



# Rural Health Care

## Marketing & Education Consultancy

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## Characteristics of Highly Successful Healthcare Establishments

**Owners and Administrators** of many rural healthcare facilities rarely achieve their success accidentally. **There are winners and losers in health care.** This is determined by those you manage to get ahead and stay ahead for very specific reasons. No matter what the goals there are trends of common characteristics that determine these winners. Some of you may already fall into the category of successful health care facility or leader; you will indisputably recognize many of these characteristics. If you aspire to join this elite group, consider this a sample guide for achieving greater success.

**Business orientation** - The most successful health care leaders know that health care is more than a calling. At the end of the day you must meet certain criteria to keep the doors open, it is a business and a serious business at that.

It is no secret that most healthcare providers get little or no business education in their professional curriculum. Therefore, **many private and/or larger facilities seek out the skilled knowledge and information they need.** We find many are usually voracious readers and not only of clinical journals. They read information that may pertain to them or their practice on business strategy. They even find time take courses in business; find business mentors and consultants as they understand it is an investment in their future.

**Dreams and goals** – Fact is leaders have a vision and they see beyond their current situation. They tend to **have realistic dreams and set realistic goals.** Successful rural health care leaders know where they want to go. However, many do not know how to get there. They understand the concept to measure their progress and success by setting and achieving specific, measurable goals but lack successful market strategies to get there.

**Attitude** - People tend to fall into one of two groups in terms of how they view life and all of its opportunities and challenges. **You are either in the "glass-half-full" group or the "glass-half-empty" group.** The right attitude is a way of looking at the world to train your brain to focus on what's possible rather than what isn't. Most people with a negative attitude repeatedly see themselves as victims who are not in control of what happens to them. People with positive attitudes grab hold of their situations and keep moving forward.

Fact is some people are born with an optimistic attitude; others have to train their brains to look for positives. The good news is that a positive attitude is something you can learn to cultivate and your rural health care future rides on it. Your positive attitude will influence patients and communities.

**Personality - Our advice: "You need to have one".** Seriously, not everyone is blessed with an appealing personality but relationships are the key to success especially in rural America. Push yourself to get out there so you can cultivate and nurture relationships that will benefit your success. Fact is individuals refer to people they like, they trust, they believe are competent and they see as successful.

**Harvard University** – *Has even taken notice in recent years of teaching interpersonal skills to their health care students. They understand the important role personality plays for health care providers and patient relationships for well rounded health in today's market. Patients are smarter today and have many more resources at their disposal and if you are not personal or your staff isn't they will find another health care provider who is.*

**Sales skills** – Many rural healthcare practitioners or facilities fear the word "SELL." But the reality is that you are selling every day. You are giving your patients options within or among your facility even if no money is changing hands. **Anytime you make a diagnosis and treatment recommendations to patients, you are selling.** You convince or suggest to the patient that they need to take your treatment recommendation seriously.

Fact is in rural health care **your own employees are one of your most important customer groups,** because if they aren't buying into what you are selling / (offering), then it's very unlikely that patients or referring physicians will buy into what you are offering either.

**Leadership by example** - Leaders earn the respect of the people in two ways. Some leaders lead through intimidation and you can even get people to follow you for a time based on fear. But that style rarely works for the long term. Remember your employees are one of your most important customer groups so lead by example.

*Earn respect* - People respect others whose actions are consistent with their words and attitudes in and out of the office. We don't tend to respect people who say one thing and do another. Yet in healthcare, we often see one set of "rules" for management and another for lower rank employees. That contradiction often underlies many of the personnel problems that are seen to continually confront struggling health care facilities.

**Great staff** - Your **staff can make or break your health care practice** and a great staff doesn't just happen. The most successful leaders or facilities know how to recruit and **train great people to have an environment where great people want to stay**. Rural health care is part of the service industry and the people in service organizations either reinforce or contradict the brand image and message they portray. Remember in rural communities people are talking.

**Take smart risks** - Successful rural health care leaders understand that risk is an inherent aspect of any business and they are not afraid to take risks when the payoff seems worth it. No one desires failure but they don't fear it either. Remember failure is only a tool for learning; some are more costly than others.

**Mission for growth** - The most successful rural health care leaders, like leaders in other industries and endeavors, are never satisfied, never done setting goals and learning. They continue to read study and take continuing education courses to improve life skills not just for themselves but those around them. They share an understanding that there is constantly room for improvement.

Trizzie understands that successful characteristics are developed over time and are an important part of any business. Let Trizzie assist you in evaluating and implementing the right strategies for your current and future success.

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