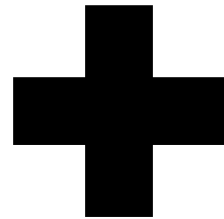


How Rural Hospitals Can Power Innovation

Roger Leenerts
Director of Entrepreneurship
Quincy University

Choices



Experiences



Knowledge

Businesses do not thrive as islands



WHAT

1. What do I hope to achieve?
2. What do you hope to achieve?

WHY

1. Why do I care about this?
2. Why do you care about this?



Collaboration



Synergy



Coalition



Partnerships

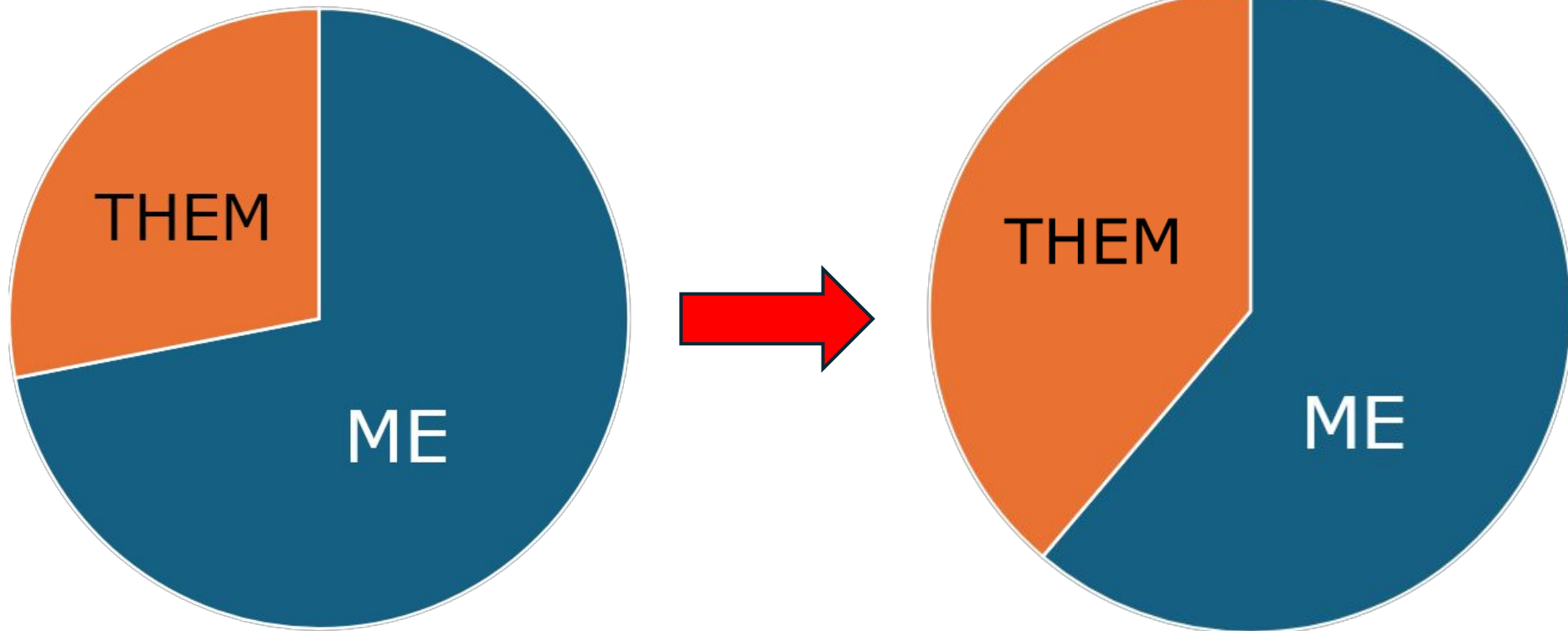


Teamwork

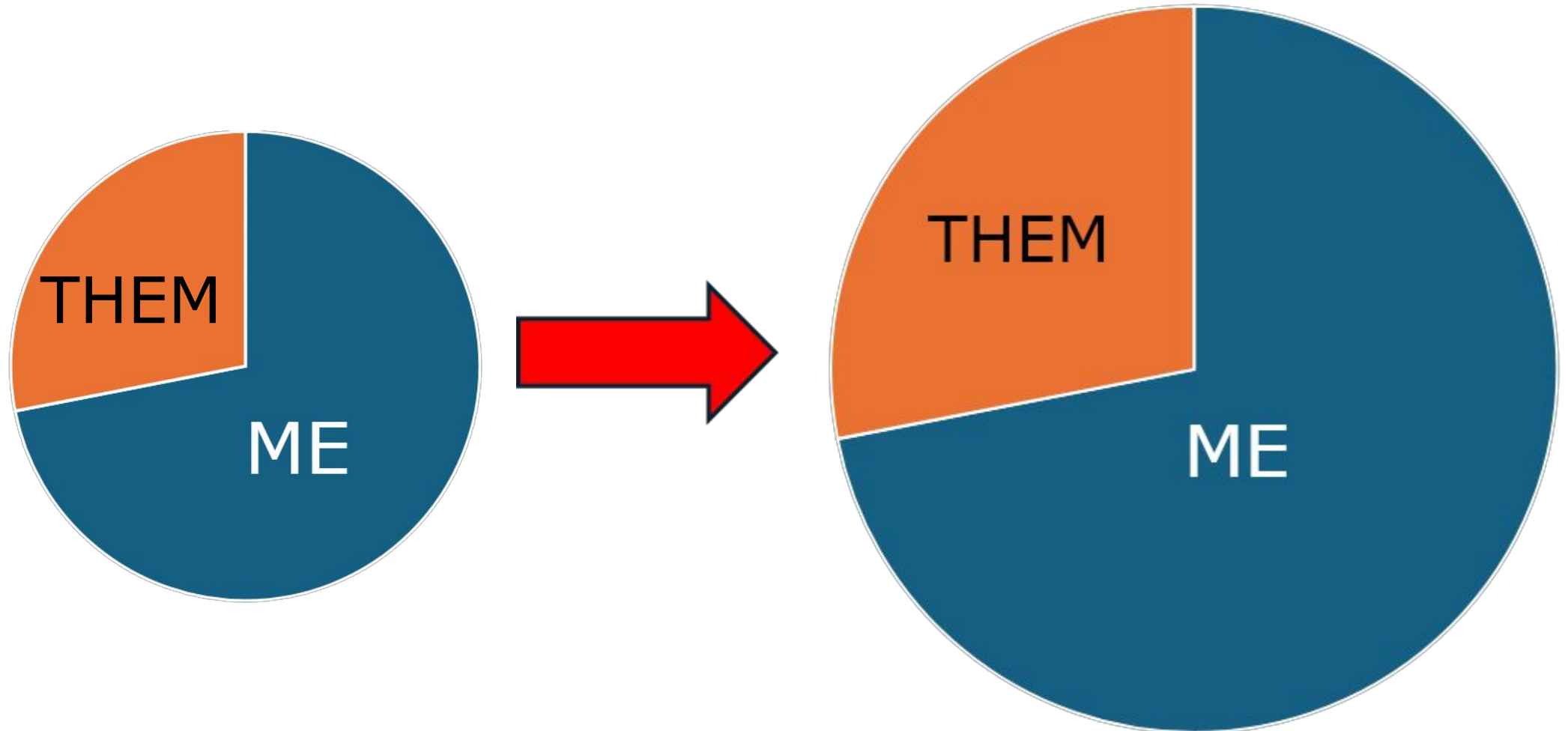
Alliance

Think win-win!

☹️ Most people think win-lose



Really Think Win-Win! 😊



Small communities are thankful for hospitals and healthcare in their presence!



According to NIH, 96% of surveyed residents view their local hospital as important to the community.

- ✓ Trust and Connection
- ✓ Believe the hospital is an economic “anchor”

What is a new business you are thankful for that has recently opened in your community? (and why?)

- Take 5 minutes and discuss this at your table.
- Share



What current business in your community helps you succeed? (and why?)

- Take 5-10 minutes and discuss this at your table.
- Write your answers on the sheet provided.
- Share



What businesses are you
missing in your community?
(and why?)

The following slide will
provide some instructions.



Daycare

Cafe

Storage Facility

What businesses are you missing in your community? (and why?)



1. Take 5-10 minutes and discuss this at your table.
2. Determine stickers of 2-5 businesses who you want. (pre-named or handwritten)
3. Place stickers in order of importance by distance from the hospital.
4. Share

What can you do to help bring that business (or businesses) to your community?
(and why?)

- Take 5-10 minutes and discuss this at your table.
- Write your answers on the sheet provided and share



What general reflections or comments do you have and want to share regarding this exercise?



If you can remember a few of these,
I have been successful!

- 1. Connect your “whys” with your “what's”.**
- 2. Think win-win, to make the pie larger.**
- 3. Tell a local business you are thankful for them.**
- 4. Take action to strengthen or build new partnerships.**



“We can’t help everyone,
but everyone can help someone.”

Ronald Reagan

Create and build an innovative
partnership in your community.

Thank you for your time!