

2023 ORH Hospital Quality Workshop

May 15-17, 2023

Seaside Civic and Convention Center | Seaside, OR

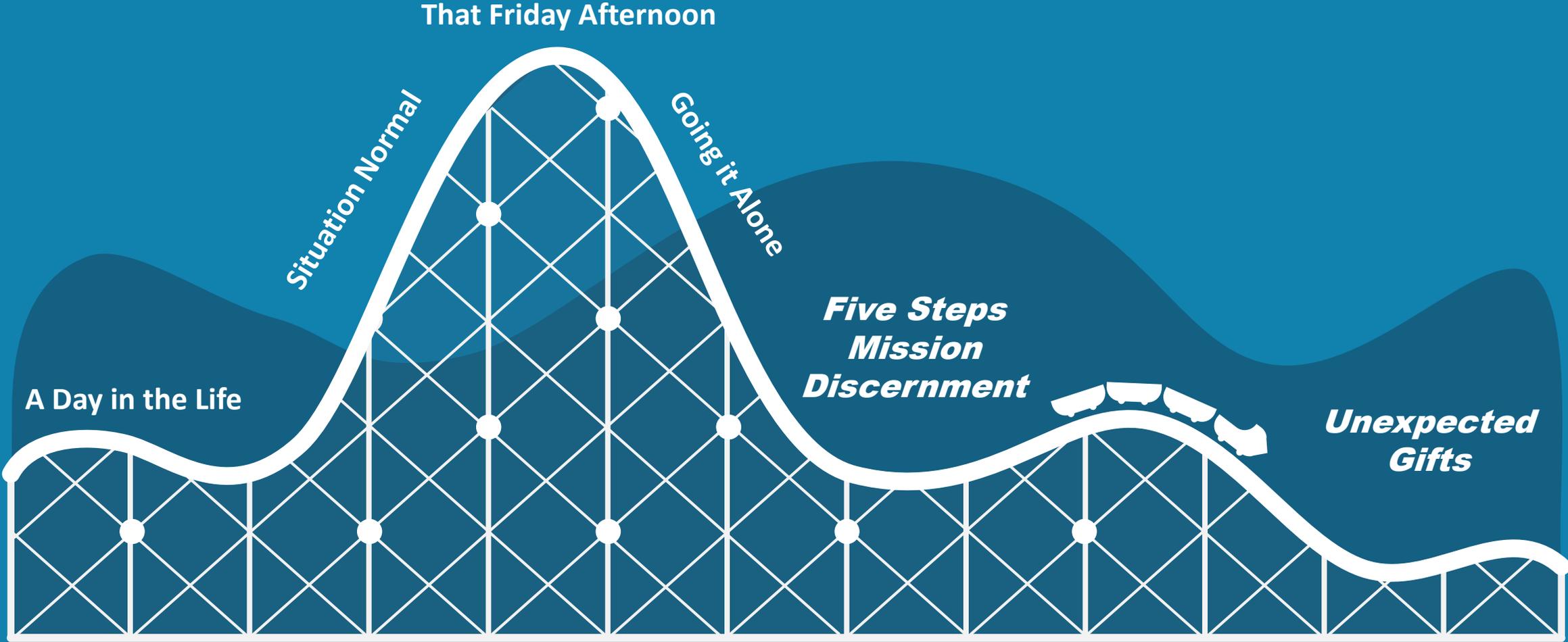
You Got This: How to Make Big Decisions at Small Hospitals

Doug Morse, Principal, ExecHQ



*“Look inside yourself, Simba.
You are more than what you have become”*

Journey to the Sweetest Gift of All

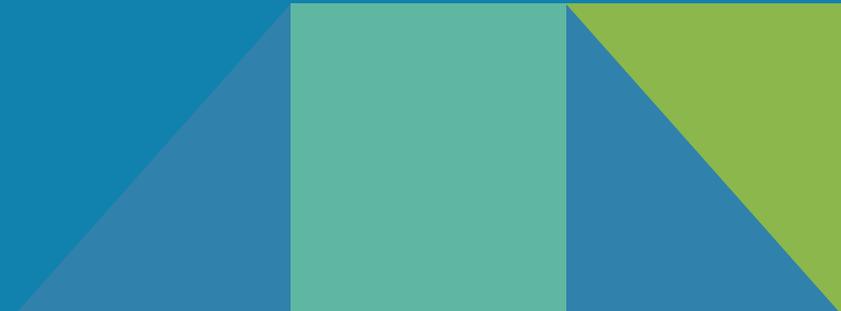


Rural Hospital Board Meeting...

“Mess”

“Anxious”

“Unhappy”

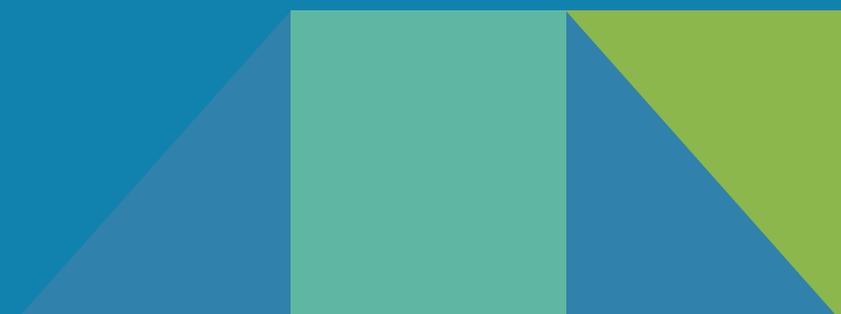


“Much Better”

“Right Way”



*1 Year
Earlier*





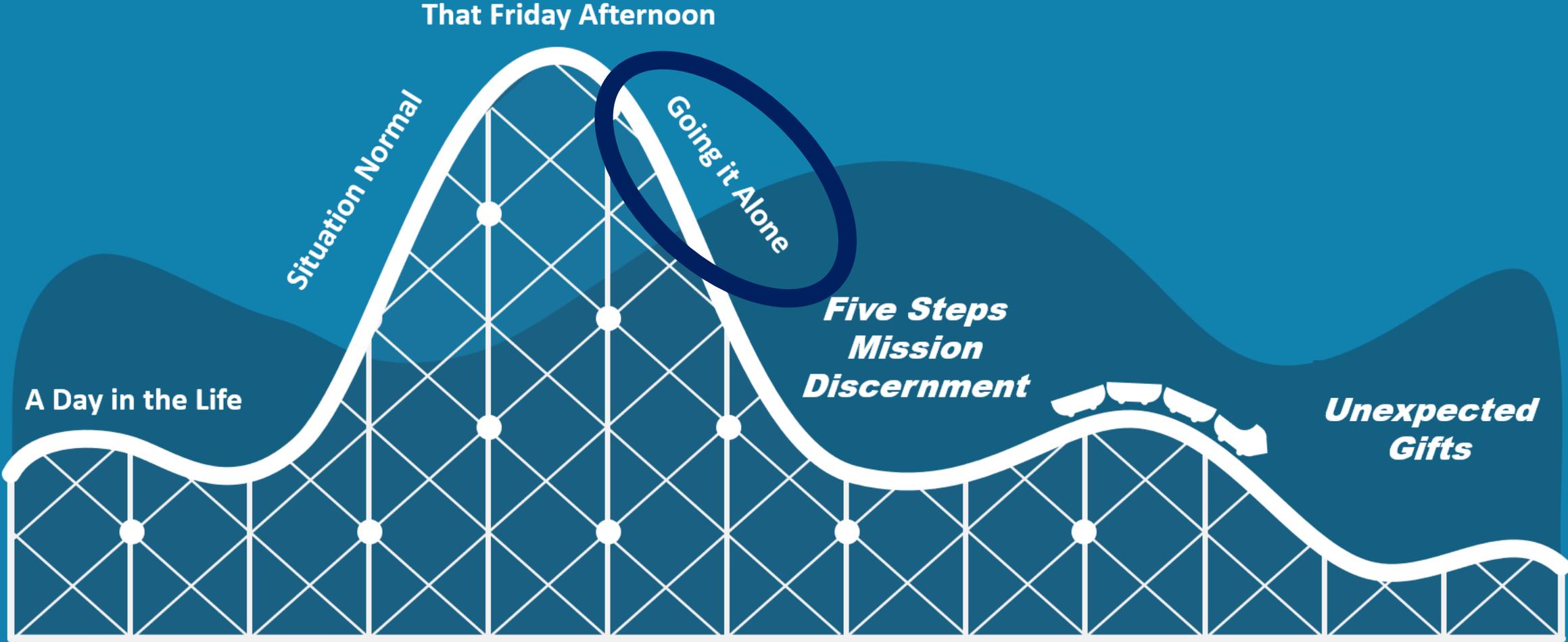


The Journey to Unexpected Gifts





The Journey to Unexpected Gifts





~~“Sorry”~~

“Sorry”

“Very Sorry”



The Rural Maternity Care Crisis

Rural America's disappearing maternity care



The Journey to Unexpected Gifts



The Local Library





“Team Lift!”

A photograph of a person lying in a hospital bed, with a nurse standing by their side. The image is overlaid with a semi-transparent green filter.

**CHANGE
IS ONLY
HARD
FOR THE
UNREADY.**

@cywakeman

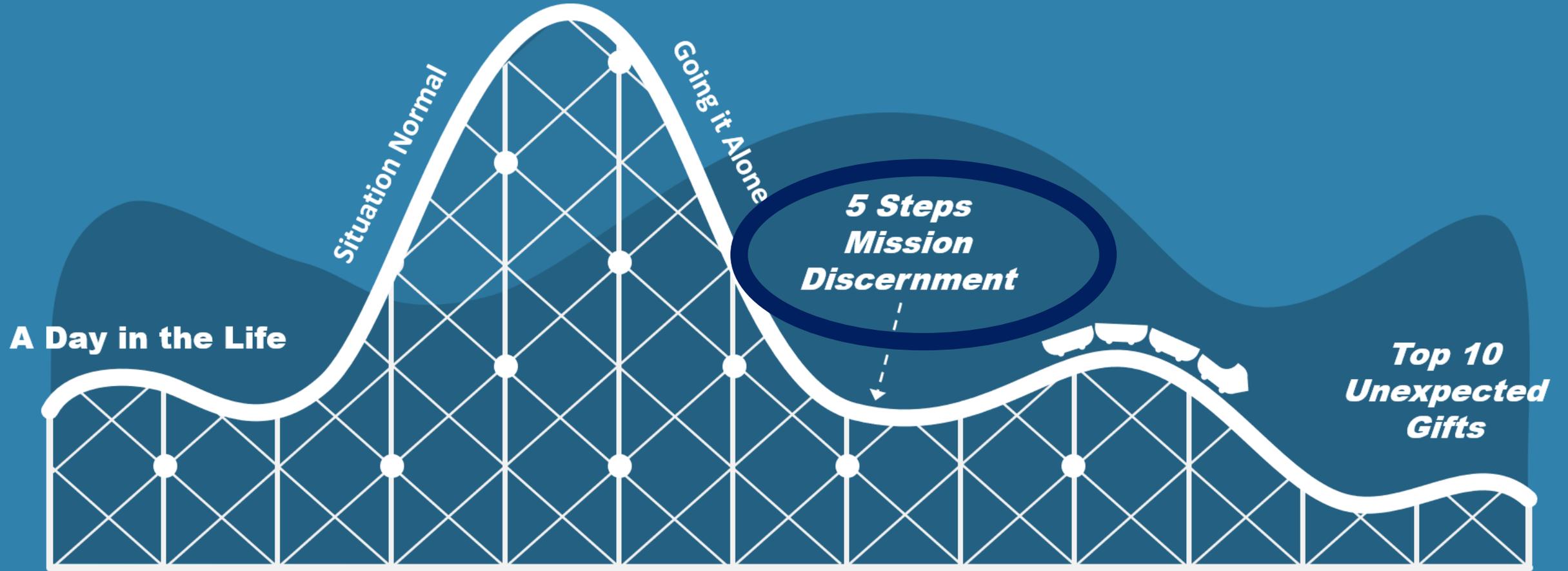
If you haven't kept up with
your skill set over the years,
your only option is to

RESIST

@cywakeman

Beautiful, Unexpected Gifts

That Friday Afternoon



A Day in the Life

Situation Normal

Going it Alone

**5 Steps
Mission
Discernment**

**Top 10
Unexpected
Gifts**

How to Make Big Decisions – 5 Steps of Mission Discernment

1. Prepare Yourself

“You can’t blow an uncertain trumpet”

2. Recruit Core Team

“People who specialize in the impossible”

3. Issues / Stakeholders

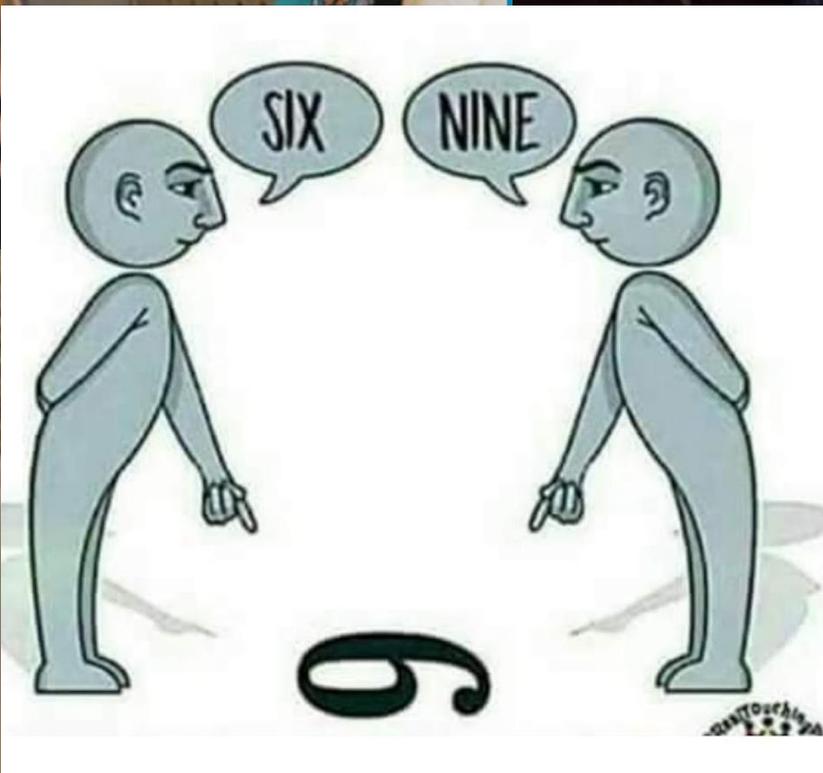
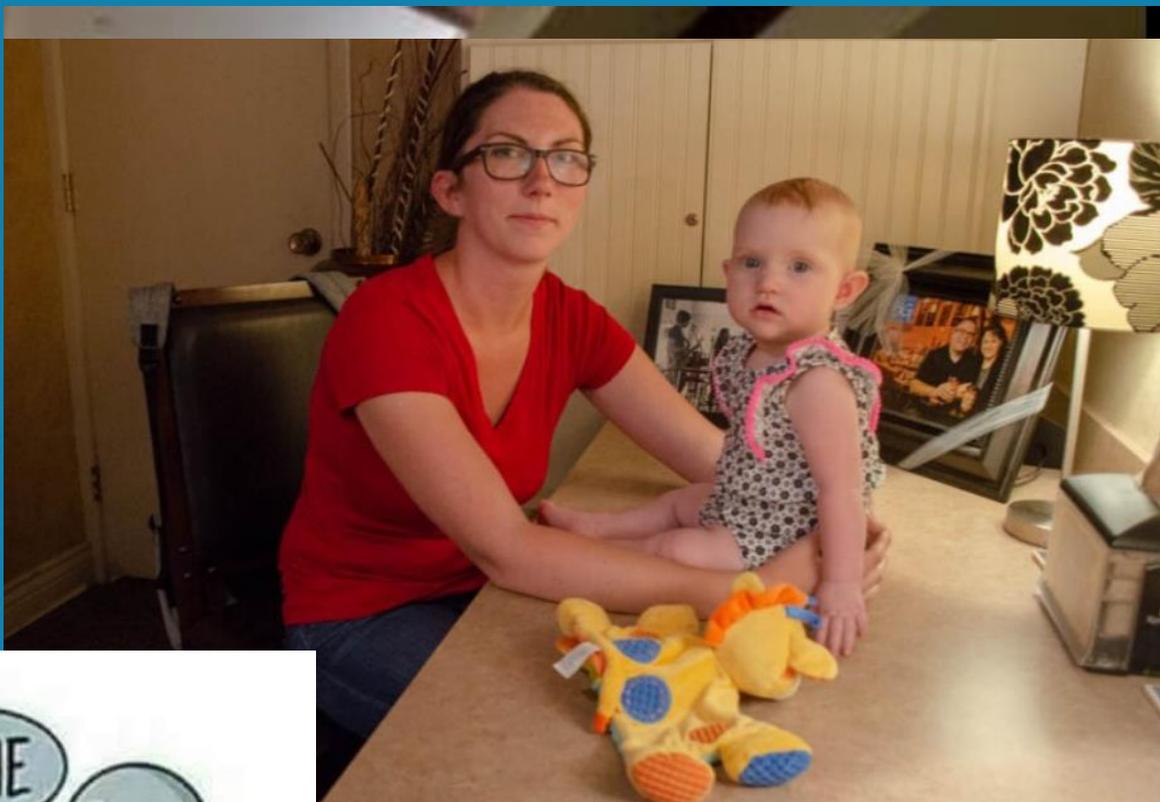
“Clarity = See without opening our eyes”

4. Alternatives / Values

“Discover the truths”

5. Decision

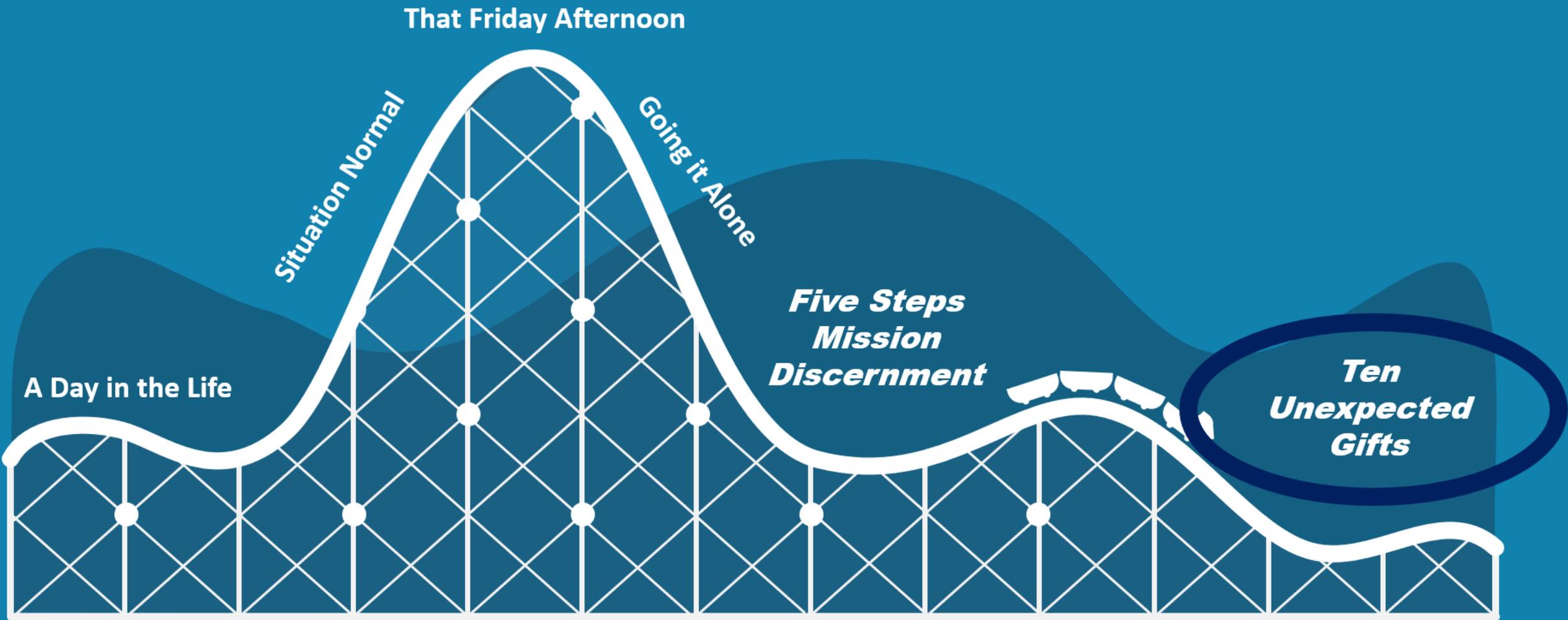
“Product of decisions, not circumstances”



A man with a goatee, wearing a brown baseball cap with a logo and a sleeveless plaid shirt, is speaking into a microphone. He is standing on a stage with a black background. The text "GET 'ER DONE!" is overlaid on the image in white, bold, sans-serif font.

GET 'ER DONE!

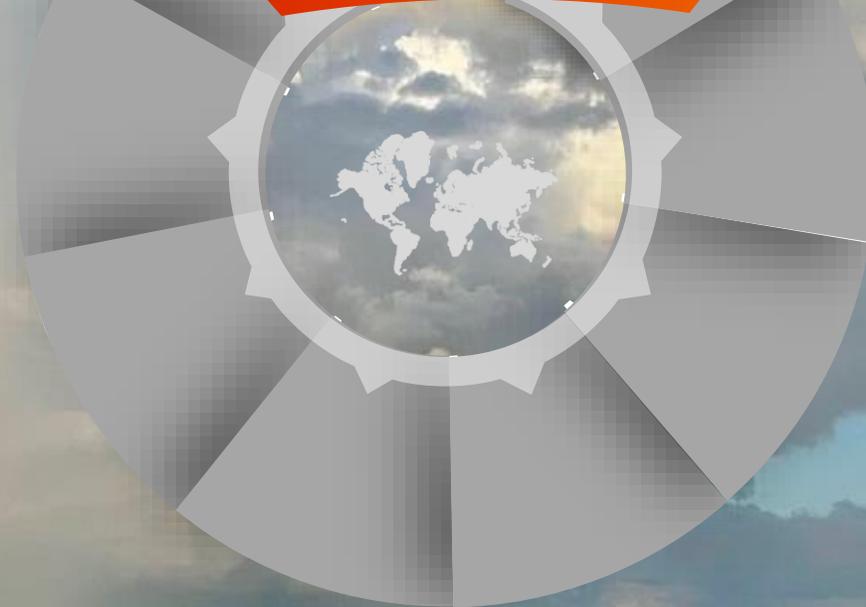
The Journey to Unexpected Gifts



Beautiful, Unexpected Gifts

Gift 1

**Wow!
No Scapegoats**



Beautiful, Unexpected Gifts



Gift 2

**Coffee
Club**

Beautiful, Unexpected Gifts



Gift 3

Seed Corn

Beautiful, Unexpected Gifts



Gift 4

Bundt Cake

Beautiful, Unexpected Gifts



Beautiful, Unexpected Gifts

Gift 6

Perspective

We're the people we've
been waiting for

Discussable makes it
solvable

Be the person you
want to be



Legacy
How will they remember you?





Regular Ideas to Make Your Life Easier

Please hit the Follow button on LinkedIn 

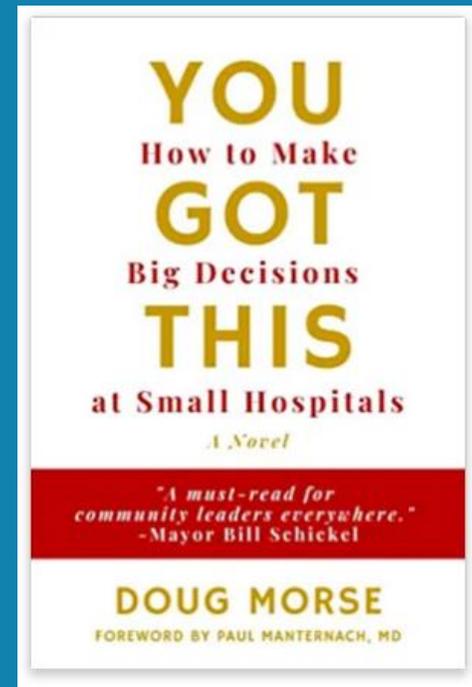
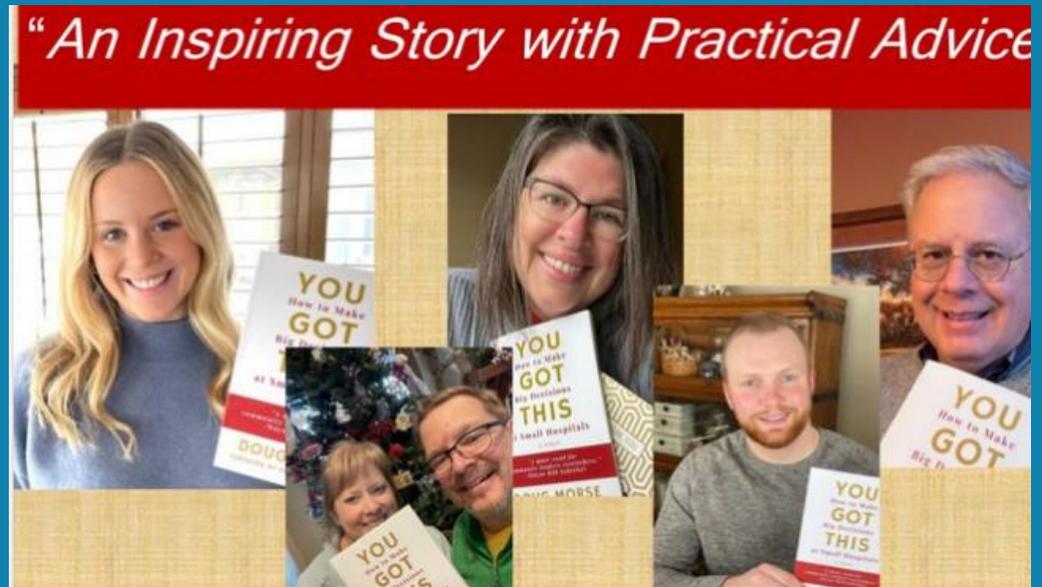
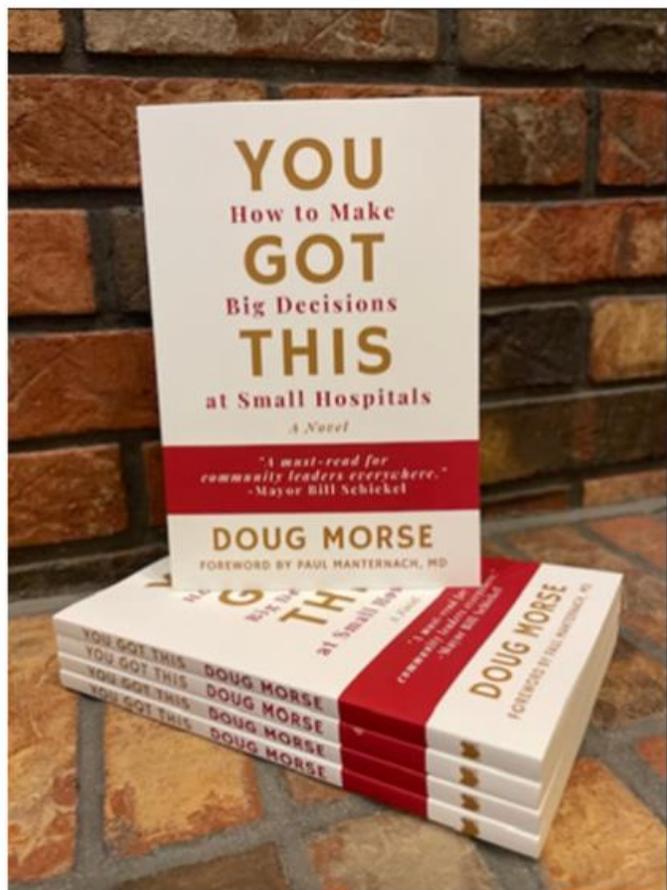


The image shows a LinkedIn profile card for Doug Morse, MBA, MA. The background of the card features a conference room with a large table and chairs. On the left, there is a circular profile picture of Doug Morse, a man with glasses wearing a blue suit jacket. To the right of the profile picture, the text "ExecHQ" is written in a large, white, sans-serif font, with a trademark symbol (TM) to its upper right. Below "ExecHQ" is the tagline "Bring Expertise to the Table" in a smaller, white, sans-serif font. In the top right corner of the card, there is a small blue icon of a pencil inside a circle. Below the profile picture, the name "Doug Morse, MBA, MA" is displayed in a bold, black, sans-serif font. Underneath the name is a short bio: "I help rural hospital C-Suites and Boards achieve exceptional scorecards and strong community support. Speaker. Facilitator." To the right of the bio, there is a small gear icon with the text "ExecHQ" below it, followed by the text "ExecHQ® - Bringing Expertise to the Table" in a black, sans-serif font. In the top right corner of the white section, there is a small blue icon of a pencil.

Doug Morse, MBA, MA
I help rural hospital C-Suites and Boards achieve exceptional scorecards and strong community support. Speaker. Facilitator.

 ExecHQ® - Bringing Expertise to the Table

A Novel For You



2023 ORH Hospital Quality Workshop

May 15-17, 2023

Seaside Civic and Convention Center | Seaside, OR

Thank you!

Doug Morse

doug.morse@exechq.com