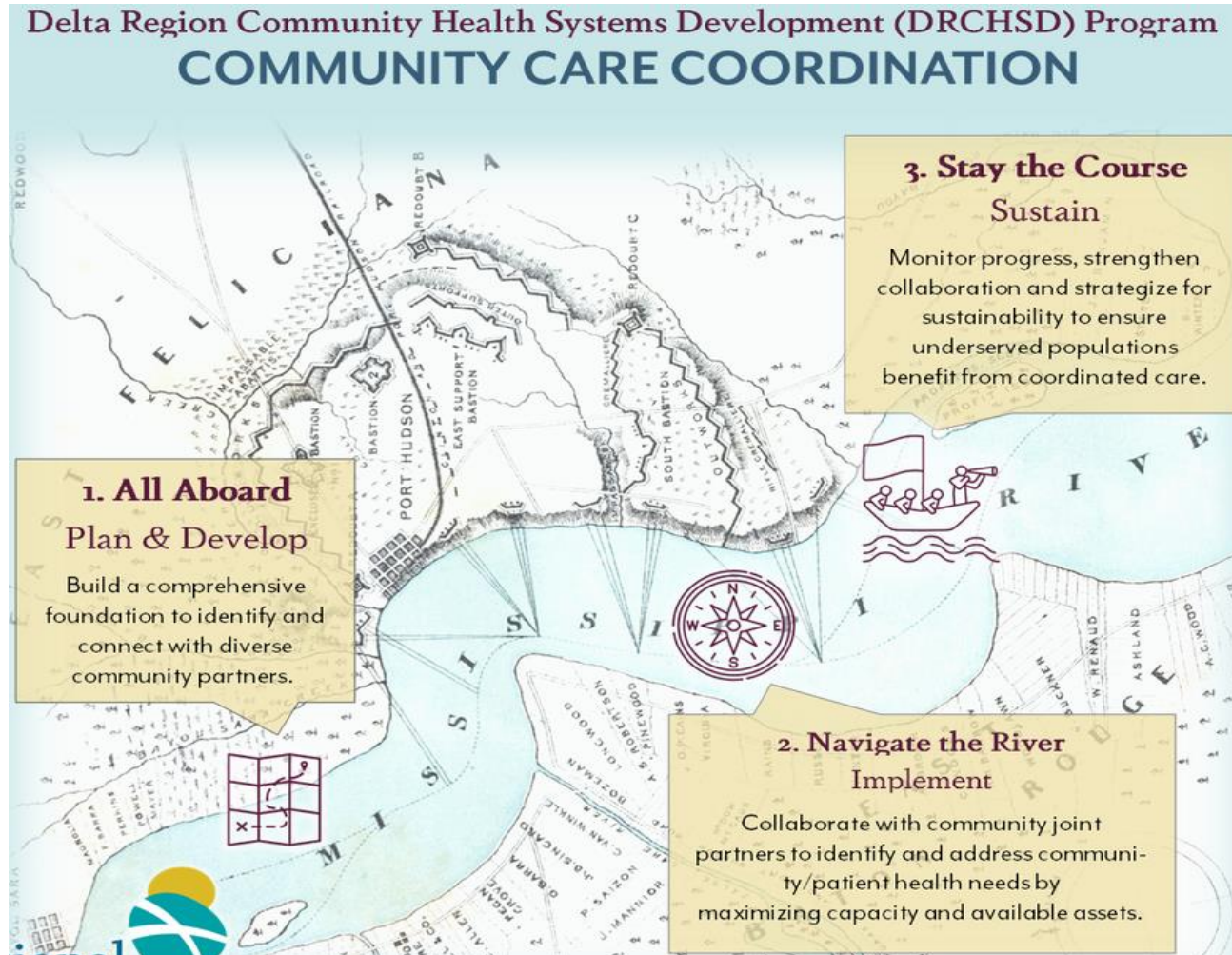
Community Care Coordination (CCC) Program Goals

- Develop and sustain a local system of care to prepare for population health
- Increase care coordination
- Improve quality of care and patient experience
- Build awareness of local services
- Sustain access to local care
- Enhance community development
- Build collaborative relationships and partnerships



Community Care Coordination

Program Goal: Develop a Community Care Coordination Plan



100% of Champions agreed (87% strongly agreed) they would recommend the DRCHSD Program to other eligible healthcare organizations (4.8/5.0)

100% of Champions agreed (81% strongly agreed) the DRCHSD Program helped their hospitals and clinics to be better prepared for population health (4.8 / 5.0)

Community Champion (CC)



- Program supports one Community Champion (CC) per selected health care organization for the purpose of developing and enhancing a local coordinated system of care.
- CC works directly with The Center to assist their leadership teams and community joint partners (CJP) with the development and implementation of community care coordination action plans.

Community Champion Responsibilities

- Engage community in planning
- Build awareness of available local services
- Perform outreach activities
- Help build patient and family loyalty
- Assist leaders with CCC planning
- Promote hospital/clinic services
- Foster community relations
- Generate community buy-in
- Build collaborative partnerships



Community Care Coordination Workshops/Events



- **Step 1 -All Aboard:**
 - Community Connect Event
- **Step 2 -Navigate the River:**
 - Community Priority Action Planning Workshops
 - Community Connect Celebration Event
- **Step 3 -Stay the Course:**
 - Community Collaboration and Priority Planning Workshops

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Meet Our Panelists!



Mary Ellen Pratt, MHA, FACHE
Chief Executive Officer
St. James Parish Hospital



Rachel Becnel, RN BSN
Chief Administrative Officer/ Community
Champion
St. James Parish Hospital

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Fact Sheet

The Delta Region Community Health Systems Development (DRCHSD) Program assists leaders and providers in identifying and addressing health care needs while strengthening the local health care system by providing intensive, multi-year technical assistance to health care organizations located in the 252 Delta Regional Authority parishes and counties. Forty-three health care organizations in 40 different Delta communities have been supported by the program since 2017.

Key Program Areas



Implement Best Practices



Build Partnerships



Collaborate for Sustainability

COHORT 2019 SNAPSHOT



10

Participating health care organizations, including **eight critical access hospitals** and **two prospective payment system hospitals**

6

States represented by program participants — **Arkansas, Illinois, Kentucky, Louisiana, Missouri, and Tennessee**

3 years

Time commitment required by health care organizations to participate in the program

\$0

Cost to participants to take part in the program

COHORT 2019 OUTCOMES

90%

of participants made **improvements in care coordination**



16

New telehealth services started by five participants



10

Community Champions hired to help guide participants through community care coordination efforts



12%

Participants' average **increase in net patient revenue** over 23 months

83%

of health care leaders at participating organizations said the program **positioned their organization** to be better prepared for population health

PROGRAM INVESTMENTS RETURN ON INVESTMENT

Nearly \$1.5m

to **add and expand** participants' telehealth services

More than \$900,000

to support **10 Community Champions** over three years

Every **\$1 in federal funds** invested in DRCHSD technical assistance educational services **yields a \$2.28 return on community investment.**

This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$10,000,000 with 100% funded by HRSA/HHS and \$0 amount and 0% funded by non-government sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by HRSA/HHS, or the U.S. Government.

This project is in partnership with the Delta Regional Authority.

Eligibility

- [View a list of eligible applicants](#)
- Eligible applicants include:
 - Small rural hospitals:
 - Prospective Payment System (PPS) acute care facilities up to approximately 100 beds
 - Critical Access Hospitals (CAHs)
 - Rural Health Clinics (RHCs)
 - Other healthcare organizations located in [Delta Regional Authority \(DRA\)](#) designated counties and parishes

<https://www.ruralcenter.org/content/eligibility-and-application>



[ruralcenter.org](https://www.ruralcenter.org)

How to Apply

1. Go to Eligibility and Application

2. Submit online application

OR email DRA's Notice of Intent to drchsd-program@ruralcenter.org

3. Hold review call to complete application process for consideration in the next Cohort

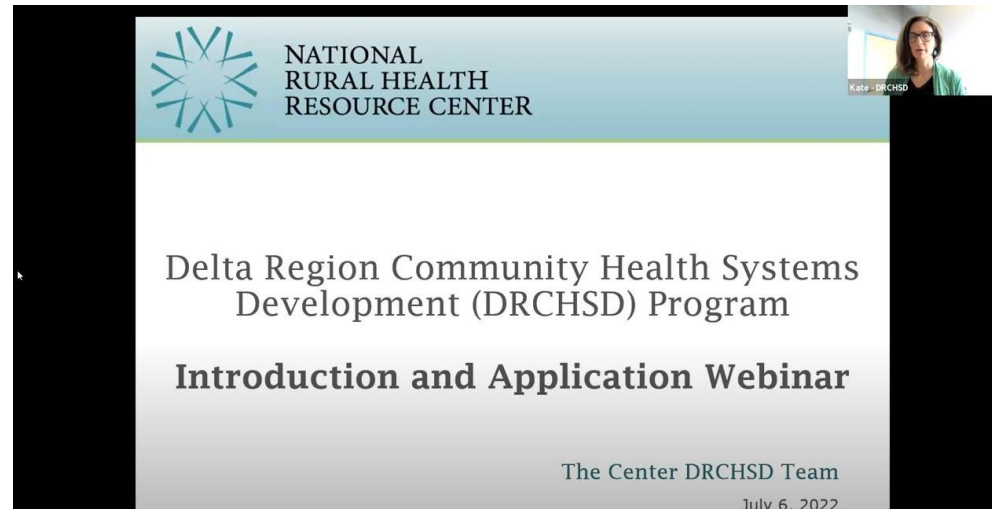
Nearly all leaders agreed, and over 50% strongly agreed,

- They would recommend the DRCHSD Program to other eligible health care organizations (4.8 / 5.0)
- Program services helped their organizations to be better prepared for population health (4.5 / 5.0)

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More About the Application Process

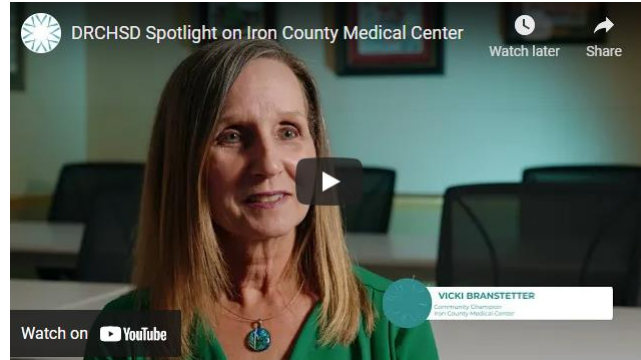
DRCHSD Program Introduction and Overview of Application Process



Over 75% of HCO leaders (4.11/5.0) and 95% of Champions (4.38/5.0) reported that Program services helped their organizations to be better prepared for population health.

DRCHSD Program Spotlight Videos

Iron County Medical Center Focuses on Financial and Operational Efficiencies



South Sunflower County Hospital Improves Financial Stability and Focuses on Growth



Delta Memorial Hospital and DePaul Community Health Centers Address Socioeconomic Challenges to Strengthen Community Care Coordination



Tippah County Hospital Increases its Use of Telehealth to Increase Access to Care



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Positioning for a Sustainable System of Care



Apply Now

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Community Program Manager

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Caleb Lozinski

Telehealth/Outreach Coordinator



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