



### Series Description:

You asked and we're providing this six-part web series on topics you requested through response to the RHC Needs Assessment Survey 2020 distributed by the Wyoming Office of Rural Health. Join us for this hands-on, engaging, and enlightening educational journey to the next level in the transition to value, outreach, and business sustainability through practical application along with a few tips and tricks! Ultimately leading to helping our rural communities become more well.

For additional information, please contact:  
Keri Wagner –  
(307) 777-6512  
[keri.wagner@wyo.gov](mailto:keri.wagner@wyo.gov)

# REDESIGNING THE FUTURE OF RHC – REFRAMING OUR STORY

This education opportunity is provided at no cost to Wyoming rural primary care providers by the **Wyoming Office of Rural Health!!**



**Who:** Wyoming Rural Health Clinics (RHCs)  
**What:** 6 Session Webinar Series  
**When:** 12:00 PM – 1:00 PM (MT); 2:00 PM – 3:00 PM (ET)

**Dates & Session Titles:** To register, click on the session title, click **Register**- then, on the registration form enter your information then click submit. Session Descriptions follow on page 2.

- ❖ Tuesday August 24 [Refocusing the Focus](#)
- ❖ Tuesday September 7 [WHY Ask Why?](#)
- ❖ Tuesday September 28 [Strategic Thinking, Leadership & Mgmt Oh My!](#)
- ❖ Tuesday October 5 [Community Development & Engagement](#)
- ❖ Tuesday October 26 [Developing an Outreach Plan That Tells Your Story](#)
- ❖ Tuesday November 2 [Value Through Integration & New Service Lines](#)

### Series Learning Objectives:

1. Describe value in the rural primary care setting
2. Detail components of an effective community development plan including engagement and outreach efforts
3. Evaluate services that may be integrated into the rural primary care setting and have a positive impact on the transition to value
4. Summarize similarities and differences of leadership and management

### Presenter:

Tammy Norville, CPC-I, CPC, RMM, RMB, RMC  
NOSORH Technical Assistance Director

National Organization of  
**State Offices of Rural Health**

44648 Mound Rd, #114 | Sterling Heights, MI 48314-1322  
TEL 586-336-4627 | FAX 586-336-4629 | [www.nosorh.org](http://www.nosorh.org)



AAPC CEUs available upon request for each web session.



*This project is supported by the Wyoming Department of Health (WDH), Office of Rural Health (ORH) and 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 \$223,410 with 100% funded by HRSA/HHS and \$0 and 0% funded by nongovernment source(s). The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by WDH/ORH, HRSA/HHS, the State of Wyoming or the U.S. Government.*

# REDESIGNING THE FUTURE OF RHC – REFRAMING OUR STORY

*Click on the session title to register for each individual webinar!*

**August 24th - Refocusing the Focus** The web series kicks off with refocusing the focus of rural primary care on value. This session positions participants on the same page and provides a firm practical foundation for the remaining sessions. We'll explore the basics of value in primary care, operational efficiencies, and touch on a few compliance topics.

**September 7th - WHY Ask Why?** Session two leans into the heart of the mission and the business – WHY we do what we do in the way that we do it. This practical approach to establishing the vision of our mission driven business will examine not only importance but the impact on the business and community perception.

**September 28th - Strategic Thinking, Leadership & Management, Oh My!** Understanding strategic thinking, general leadership and management concepts and their application can make or break the long-term viability of a business. Session three will dive in with examples, scenarios and tips for practical application of these concepts as well as a look at potential impact on business operations and compliance.

**October 5th - Community Development & Engagement** Session four dives into who, what, when, where, how and why of community development and engagement. From definitions to components to determination of community “need” vs. “want” as well as practical application tips and tricks.

**October 26th - Developing An Outreach Plan That Tells Your Story** What is the difference in community development, engagement and outreach? Is outreach the same as marketing? Session five will lean in on creating a community-centric outreach plan based on determination of community needs, addressing community “wants” and integrating community development processes and engagement of partners work from session four. We'll use a basic framework to that is customizable to become the community-centric outreach plan.

**November 2nd - Value Through Integration & New Service Lines** Value-based healthcare is built on a comprehensive, patient-centric service delivery approach. How do we get there from here? As rural primary care providers, we can demonstrate value by telling the story of services provided. It's time to ensure processes are in place to maximize the return on the patient-centric, value-driven rural healthcare services we've delivered for decades. We're doing the work.... It's time to integrate new service lines to move the Power of Rural forward and help our rural communities become more well.

National Organization of  
**State Offices of Rural Health**

44648 Mound Rd, #114 | Sterling Heights, MI 48314-1322  
TEL 586-336-4627 | FAX 586-336-4629 | [www.nosorh.org](http://www.nosorh.org)