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## The Story

- CHILDREN'S BOOK - 1930
- LONG TRAIN/HIGH MOUNTAIN
- LARGER TRAINS REFUSE...EXCUSES
- A SMALL, BLUE ENGINE AGREES TO TRY, THEN SUCCEEDS WHILE REPEATING THE MOTTO: "I-THINK-I-CAN"
- OPTIMISM AND HARD WORK – METAPHOR FOR THE AMERICAN DREAM




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## Childress, Texas

- ISOLATED – 100+ MILES TO CITY

	CH	TX	US
• POOR –	21%	17%	13%
• OLD –	37	32	35
• SICK –	243	192	201

- POPULATION DECREASE – (2%) BETWEEN 2000 - 2010




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## Childress, Texas

### BUT WE HAD...

- Community Support
- Outstanding Staff
- Reserves
- Optimism
- Energy



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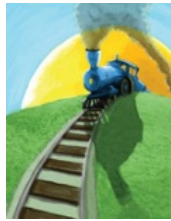
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## How we did it...

### • WE DECIDED TO GO

- HOMEGROWN
- QUALITY
- SERVICE EXPANSION
- CONSTRUCTION
- TEAMWORK



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## Homegrown

- 8 OF 9 LOCAL PHYSICIANS GREW UP WITHIN 150 MILES
- HOSPITAL BOARD AGGRESSIVELY FUNDED CONTINUING EDUCATION
- CONSTRUCTION/CAPITAL EFFORT TO MAKE FACILITY APPEALING TO HEALTHCARE PROFESSIONALS



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## Homegrown (cont.)

- **SINCE 1982, CRMC HAS SPONSORED 80 STUDENTS**

- 30% of our staff
- 80% study completion rate
- 56% are still employed

- **FORMAL PROGRAM ADOPTED BY GOVERNING BOARD IN 2007**



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## Quality

- **QUALITY IS JOB 1**
- **REPORT**
- **CQI**
- **COMPLIANCE**
- **QUALITY TEAM**
- **AWARDS**



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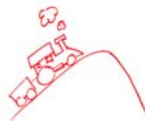
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## Service Expansion

- **PATIENTS ASK, "WHY CAN'T YOU DO THAT HERE?"**

- **WE RESPONDED:**

- Dialysis Clinic
- Ortho, Cardio, Neuro
- Therapy (OT & ST)
- MRI, Ultrasound, Mammo



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# Construction

**PROJECTS INCLUDED:**

- New clinic (2005)
- Nursing/OR remodel (2006)
- O/P expansion (2008)
- In-house MRI (2008)

**TOTAL \$14M**



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# Teamwork

- CUSTOMER SERVICE TRAINING...PUSH AUTHORITY OUT
- DEPARTMENT MANAGER MEETINGS
- "I AM CRMC"



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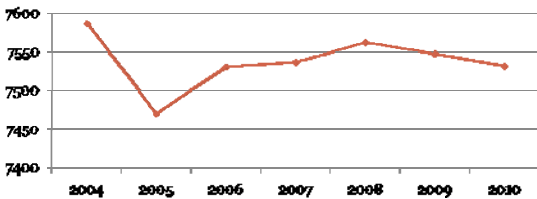
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# Outcomes/Graphs

**Childress County Population**



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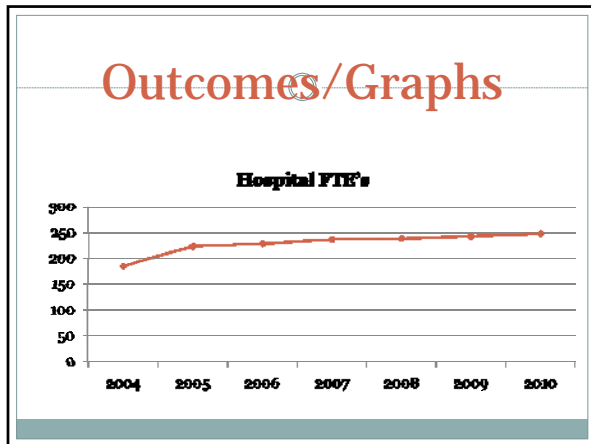
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## Outcomes/Graphs



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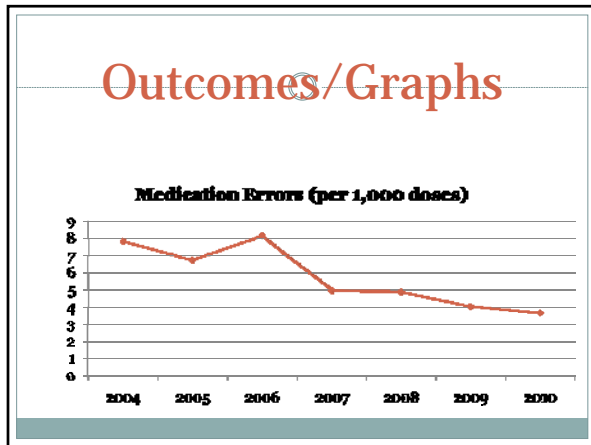
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## Outcomes/Graphs



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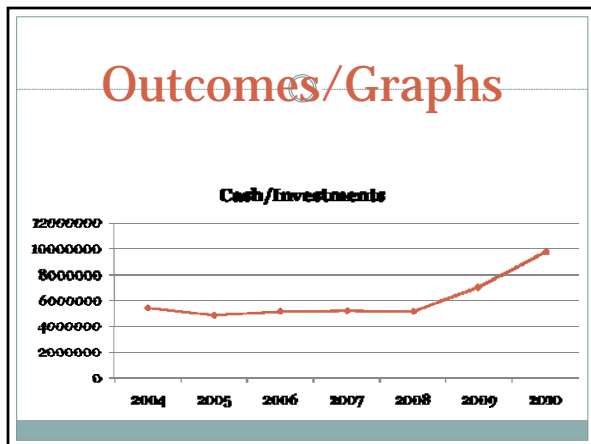
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## Outcomes/Graphs



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# Lessons

- TRY TO SAY YES (RATHER THAN NO)
- WORK HARD/WORK TOGETHER
- PERSISTENCE/CONSISTENCY IS THE KEY



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# Thanks

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