



**CHARTIS**

**The Chartis Center for Rural Health**  
Mendocino Coast Health Care District  
October 2024

---

## Engagement Opportunities for Consideration

The Chartis Center for Rural Health’s programming options combine advisory services, rural-relevant research, and comparative analytics to help rural hospitals measure performance and implement sustainable improvement initiatives. Whether the objective is to better understand market forces and patient outmigration, to deliver higher quality care at lower cost, measure and report for public reporting or to better understand and support population health disparities, The Chartis Center for Rural Health provides an accountable resource focused on helping rural hospitals fulfill their mission. Based on our discussion on August 22, 2024, we recommend the following two engagement opportunities.

### **Strategic & Operational Assessment**

A Strategic & Operational Assessment offers rural hospital leadership teams an *in-depth*, visually engaging and comprehensive review of facility Financial Performance, Costs & Charges, local Population Health dynamics, patient outmigration, Market Share, and performance profiles of local rural competitors. Each assessment includes an extensive executive summary that informs and guides hospital leaders and frontline decision makers. As part of this deliverable, Chartis will conduct an assessment review session (conducted via Zoom) with hospital and board leadership.

#### **Assessment Components**

Community Impact metrics, including:

- Community Jobs (hospital and non-hospital jobs)
- Hospital Salary Expense
- Total GDP Contribution
- State and national rural medians

Medicare Market Share

- Inpatient and Outpatient data comparisons for:
  - Volume
  - Charges
  - Market Capture
  - Market Share by Service Line
  - Medicare Patient Outmigration

Financial Performance

- 22 Flex Financial indicators including CA Critical Access Hospital medians

Cost & Charge

- Inpatient and Outpatient comparisons for largest variance DRG/CPTs

Population Health

- Up to 25 metrics
- e.g., Adult Obesity, 65+, Diabetes Prevalence, Uninsured
- Service area percentile ranking along with state and national rural medians

Market Competitor Profiles

Summary

**Time to Completion:** Approximately 3 weeks. No additional resources are required.

**Pricing:** \$18,500 per hospital

---

## Deep Expertise working with Rural Providers

As a national leader in providing research for rural health policy, The Chartis Center for Rural Health (CCRH) is uniquely positioned to provide analytic-based consulting services to rural health stakeholders. Serving as an expert technical and facilitative resource, CCRH is the retained advisor for numerous rural health providers, health networks and consortia.

The Chartis Center for Rural Health offers an unparalleled value proposition to rural health leaders and those advocating on their behalf. The combination of our extensive data set and benchmarks for rural healthcare, research and solution portfolio, and expertise allows us to deliver the leadership expertise needed to help rural providers, health systems, associations and state networks develop and implement performance improvement initiatives.

Whether the objective is to best understand market forces and patient leakage, to deliver higher quality care at lower cost, measure, and report for public reporting or to better understand and support health disparities and inequity, The Chartis Center for Rural Health provides an accountable resource focused on helping rural providers fulfill their mission.

We work with the rural healthcare community through:

- **Health System/IDN Rural Affiliate Collaboration:** Tailored programming and guidance to support peer collaboration and learning in priority areas such as market performance, quality improvement, patient safety, patient satisfaction, financial performance, and population health management.
- **Strategic and Operational Advisory:** Expert guidance on the internal operational and external market factors which impact the health and growth of a rural organization and create a data-driven foundation for achieving strategic goals.
- **Quality Improvement:** Technical assistance in the development of quality improvement initiatives including Value-based Purchasing-related improvement in areas of Process of Care, Outcomes of Care, Patient Satisfaction (HCAHPS), and Efficiency.
- **Advanced Analytics:** Rural-relevant analytics for detailed assessment and identification of improvement opportunities across finance, operations, quality, and population health.

Our unique approach, portfolio of solutions and expertise has helped more than 750 rural and Critical Access Hospitals leverage sophisticated analytics for benchmarking performance to aid strategic and operational decisions. At the core of our benchmarking and data analysis is the Chartis Rural Hospital Performance INDEX. The INDEX is the industry's most comprehensive and objective tool for assessing rural provider performance. INDEX data is the basis of many of rural healthcare's most prominent awards and is used by organizations such as the National Rural Health Association in support of its advocacy and legislative initiatives.

---

## The Chartis Center for Rural Health Team



### **Michael Topchik, Executive Director**

As the executive director of the Chartis Center for Rural Health, Michael has been focused exclusively on rural communities and their healthcare for 20 years. In his role, Michael advises the nation's largest health systems and their rural affiliates, state offices of rural health, and independent rural hospitals to assess operational and financial performance and develop strategies for improving the delivery of care. Michael directs Chartis' rural health safety net research analysis, which is used widely by rural healthcare organizations in support of public policy initiatives. He regularly shares his expertise with leading news outlets such as CNN, *USA Today*, *The New York Times*, PBS NewsHour, National Public Radio, *KFF Health News* and *Modern Healthcare*.



### **Troy Brown, Network Consultant and Performance Improvement Specialist**

Troy spent 10 years in administration at Charles A. Dean Memorial Hospital, a critical access hospital in Maine. He also led C.A. Dean performance improvement and community relations and development. Troy leads similar initiatives with networks around the country and has become a trusted advisor to health systems, state network partners and dozens of rural health leaders around the country as they strive to improve performance.



### **Melanie Pinette, MEM, Data & Analytics Innovation Manager**

Melanie possesses extensive experience working with analyzing healthcare data. She works closely with state network partners and individual hospital clients, providing insight and direction regarding the application of performance data to create sustainable improvement. Her knowledge and expertise of advanced statistical methodologies and models has played a key role in the refinement of the INDEX and development of CCRH's research into rural hospital vulnerability and health disparities.



### **Billy Balfour, Director, Communications**

Billy leads The Chartis Center for Rural Health's marketing initiatives. In his role, he works closely with state offices of rural health to promote and coordinate various network initiatives designed to engage, educate and help participating hospitals optimize their use of INDEX-related benchmarks. As part of his role, Billy also oversees development and marketing of CCRH's thought leadership activities, including executive-level presentations at national conferences and ongoing research into the rural health safety net.



### **Ana Wiese, Data Analyst**

In her role, Ana works closely with rural hospital leadership teams to help them better understand and assess performance through the lens of the Chartis Rural Hospital Performance INDEX. Ana is actively involved in the development of sophisticated analytic-based assessments for The Chartis Center for Rural Health's network clients that provide greater visibility into dynamic factors impacting market share, patient volumes, population health, quality and the delivery of care.

---

*This proposal is the work of Chartis and is, in all respects, subject to negotiation, agreement and signing of specific contracts. The information contained within this document is intended only for the entity or person to which it is addressed and contains confidential and/or proprietary material. Dissemination to third parties, copying or use of this information is strictly prohibited without the prior written consent of Chartis.*

---