



# Beyond the Hospital Walls: Building Trust and Transforming Communities

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Keynote Speaker and Oscar-Winning Broadcaster

2025 IHA SMALL & RURAL HOSPITALS ANNUAL MEETING

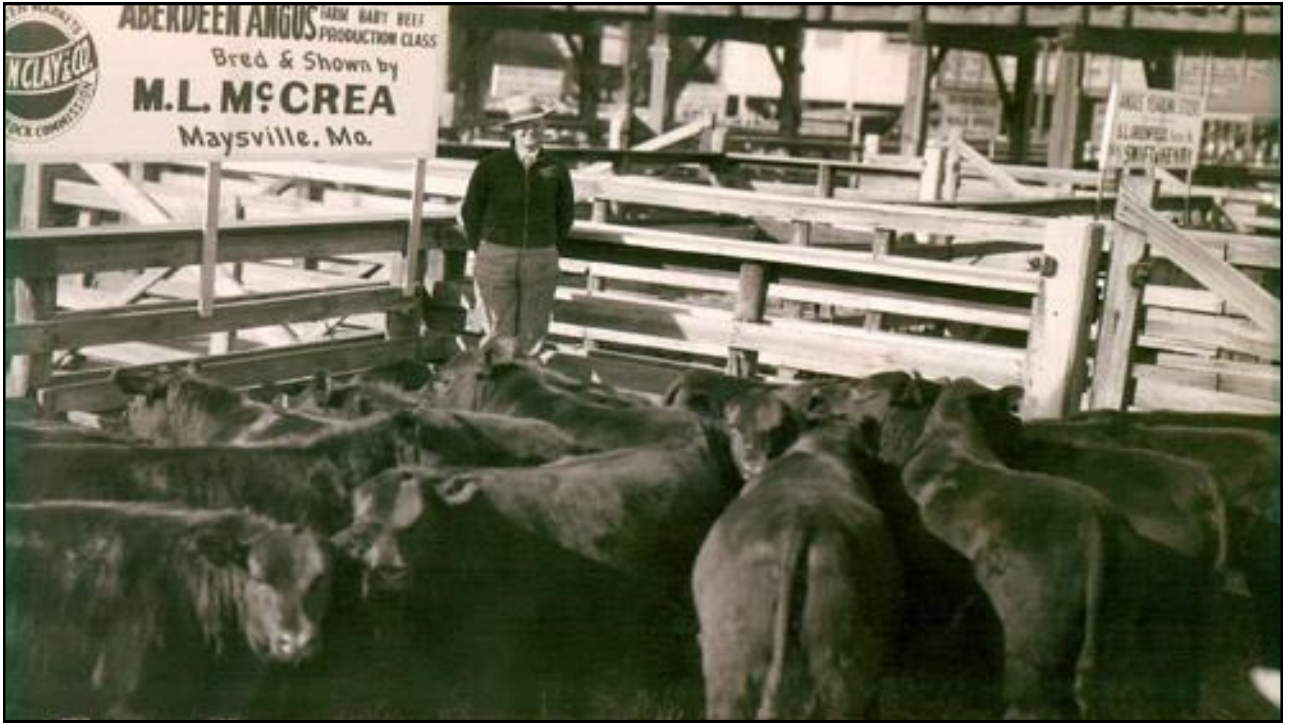


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# Beyond the Hospital Walls

## Building Trust & Transforming Communities

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# Why?

**Vs.**

# Why Not?

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# Serve

*Vs.*

# Build

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# Now

*AND IN THE*

# Future

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**Asking**

***Why Not?  
What If?  
How Can?***

**Can Help Empower Positive Change**

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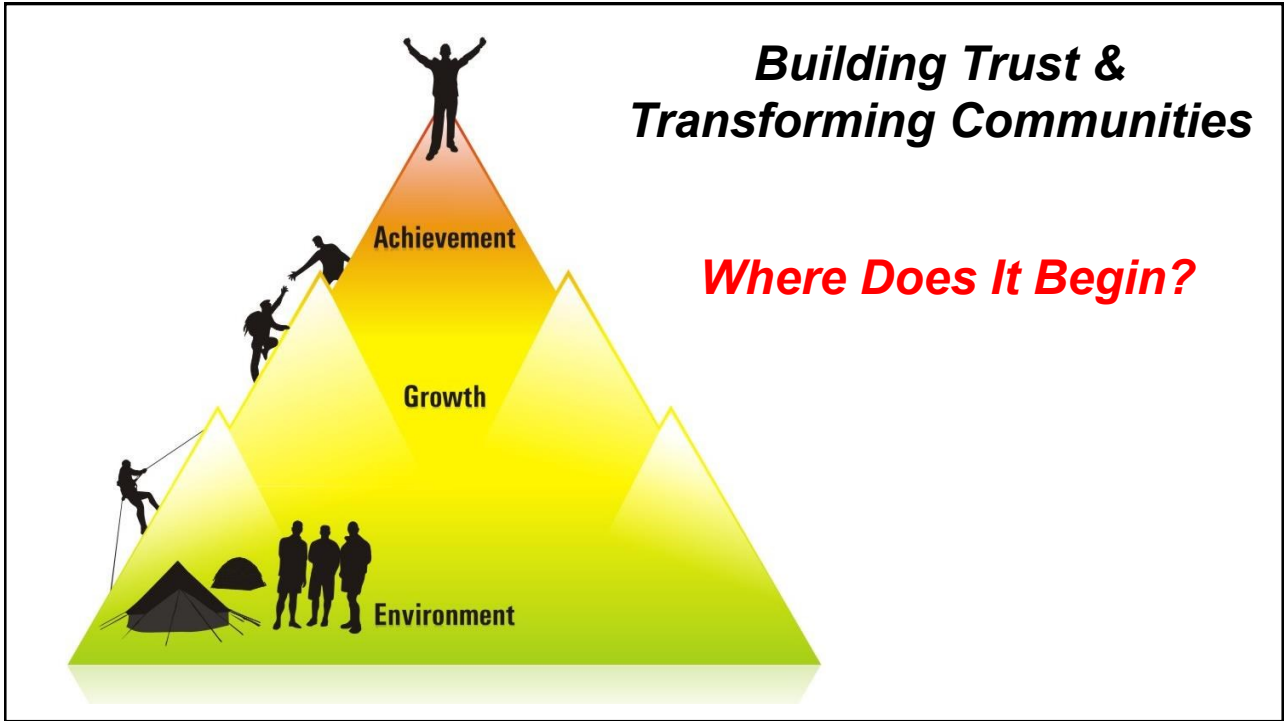
**Three Key Areas  
For Us to Consider**



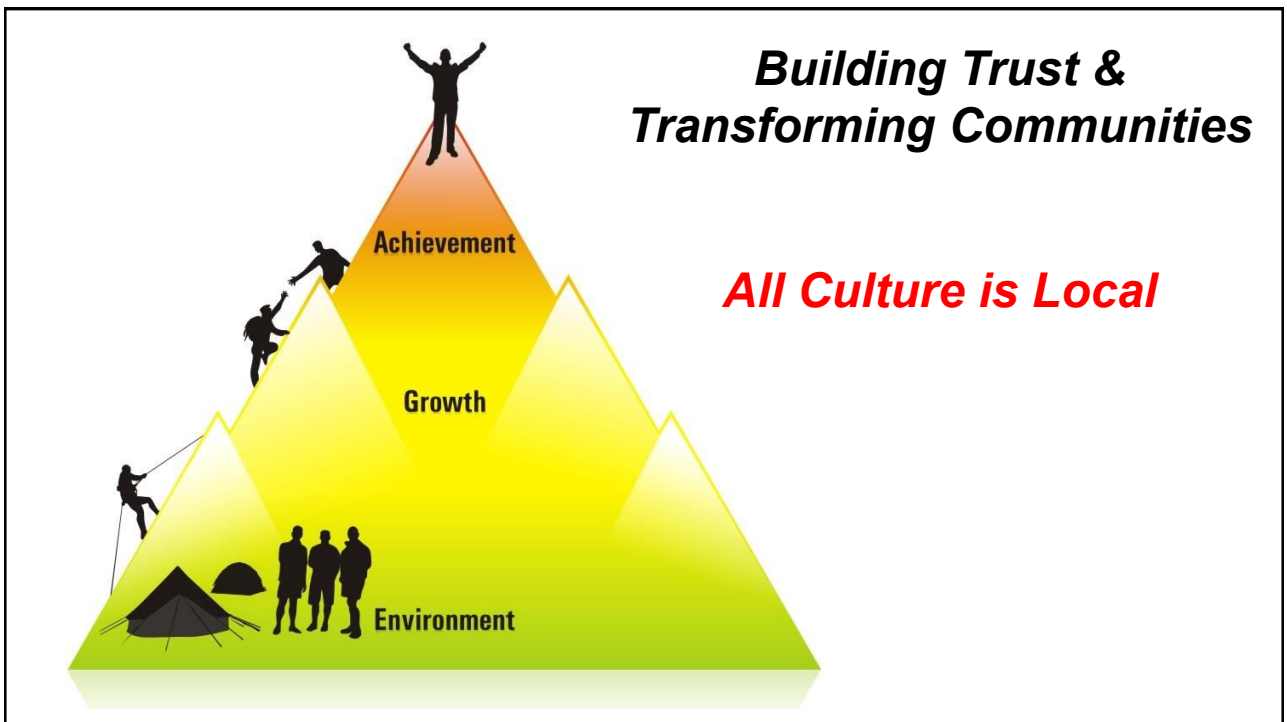
***Make it Personal***

***...in a good way***

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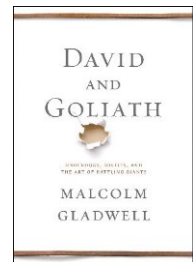
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## Building Trust & Transforming Communities



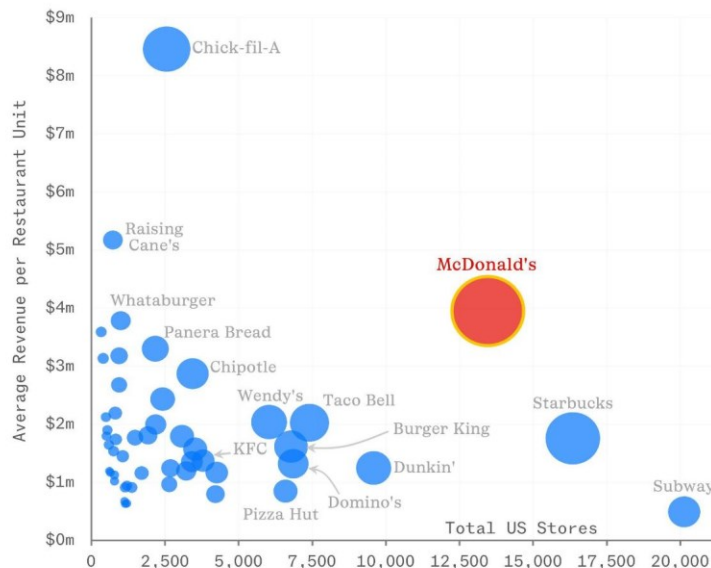
# Local Healthcare Must Be Big and Small at the Same Time



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## McDonald's Still America's No.1 Fast Food

Top 50 Fast Food Chains In US  
[Stores vs. sales per unit, bubble size = total sales]



CHART

Source: The QSR 50 2024

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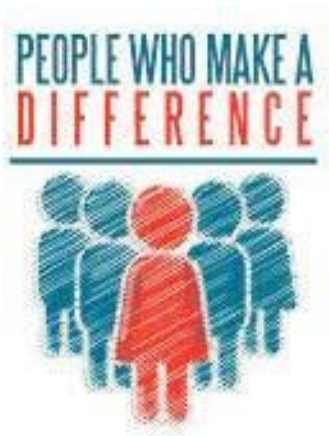
*Grassroots Arts in Lucas, KS (pop 394)*

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*Vacant Building Tour, Sumner, IA (pop 2032)*

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**The Library Group – Sumner, IA**

***“You Don’t Need Permission to do  
90% of What Needs to be Done”***

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## **Three Key Areas For Us to Consider**



# ***Make it Purposeful***

***Do we provide what  
citizens need and want?***

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**Things don't have to change...**



**...or do they?**

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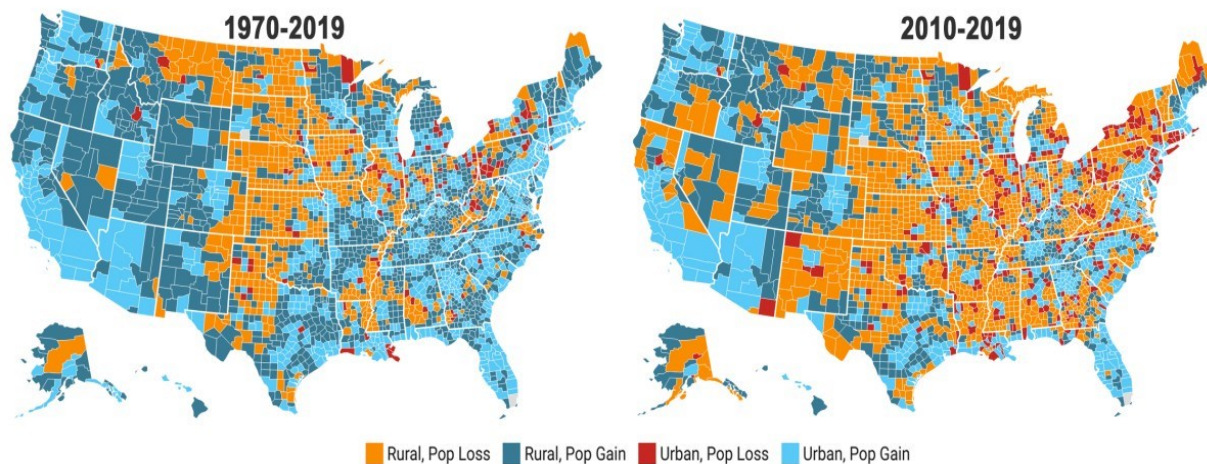
**Sometimes things have to change...**



**Even if they work in the present**

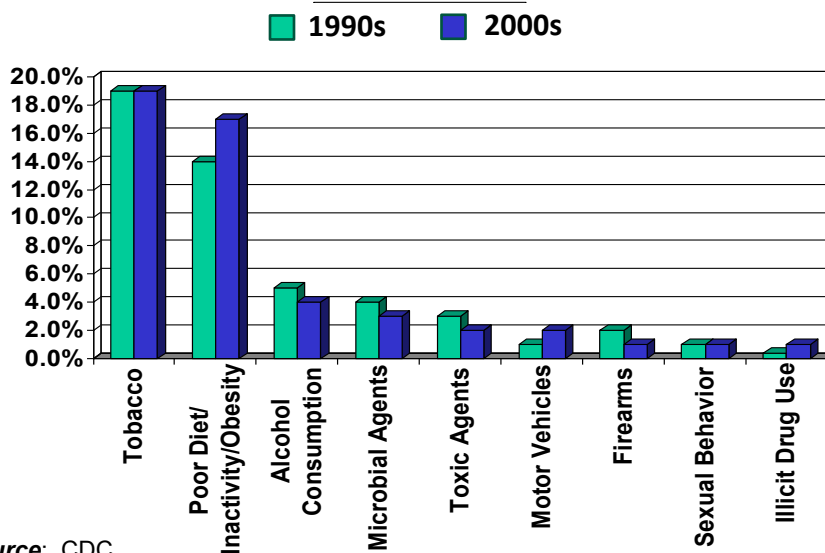
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## Population Change, 50 Years Vs. 10 Years



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## Leading Actual Causes of Death in the US—"Human Behaviors"



Source: CDC

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*emPowerU in St. Joseph, Missouri*  
*MLCFoundation.org*



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*InspireU in St. Joseph, Missouri*

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***Calico Rock Museum Board, Calico Rock AR*** (pop 1545)

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## What's Painted on Your Water Tower?

*What should be celebrated?*

*What is our story?*

*How Do People Connect?*

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## Flower Baskets in Vernal, Utah

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**Cedar River Complex**  
**Osage, IA** (pop 3624)



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**Three Key Areas  
For Us to Consider**



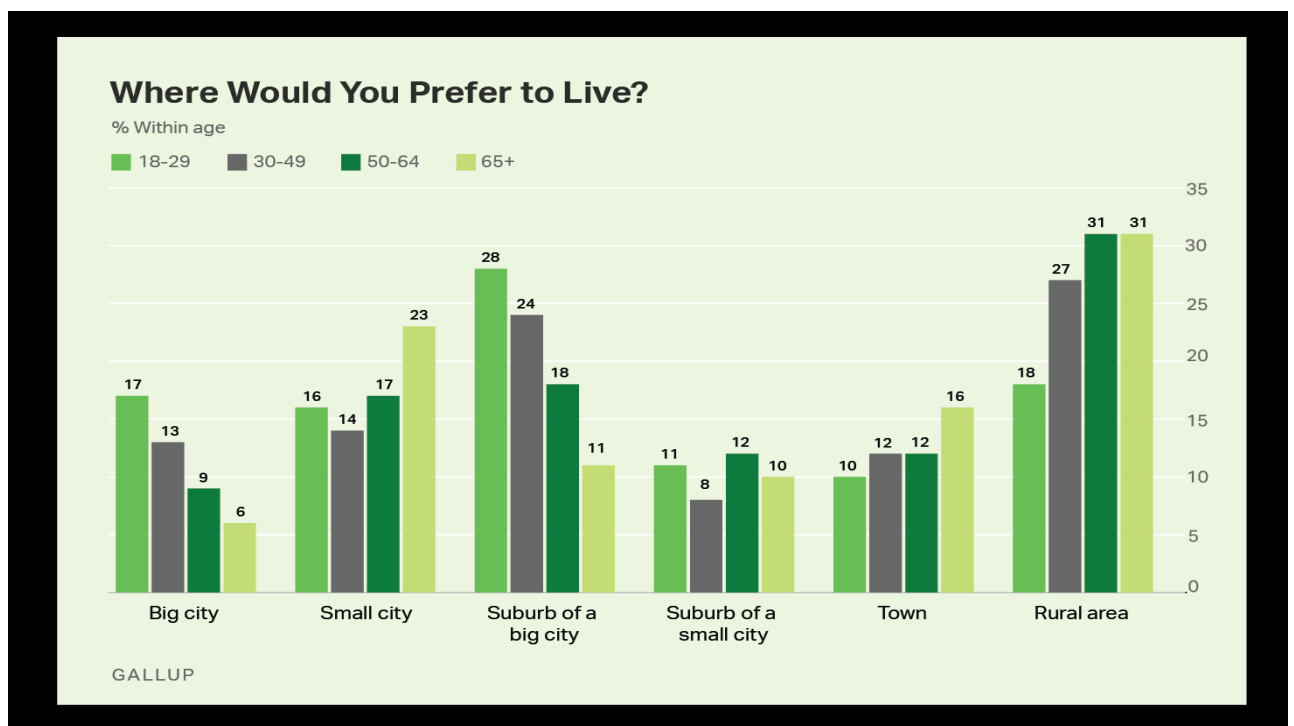
**Have *Perspective***

*Learn to Live & Lead  
Through the Eyes of Others*

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## Transfer of Wealth Study – Northwest MO (TOW)

Area	Current Value (Billions)	10-Year TOW			50-Year TOW		
		10-Year Value (Billions)	5% Capture Value (Millions)	5% Payout (Millions)	50-Year Value (Billions)	5% Capture Value (Millions)	5% Payout (Millions)
Missouri	\$517.70	\$134.97	\$6,748.58	\$337.43	\$1,510.53	\$75,526.30	\$3,776.31
Northwest MO	\$18.06	\$5.38	\$268.72	\$13.43	\$51.37	\$2,567.69	\$128.38
Andrew	\$1.66	\$0.40	\$20.09	\$1.00	\$4.13	\$206.55	\$10.33
Atchison	\$0.41	\$0.14	\$6.79	\$0.34	\$1.02	\$51.02	\$2.55
Buchanan	\$6.04	\$1.77	\$88.61	\$4.43	\$18.57	\$928.52	\$46.43
Caldwell	\$0.62	\$0.18	\$8.78	\$0.44	\$1.71	\$85.26	\$4.26
Clinton	\$1.85	\$0.43	\$21.52	\$1.08	\$4.44	\$221.89	\$11.09
Davies	\$0.61	\$0.19	\$9.57	\$0.48	\$1.59	\$79.34	\$3.97
DeKalb	\$0.60	\$0.17	\$8.29	\$0.41	\$1.66	\$82.80	\$4.14
<b>Gentry</b>	<b>\$0.45</b>	<b>\$0.16</b>	<b>\$7.94</b>	<b>\$0.40</b>	<b>\$1.13</b>	<b>\$56.51</b>	<b>\$2.83</b>
Grundy	\$0.58	\$0.21	\$10.41	\$0.52	\$1.69	\$84.34	\$4.22
Harrison	\$0.56	\$0.20	\$9.91	\$0.50	\$1.60	\$79.85	\$3.99
Holt	\$0.34	\$0.12	\$6.21	\$0.31	\$1.16	\$57.99	\$2.90
Linn	\$0.83	\$0.26	\$13.08	\$0.65	\$1.99	\$99.45	\$4.97
Livingston	\$1.03	\$0.37	\$18.27	\$0.91	\$3.27	\$163.50	\$8.17
Mercer	\$0.27	\$0.09	\$4.26	\$0.21	\$0.73	\$36.42	\$1.82
Nodaway	\$1.35	\$0.44	\$21.99	\$1.10	\$4.91	\$245.39	\$12.27
Putnam	\$0.37	\$0.11	\$5.68	\$0.28	\$0.85	\$42.63	\$2.13
Sullivan	\$0.32	\$0.09	\$4.59	\$0.23	\$0.54	\$27.09	\$1.35
Worth	\$0.17	\$0.05	\$2.73	\$0.14	\$0.38	\$19.14	\$0.96

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## *Some of the Most Powerful Values in our Lives are the F's*

- 
- Family
  - Friends
  - Faith
  - Freedom
  - Fun
  - Financial Security
  - Future Plans

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# ***Make Everyone a VIP***


**By understanding their....**

**Values  
Interests  
Purpose**

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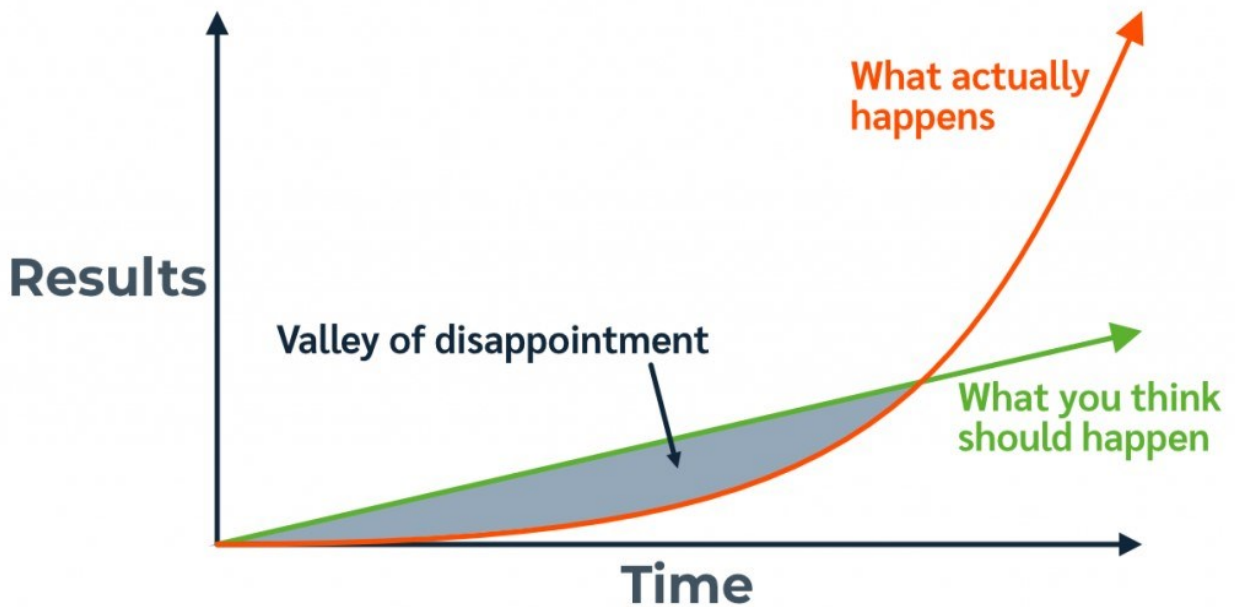
**One theory about change says...**

**Change can be effectively led by...**

 **# of people in the group**

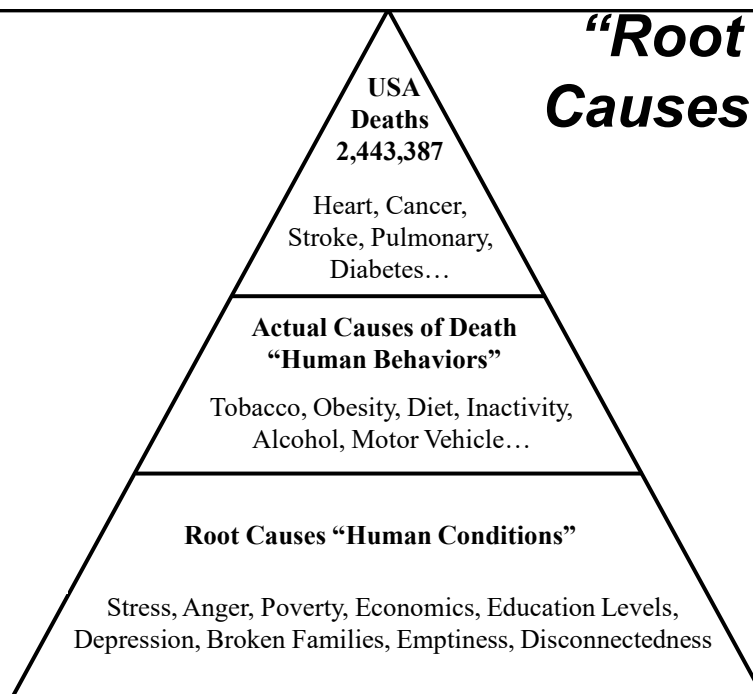
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## Are We Making Any Progress?



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## “Root Causes”



*Adapted From:* National Civic League, Healthy Communities Conference, Updated With CDC Data & Best Practices

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***If we don't say  
“Why Not”  
No one else will care.***

***Never doubt that a small group of thoughtful,  
committed citizens can change the world.  
Indeed, it is the only thing that ever has.***

Margaret Mead

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**Three Questions that Help  
Determine our Future**

**Why vs Why Not?**

**Serve vs Build?**

**Now vs Future?**

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