



Golden Valley Memorial Healthcare

Clinton, Missouri

56 Bed Hospital | 4 Multispecialty Physician Clinics | Outpatient Treatment Center | Cancer Center | 24/7 Emergency

Access to Specialty Care Boosts Community's Healthcare Options and Confidence



Craig Thompson, CEO

During his 20-plus years with Golden Valley Memorial Healthcare, CEO Craig Thompson has proudly watched the organization evolve to meet the growing healthcare demands

in west central Missouri. However, like many rural healthcare providers, Thompson and other Golden Valley Memorial Healthcare leaders faced a growing challenge: providing residents in Clinton and its surrounding areas with access to higher levels of care while positioning the organization for long-term growth and financial viability.

Addressing the common concern of patients of not wanting to travel for care was a priority. "In a rural area, many residents cannot or will not travel to bigger cities for care, and not having access to specialty care close to home results in negative outcomes for them," Thompson said.

But the harsh reality was, adding specialty services or physicians for the areas they needed was not feasible for an organization the size of Golden Valley Memorial Healthcare. Although referring patients out for specialty services was a reasonable option, Thompson and his leadership team also wrestled with the risk of losing patient loyalty to another provider for ancillary services, which could affect the facility's bottom line.

Golden Valley Memorial Healthcare needed a way to provide patients with access to affordable specialty care and bolster the scope of services offered. Enter HCA Midwest Health.

Addressing Current and Future Needs

As Kansas City's leading healthcare provider, HCA Midwest Health's network includes seven hospitals, the largest physician network and more convenient access points than any other area healthcare system. With outreach sites located throughout the Greater Kansas City region, HCA Midwest Health provides local residents access to physicians, services and a wealth of other healthcare resources close to home. And should patients need a higher level of care, HCA Midwest Health's Access Center makes transfers easy for local providers.

"The HCA leadership team understood the importance of patients staying close to home, especially for ancillary services like imaging," said Thompson. "They make outreach specialty care a priority and ensure providers are readily available."

What's more, as part of HCA Healthcare, HCA Midwest Health partners across more than 2,000 national sites of care to conduct leading-edge research, share best practices and support, and develop technologies to improve patient care. That means Golden Valley Memorial Healthcare has access to this clinical innovation and expertise through its partnership with HCA Midwest Health.

Since formalizing a relationship with HCA Midwest Health in 2007, Golden Valley Memorial Healthcare has watched its outreach specialty services expand. (See "By the Numbers: Increase of Specialty Services.") However, Thompson and his team found that not only were their immediate specialty care needs met but also their future needs – some of which they had not even considered.

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Specialty outreach services provided in partnership with HCA Midwest Health



IN-PERSON CLINICS:

- | | |
|----------------|----------------------|
| 1. Cardiology | 4. Vascular |
| 2. Oncology | 5. Neurosurgery/Pain |
| 3. Pulmonology | 6. Neurology |



TELEHEALTH SERVICES:

1. Maternal Fetal Medicine
2. Cardiothoracic
3. Electrophysiology (EP)
4. Neurosurgery/Spine
5. Emergent/Non-emergent Neurology
6. Psychiatry
7. Sub-specialty Oncology



BY THE NUMBERS: INCREASE OF SPECIALTY SERVICES

- Cardiology: 32%
- Oncology: 45%
- Vascular: 29%
- Electrophysiology: 700%
- Transesophageal echocardiography (TEE)/Cardioversion: 88%
- Imaging: 2%
- Chemotherapy: 36%

Note: Numbers reflect the increase in patient visit volumes from 2019 to 2020.

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"The HCA leadership team has been proactive in helping identify new services that could provide value, as well as helping us identify process improvements and gaps in services," Thompson said. "We have been able to take advantage of this, and our outpatient service offerings have expanded by 23% over the past three years. The availability and growth of our cardiology and oncology services alone cannot be overstated."

Expanding the Team

Having convenient access to heart and cancer specialists has been a tremendous value to residents of Clinton and its surrounding areas, as well as the medical staff at Golden Valley Memorial Healthcare. Cardiology and oncology have become full-time outreach services, with those specialists largely on-site at Golden Valley Memorial Healthcare. As a result, they have become de facto members of the facility's medical staff and are treated as such. They sit in on weekly medical staff meetings, take ownership in decision-making and make themselves readily available for consults.

"We have seen these providers build long-term relationships with our patients and referring physicians," Thompson said. "They are accessible, communicate well and provide timely feedback. For our staff, it's like having a colleague right down the hall when they are needed."

Five days a week, a medical oncologist from Sarah Cannon Cancer Institute at HCA Midwest Health, a network-accredited cancer program (and one of only 63 nationally to earn network accreditation), visits Golden Valley Memorial Healthcare. This ensures an extension of Sarah Cannon's world-class cancer care to area patients. Because of this commitment to accessibility, Golden Valley Memorial Healthcare has been able to make a \$2 million investment to expand its oncology services.

"Without this partnership there would be a lot of unmet needs in our communities," Thompson said. "The growth and volumes have exceeded our expectations, and it has led us to explore other offerings."

Telehealth Further Expands Care

As a telehealth leader, HCA Midwest Health provides innovative programs to more than 20 communities outside the Kansas City metro area. Telehealth gives patients in rural areas access to medical specialists and allows them to stay and receive treatment in their local communities for longer. In addition, rural hospitals gain 24-hour access to specialized expertise, which improves the immediate care for their patients and helps keep costs lower for everyone by not having to transfer patients.

For Golden Valley Memorial Healthcare, telehealth has been invaluable in terms of providing options for patients to receive the care they need close to home. While the facility offers seven telehealth specialties, providing psychiatry and stroke consults through its Emergency Department has been particularly beneficial.

"They have really been a game changer for us. We have seen our quality scores jump and our time metrics improve because of these telehealth services," Thompson said. "We have a high level of patient acceptance, which helps overcome any hurdles we might experience."

Built to Last

The partnership with HCA Midwest Health has not only helped Golden Valley Memorial Healthcare expand its medical offerings, it has also cemented the facility's reputation and brand as the area's healthcare leader.

"We're always fighting that perception that a community hospital cannot do it as good as a metro hospital can," Thompson said. "But having specialists has improved the community's perception, acceptance and confidence in our capabilities."

This confidence also extends beyond Clinton and into its neighboring communities. "While we have been very pleased with the growth in our services over the past three years, what really stands out is the increase in our outpatient market share, which is above 90%," said Thompson. "I think that is a testament to the value of our partnership with HCA Midwest Health."

