



## Nevada Regional Medical Center (MO)

Nevada Regional Medical Center (Nevada) is a 71-bed acute, intensive and skilled care hospital located in Vernon County. It is a hospital with strong community ties and dedicated leadership that seeks creative and sustainable ways to stay viable and optimize services and practices.

Nevada has many things going for it: strong community ties and support, a behavioral health unit and other clinics to provide access points for primary care, designation as the only hospital in a large area where babies can be delivered, and a low post-surgical site infections rate. In addition, it has a committed and engaged workforce and leadership team. Staff represent more than a dozen medical specialties, including family practice, women's services, neurology, urology, psychiatry, wound care services, and general, vascular, and thoracic surgery.

Nevertheless, Nevada faces challenges that are far too common among rural hospitals—the struggle to recruit and retain staff, maintain hospital infrastructure, and provide critical medical services over vast distances. The Nevada workforce has weathered salary freezes and staffing shortages, and now many are being recruited to other facilities. Capital expenditures were on hold while funding was sought.

The Center for Optimizing Rural Health (CORH) provided tools and resources to help Nevada regain its footing including enrolling leadership in a Recruitment for Retention course with guidance from 3RNet. CORH created a marketing course in partnership with McCabe Message Partners that combined group education with individualized assistance with specific marketing needs. These marketing needs ranged from crafting COVID updates for the community to tips on promoting an annual fundraising event. CORH also provided guidance on Cares Act funding, up-to-date COVID information, webinars, and Project ECHO mentoring sessions that focused on key areas such as the 340B drug program. Over the course of the partnership, CORH helped Nevada overcome challenges so it is better positioned to serve its community for years to come.

Learn more about the great work happening at NRMC by listening to their [PRIDE report](#).