



# Rural Is Not Small Urban

## PYA Center for Rural Health Advancement

The mission of PYA's [Center for Rural Health Advancement](#) is to help providers pursue data-driven and locally informed transformation to preserve access to high-quality essential services and to connect the community to the broader care continuum.

### Our Experience and Qualifications

- Received The University of Kansas Health System Hall of Fame 2023 Partner in Excellence Award recognizing PYA's work over the last decade with initiatives including the Kansas Clinical Improvement Collaborative, a rural clinically integrated network serving more than 80 communities
- Named *Modern Healthcare* Top 20 Consulting Firms since 2006
- Recognized as Top 100 Accounting Firm in the U.S. since 2017
- Selected as frequent presenters at state and national rural health conferences
- Privately owned for over 40 years so we answer first to clients
- Serve healthcare clients in all 50 states
- Offer resources accessed by thousands of rural health leaders
- Develop creative strategies in partnership with numerous rural health systems

“PYA serves to solve our members' most challenging problems. Over the years, they have proven to be experts in rural health, of the highest integrity, and responsive to their clients' needs. Like our members, PYA is driven by a passion for ensuring local access to high-quality healthcare services.

**- Rich Rasmussen**  
Chief Executive Officer  
Oklahoma Hospital Association



See [PYA's Fast Facts](#)

# How We Help Rural Providers

## Revenue Cycle

- Evaluate and develop detailed action plans to improve revenue cycle operations
- Assist with commercial contract evaluation, negotiations, and dispute resolution
- Maximize cost-based reimbursement

## Patient Care Revenue

- Reduce hospital services outmigration
- Optimize service lines and rural health clinic operations
- Develop and execute on provider recruitment plans
- Enhance 340B program

## Operations

- Evaluate and execute outsourcing of back-office operations
- Advise on care models including efficient staffing and top of license practice
- Facilitate use of data for operational monitoring and improvement

## Compliance

- Provide regulatory updates and related work plans
- Serve as a dedicated compliance resource
- Conduct mock surveys and develop and execute corrective action plans
- Perform provider compensation valuation, planning, and design

## Information Technology

- Optimize IT investments
- Mitigate cybersecurity risks
- Analyze and address critical systems and technology controls
- Serve as dedicated IT resource

## New Payment Models

- Identify and evaluate opportunities for participation
- Assist with quality improvement initiatives
- Develop sustainable infrastructure to manage patient populations

## Capital

- Assess infrastructure needs
- Identify and pursue new sources of capital
- Develop and execute real estate strategy

## Governance

- Evaluate and make recommendations for board structure and operations
- Provide timely and relevant board education
- Facilitate retreats and planning sessions

## Strategic Relationships

- Identify, evaluate, and pursue opportunities
- Structure arrangements to protect and promote community interests
- Optimize benefits of existing arrangements



## The PYA Way

PYA has been helping rural providers meet their unique challenges for over 40 years. Visit [pyapc.com/the-pya-way](https://pyapc.com/the-pya-way) and contact us to learn more.



**Lori Foley**, Managing Principal  
Consulting  
[lfoley@pyapc.com](mailto:lfoley@pyapc.com)



**Angie Caldwell**, Principal  
Compensation Valuation Planning & Design  
[acaldwell@pyapc.com](mailto:acaldwell@pyapc.com)



**Lee Ann Odom**, Principal  
Performance Transformation  
[laodom@pyapc.com](mailto:laodom@pyapc.com)



**David McMillan**,  
PYA President  
[dmcmillan@pyapc.com](mailto:dmcmillan@pyapc.com)