

# *Sometimes help is only a phone call away*



*“On the day I met Rob, I wasn’t sure we would make our next payroll. Through his guidance and support, we found our way out of the darkness.*

*Rob listened, he problem-solved with me, and he brought solutions. But most importantly, he gave me hope.”*

*– Dr. Kerri Powell, M.D., CEO*



**When your health center challenges  
take on a life of their own...**

**...find your**

**Safe✓Space**

The challenges are numerous, from staffing, to revenue, to competition, to compliance, to state and federal policy – the list is long. We often wonder how we will manage it all while still upholding our commitments to the communities we serve. We sometimes need help, even if that help is simply having confidential access to someone who has been through similar pains and experiences.

## Financial Challenges?

- Decreasing Days Cash On-Hand
- Problems with Revenue Cycle
- Insufficient Revenue Streams
- 330 Funding at Risk

I can help you preserve cash, add new revenue streams, maximize existing revenue opportunities, and implement cost containment practices.

## Operational Challenges?

- Lack of Visit Volume
- Stagnant/Decreasing Patient Counts
- Unanswered Call Volumes
- Poor Patient Satisfaction Scores
- Heavy Dose of Competing Priorities

I can help you implement tactics to increase visit volume and unique patient counts, re-tool your call center, improve the patient experience, and rally the staff to focus on the right priorities at the right time.

## People Challenges?

- Complicated Leadership Dynamics
- Good People in the Wrong Roles
- Poor Staff Satisfaction Scores

I am in the “people” business, and I can help you through your human resource challenges. My skills in organizational development, career development, and leadership have been instrumental in several health center turnarounds. I will guide you through these complicated issues.

## Other Challenges?

- Board Overreach or Governance Issues
- Navigating State or Local Political Environment
- Poor Public Relations Situation
- Service Area Competitive Threats

I am a relationship builder with deep political experience at the local, state, and national level. I can help you navigate delicate circumstances, prepare for strategic conversations, and handle public relations issues.

I have first-hand experience solving all of these issues. Many of these are inter-related. One correction can have a cascading effect on other concerns. I can help you focus on the right issue at the right time. But don't take my word for it. **Scan the QR code below to hear directly from Lou Brady, CEO of Family Health Center of Worcester, about his situation and why he called me.**



**“The man thinks differently than anybody I know – you give him a problem and he CAT-scans it and in no time flat he has a dozen solutions, 6 of which you and I would never have come up with.”**

**– Lou Brady  
CEO, Family Health Center of Worcester**



## Safe Space Advisory Is:

- An emotionally safe place to be heard, and to engage with a trusted guide.
- A place to have frank, open conversations about your challenges and your aspirations.
- An opportunity to gain external perspective and personal insight to solve your most pressing problems.



## Typical Engagements

### Boards of Directors

Boards of Directors hire me to provide guidance and support to their health center Chief Executive Officer to help them through a difficult situation or challenge.

### Chief Executive Officers

Health center CEOs hire me to provide guidance and support to themselves or to one or more of their direct reports to assist them with a particular leadership issue, performance challenge, or difficult issue or situation.

### C-Suite Members

Health center leaders recognize that bench strength is a real challenge in community health. They hire me to coach and mentor a subordinate at the Manager or Director level who they believe shows promise for succession planning.

## Client Benefits

- ✓ Each engagement is unique and tailored to the needs of the individual I am asked to support.
- ✓ I am recognized in the industry as someone who fixes problems, and I can often provide a unique or out-of-the-box perspective on how to approach a business challenge.
- ✓ I provide judgement-free feedback and use real-world, practical examples of success and failure to drive home opportunities for improvement, learning, and self-realization.
- ✓ I have a deep network and can often connect individuals with others in the industry to help them gain an additional perspective that may be needed.
- ✓ Modest fees, no-risk contract that allows you to exit the engagement at any time.

## Examples of services available include but are not limited to:

- **Problem Solving** – work to address the root cause of an issue, arrive at a potential set of solutions, and assist in the execution of one or more solutions.
- **Strategy** – provide thought-leadership to help develop one or more strategic responses to one or more business challenges.
- **Mentorship** – provide support to facilitate an increase in knowledge, attainment of competency, or change in behavior, or response to conditions affecting someone's ability to perform.
- **Performance challenge** – work to determine why a performance goal is not being met and what potential options are available to address the barrier to success.
- **Team dynamics** – work to assess team structure, communication, team chemistry, and team motivations in order to effectuate change and improve overall performance.
- **Goal setting** – work to establish reasonable smart goals and to articulate their importance/relationship to the overall strategic imperatives of the health center.
- **Leadership** – work to assess leadership challenges, leadership presence, decision-making process, ownership and accountability, comfort zone, and other concerns.

## “No Stress” Balanced-Billing Program:

- Nominal deposit up-front
- Fair monthly fees, pause or exit at any time
- Payments spread out over 12 or more months, interest-free, to help you manage cash flow
- ACH, Credit Card, or traditional Check – you decide

*Rob has provided both sound leadership guidance and has also been helpful with Health Center-specific strategy. I have been amazed at how quickly with just a few key questions he has been able to home in on the key issues related to my Health Center. He tracks the detail from conversation to conversation and keeps the various players straight. Our conversations tend to yield practical steps, and I always walk away feeling like I have a plan for a few key steps to take until we talk the next time!*

– Jonathan Stewart, CEO, New Horizons Health Center



*“Rob has been a guide during transitional and tumultuous times in our health center. He combines a commonsense approach with strategy to obtain measurable results. As a new CEO, he was just the coach I needed to approach my role with confidence.”*

– Linda L. Clark, MD, MS, FACPM, FACOEM  
President and Chief Executive Officer  
Anthony L. Jordan Health Corporation



## TAKE THE NEXT STEP:

Email me to set up a no-cost, no-obligation and confidential discovery call. Let’s talk about what you are facing to see if I am the right person to help you. If not, I probably know someone who is.



**Rob Rioux**  
CEO,  
330Talent

Rob’s background combines deep engagement across all sectors of the business environment — along with 35 years of hands-on experience in corporate leadership, strategic planning, operations and process improvement; employee and organizational development, and business management.

Throughout his career Rob has held senior-level leadership roles for Fortune 50 companies and others including Chief Strategy Officer, Chief Operations Officer, and Chief Executive Officer.

Within the community health center movement, Rob has particular experience with the following:

- Turn-around expertise
- Health center strategy and development
- Competitive market analysis
- Increasing patient volume & patient retention
- Aligning clinical capacity with staffing and physical treatment space
- Recruitment
- Training and organizational development

✉ [rob@330talent.com](mailto:rob@330talent.com) | ☎ 855-208-3798 (toll-free)

330Talent.com

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