



BIG SOLUTIONS for SMALL SETTINGS

Accelerating Improvements in Rural Health

Let's face it. Size *does* matter. Tight budgets. Limited staff support. Rural healthcare organizations face all the challenges their much larger urban counterparts have—with none of the advantages of extensive facilities and greater resources. Improving patient outcomes can be difficult without coaching and support.

One hospital turned to Cynosure Health for assistance with preventing patient falls. Working closely with staff, Cynosure tailored support to provide best practices and implementation coaching. **In a single year, their fall rate dropped 44%.**

At Cynosure, we understand the dilemmas that rural organizations face because we've been partnering with them for two decades. The range of issues is extensive: Improving quality of care. Gathering and assessing data. Building organizational capacity for leadership. Complying with federal demands for system changes. For these and more, Cynosure has solutions that work in rural settings. Here's what we bring to the table:

- ✓ **EXPERTISE.** Cynosure's consultants are clinical practitioners. We know the work because we are educated, licensed and certified to do the work ourselves.
- ✓ **CUSTOMIZATION.** You are unique. Problems may be similar, but situations are different. At Cynosure, we build solutions for you, not for a cookie-cutter world.
- ✓ **IN AND OUT.** Cynosure builds capability, not dependency. Our goal: A system for success, the knowledge and training you need to make it work—and then we step away so you can move forward without ongoing consulting fees.
- ✓ **SPEED.** Ten years to build the Coliseum, 20 for the Great Pyramid. Today, no one has that kind of time, yet improvement projects can seem interminable. At Cynosure, we specialize in getting the right people together in your organization, identifying the best solutions, and putting systems in place that help you meet goals on time and on budget.



EXTENSIVE EXPERIENCE + IMPRESSIVE RESULTS

At Cynosure Health, we're proud of the work we've done to save lives and improve performance by healthcare organizations. We've achieved far-reaching results with a steady focus on driving sustained, high-impact change.



Using **Data Measurement** to Improve Operations and Delivery

Cynosure's team provides customized support and technical assistance in data collection, analysis and use to drive quality improvement efforts in six states under the federal Medicare Beneficiary Quality Improvement Projects (MBQIP) program. In just one health system, our efforts on an influenza vaccination project led to **10% year-over-year improvement for healthcare personnel and 4% for patients.**

Providing Expertise to Implement **New Payment Systems**

Cynosure provides strategic leadership for the national support structure of Quality Payment Program (QPP) Small Underserved and Rural Practices (SURS). We are the lead liaison with medical specialty societies and are the facilitator of monthly Learning and Action Network webinars. Through this work, we have helped more than 200,000 small group practices transition to the Merit-based Incentive Payments System. **With our help, QPP-SURS has achieved a 95% positive rating by clinical practices.**



Adapting **Cutting-Edge Solutions** Across All Sizes and Sectors

The achievement: **100,000 patient harms prevented, \$1 billion in cost savings.** Our role? As the clinical and improvement partner to the American Hospital Association (AHA)—Health Research and Educational Trust (HRET) Hospital Improvement Innovation Network (HIIN), we lead quality, safety, health equity, patient and family engagement initiatives with the HIIN's 700+ rural hospitals at both the HIIN and local level.

HELPING RURAL PROVIDERS

- Improve safety and quality care
- Build capability and capacity
- Comply with federal mandates

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Go to CynosureHealth.org for more information.

