



## The Balancing Act: Maximizing Both Quality Care and Profitability in a Rural Therapy Department

Dates: **Thursday, October 19, 2023**

Time: **10:00 a.m. – 11:00 a.m. CT**

Cost: **\$39 to NHA members**

### Who Should Attend:

CEO, COO, CFO, Human Resources, Legal, Risk Managers, Directors/Trustees

### Course Curriculum:

It can be difficult to balance quality care with the financial interests of the hospital. Rehab departments are normally profitable. However, with decreasing reimbursements and rising costs, therapy departments need to find ways to be more efficient without sacrificing quality care. We will discuss the key indicators within a rural hospital therapy department and share strategies to help grow your rehab program. We will illustrate how to develop dashboards that can reduce the stresses of management and set clear goals for your team. We will also provide the tools to construct incentive plans based on both quality and volume metrics within the therapy department, helping the rehab team connect purpose and profitability.

### Learning Objectives:

1. Utilize key indicators for rural therapy departments and track them using a dashboard.
2. Implement therapy marketing strategies in the community and to physicians.
3. Understand the benefits of outcomes and quality measurement with a third-party administrator.
4. Create buy-in around SMART goals for the rehab department.

## Presenter:



Andrew Weides, PT, Inspire Rehab

Andrew Weides, PT, is the CEO and Co-founder at Inspire Rehabilitation, which began 17 years ago. The organization seeks to improve access to quality rehabilitation and therapy resources in rural communities. Andrew has coached over 30 rehab departments in Critical Access Hospitals.

Andrew is a Physical Therapist and has 22 years of PT experience in Critical Access Hospitals, 14 of those as the Director of Rehabilitation at Phelps Memorial Therapy Center in Holdrege, NE.

He received his Master of Physical Therapy from the University of Evansville following his undergraduate studies at the University of Nebraska – Lincoln.

## Registration

<https://online.nebraskahospitals.org/events/event-registration/?id=bdaca49c-cd50-ee11-a81c-6045bdbf4455>

ZOOM link will be sent to registrants prior to the event.