


# Called In versus Called Out: Advancing Equity through Engaging Unlikely Allies

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Colorado Hospital Association


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Just Health Collective



1



2



### The most remote towns in the country

Towns that are farthest from any metro with more than 75,000 people, ranked by travel time in hours

RANK	POPULATION 1,000 TO 4,999	5,000 TO 24,999	25,000 OR MORE
1	<b>Glasgow, MT 4.5 h</b>	Colby, KS 3.4	Garden City, KS 3.4
2	Scobey, MT 3.8	Glendive, MT 3.2	Aberdeen, SD 2.8
3	Wolf Point, MT 3.8	Ulysses, KS 3.2	Roswell, NM 2.8
4	Oakley, KS 3.7	Houghton, MI 2.9	Dodge City, KS 2.5
5	Battle Mt., NV 3.7	Rock Springs, WY 2.9	Carlsbad, NM 2.3
6	Presidio, TX 3.6	Sidney, MT 2.9	Gillette, WY 2.2
7	Scott City, KS 3.5	Pierre, SD 2.9	Del Rio, TX 1.9
8	Holcomb, KS 3.5	Spring Creek, NV 2.8	Clovis, NM 1.7
9	Tonopah, NV 3.4	Marquette, MI 2.8	Lewiston, ID 1.5
10	Lakin, KS 3.4	Ishpeming, MI 2.8	Butte, MT 1.4

Note: Populations are as of 2012-16. Town sizes are based on populated places; travel is measured from their centerpoint. With the exception of Canadian border cities, city sizes are based on metro and micropolitan areas; travel is measured based on distance from any spot in their territory with a density of above 1,500 per square kilometer.

Sources: Malaria Atlas Project (travel); Census Bureau (cities); NASA (density, Canada, Mexico) THE WASHINGTON POST

3



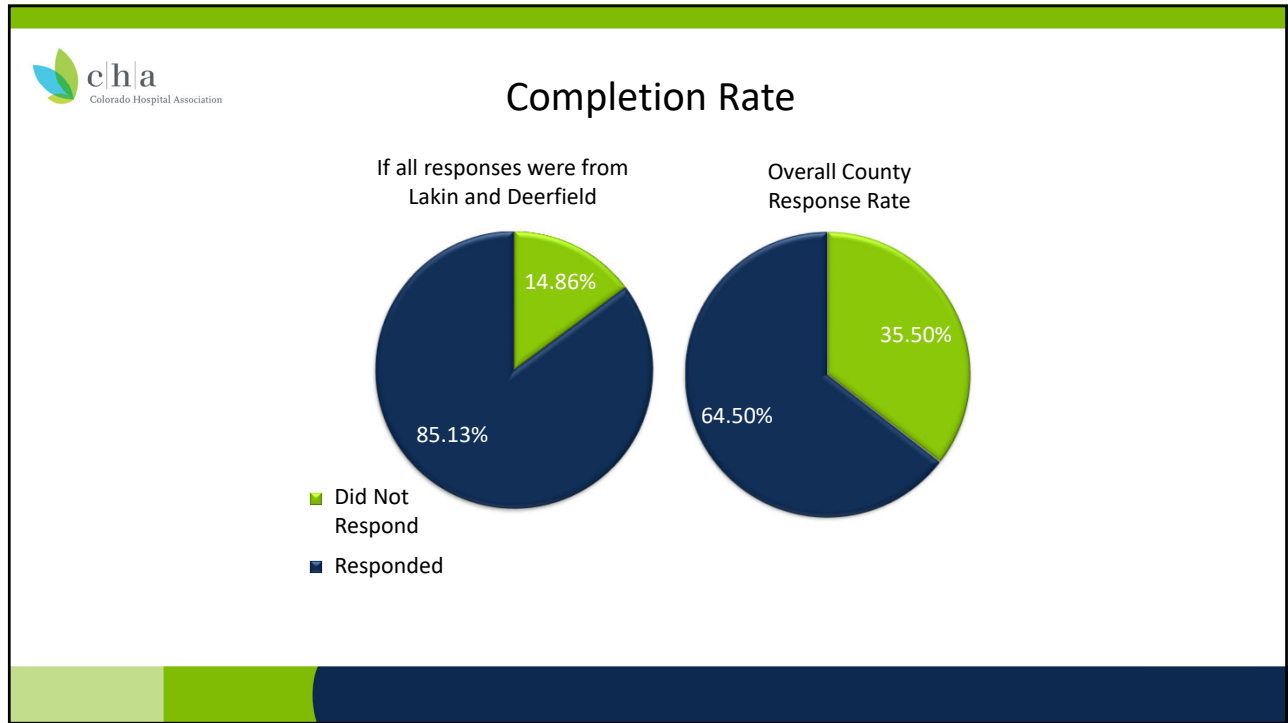
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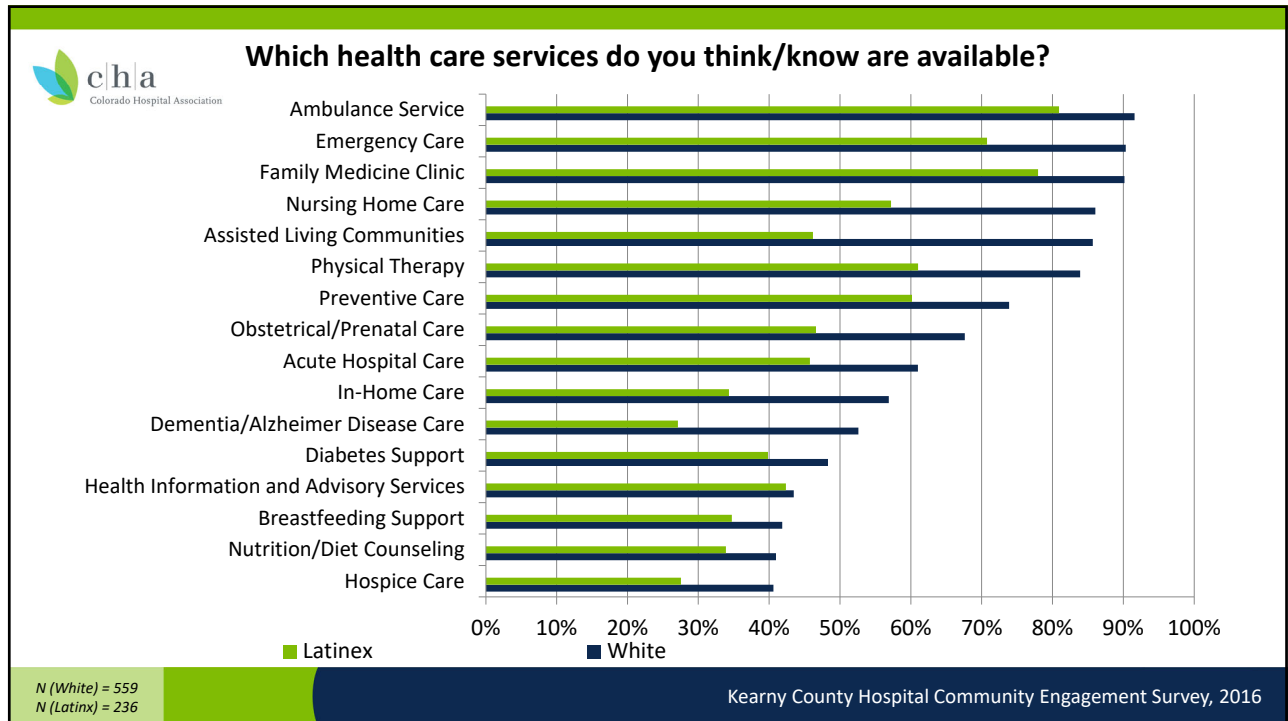
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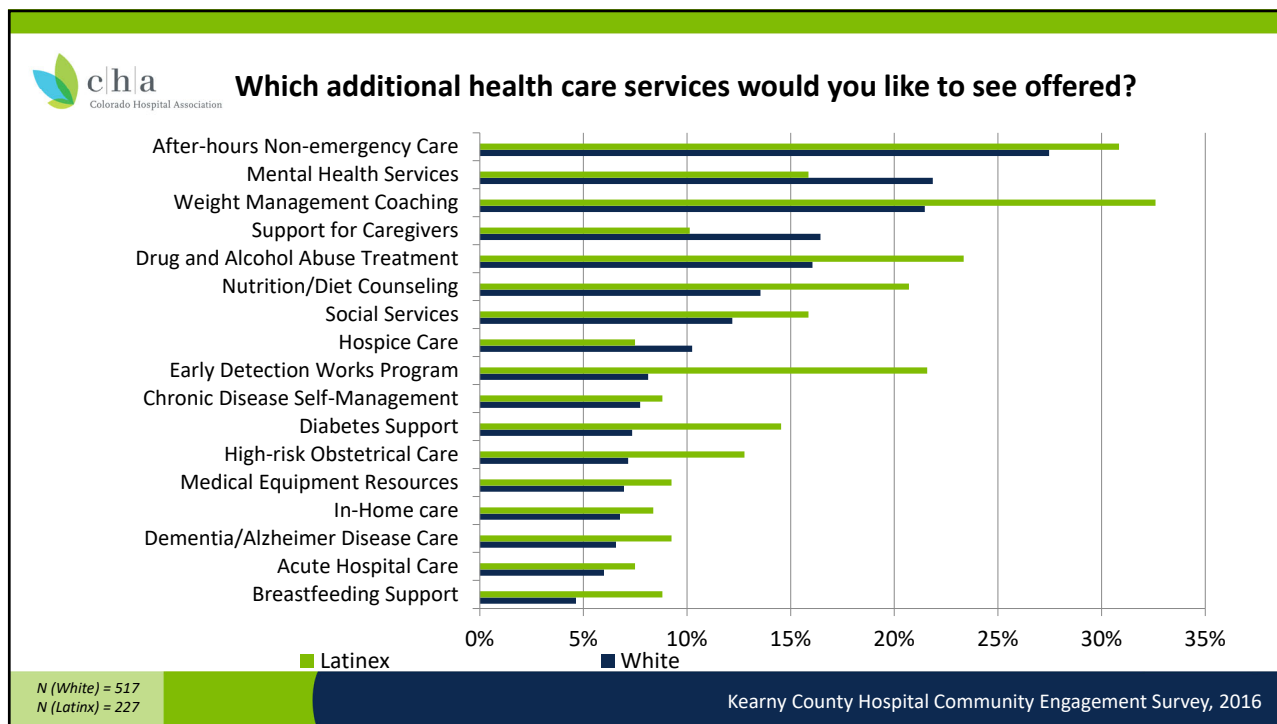
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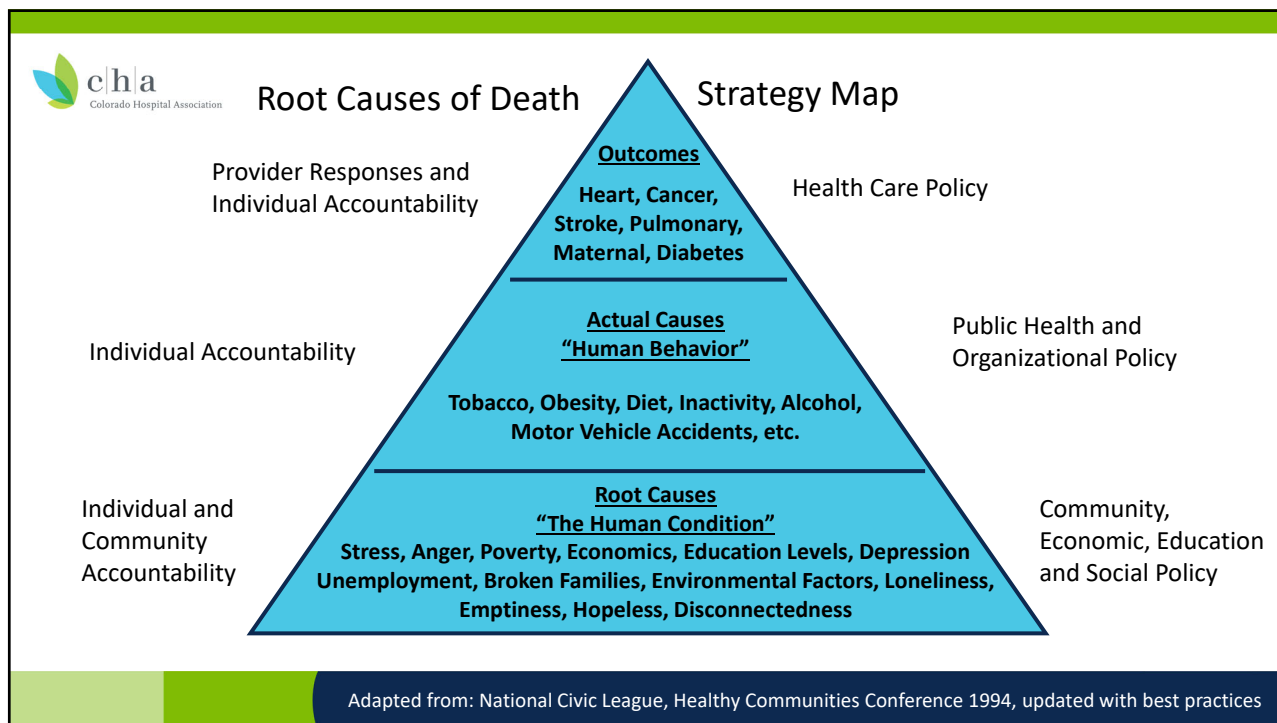
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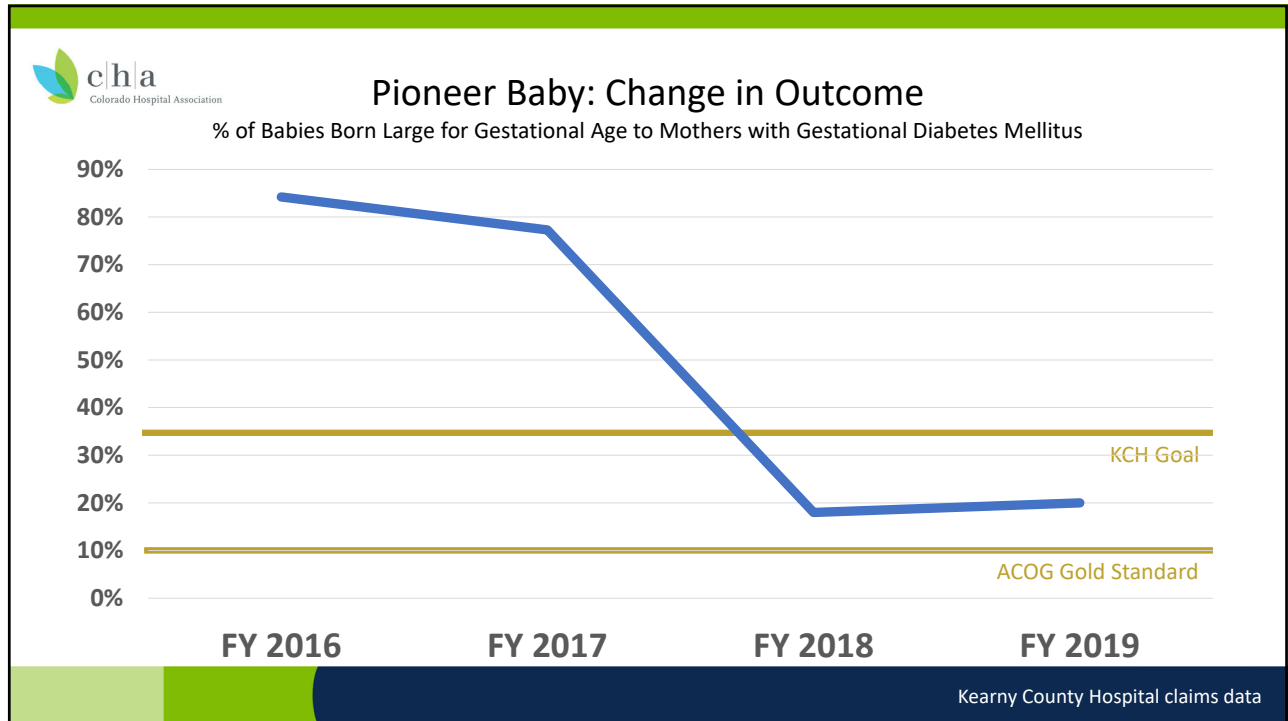


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11

**ch/a**  
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## A POLITICO Story

“How a Tiny Kansas Town Rebooted its Struggling Hospital into a Health Care Jewell”

KEARNY COUNTY HOSPITAL


*How a Tiny Kansas Town Rebooted its Struggling Hospital into a Health Care Jewell - POLITICO*

12



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An unlikely phone call...



13



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*“Guilt, shame, judgement, and blame are powerful emotions. They can even change behaviors for a time, but they don’t change hearts. What I believe America needs right now is a heart change.”*

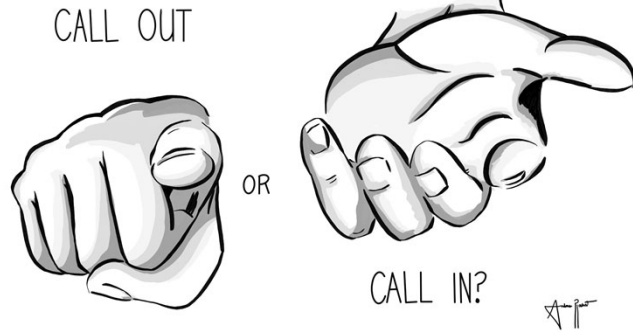


Artist Credit: [Andrea Rochat](#)

14



*“Instead of calling you out for being a white male, I’m calling you into some of the most meaningful work of our generation. Will you join us?”*



Artist Credit: [Andrea Rochat](#)

15




“We can all contribute to this work, from now matter where we are.”



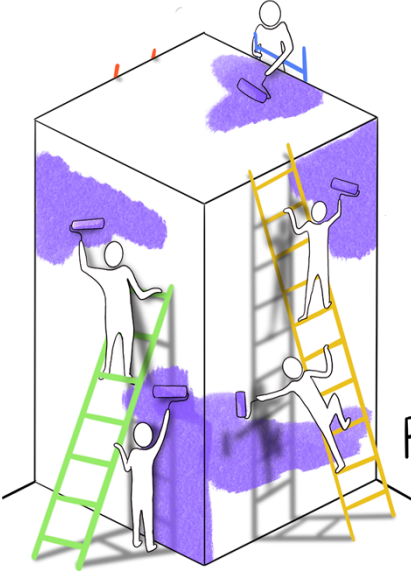
Artist Credit: [Andrea Rochat](#)

16






“This work takes everybody.”




CHANGE IS A SHARED RESPONSIBILITY

Artist Credit: [Andrea Rochat](#)

17



“For us to truly make progress, we must begin by seeing the humanity in each other.”




LOOK FOR THE QUIET STRUGGLES OF OTHERS

18

cha  
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“In the end, love is the only way.”



IN THE END, LOVE IS THE ONLY WAY.  
Dave Reynolds

19


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Who are unlikely allies?

What motivators do we use to engage or connect with them?

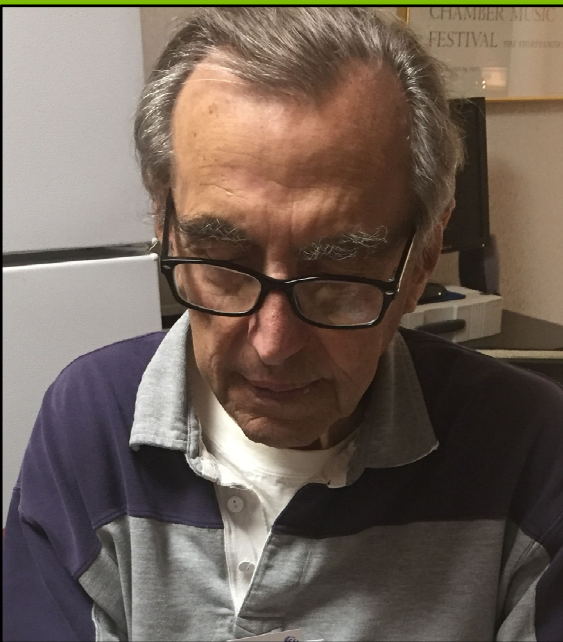
When do we call in versus call out?

20




“I haven’t seen my wife in a while.  
Can you help me find her?”


**Ted Morgan, JD**  
Former Attorney  
Husband of a Woman with Dementia



21



Married on April 8, 1952



22



Raised two children together



23



Put to sleep



24



## A Tangible Language for Love

### One of My Heroes

“In any instance where a person is avoidably harmed due to broken processes, or even good processes that could be better, we commit a moral failure.”

“People’s lives are your your hands and you must act now.”



Sr. Mary Jean Ryan, FSM  
Board Chair, SSM Health System  
1<sup>st</sup> National Malcom Baldrige Award Healthcare Recipient

25




“What if Dotti was my grandmother? What would I want for her?”

**Mary Chipley, BSN**  
Long Term Care Director of Nursing  
High Plains Retirement Village



26






**WHAT** **OUTCOME NEEDS IMPROVEMENT?**

Reduction in the use of chemical restraints  
for skilled nursing facility patients/residents

27



**WHO** **ARE THE KEY STAKEHOLDERS?**

Patients/Residents  
Family Members  
Board members  
Administration  
Frontline staff  
State surveyors  
Health funders  
Educators

28


**WHERE**
**ARE OPPORTUNITIES TO SHARE/CONTRIBUTE?**


Patients/Residents – crucial insight and guidance  
 Family Members – insight, support, reinforcement, volunteering  
 Board members – vision, support of policies, financial backing  
 Administration – vision, leadership, accountability  
 Frontline staff – direct empathy, application of care transformation  
 State Department of Aging –best practices, survey support, funding  
 Health funders – funding for capacity building  
 Educators – best-practice tools for improving culture and procedures

29


**WHY**
**ISN'T IT ALREADY HAPPENING?**


We were ignoring the data.  
 The work was hard and uncomfortable.  
 We had not prioritized the necessary changes.

30



**HOW** DO WE MEASURE SUCCESS?

Number of SNF patients/residents taking psychotropic medications  
Total number of SNF patients/residents



31



**WHEN** DO WE EXPECT TO SEE PROGRESS?

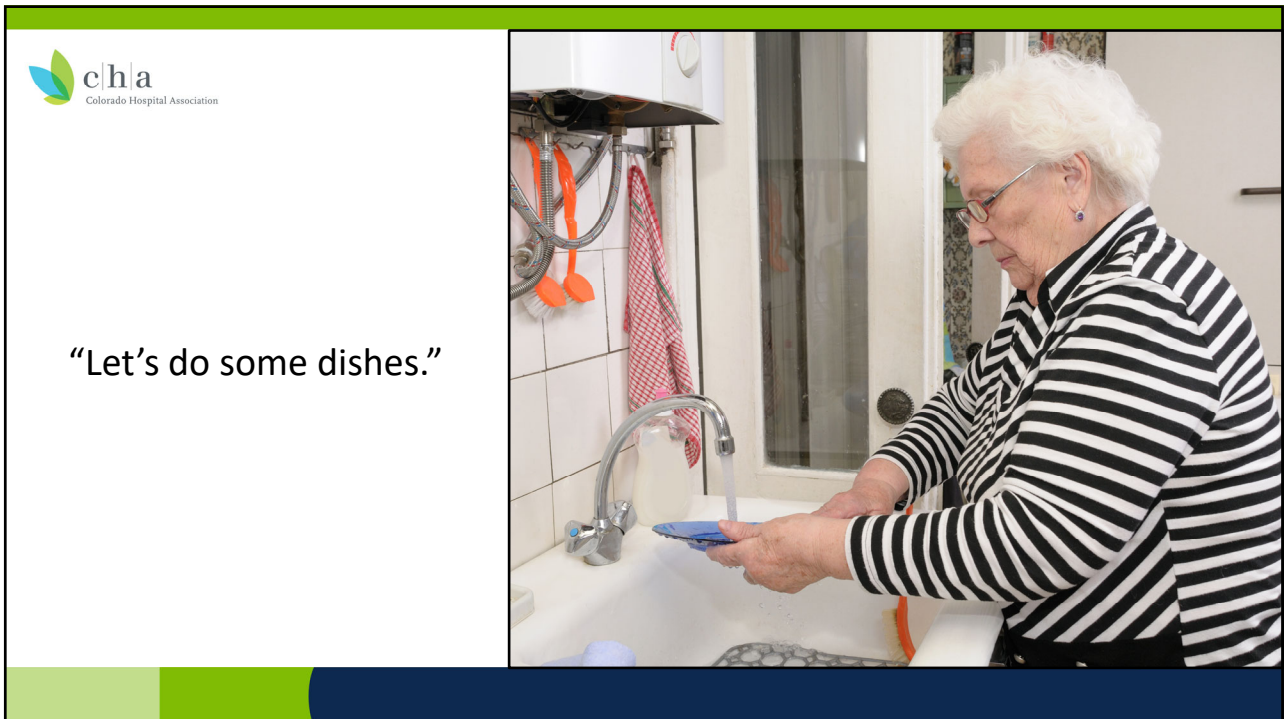
75% reduction in one year



32



33



34



## Measurable Impact

Before	After
38% of SNF patients/residents were receiving psychotropic medications, second highest in the state.	8% of SNF patients/residents were receiving psychotropic medications, all appropriately diagnosed.
Staff were trained to notify physician of changes in behavior and advocate for increasing chemical restraints.	Staff were equipped with skills to listen to patients and residents and equip them with skills to redirect behaviors in increase resident quality of life.
Family/friends were complaining that family members were significantly losing cognitive function soon after arriving.	Residents began reengaging in activities and becoming more active.
Preventable skin breakdown from lack of physical activity.	Physical health of residents improved with more activity.
Staff morale was suffering due to culture in nursing home.	Staff morale improved as they experienced success through the lives of their residents.


35




Awakenings (movie), 1990

36






"I found my Dot!"




37



Together for  
67 years.

"Those final  
years were  
hard, but  
beautiful."



38




If you knew there was a structural or systemic change that would save or improve the lives of others, but it would be very difficult to implement, would you do it anyway?

How would you engage others to help?


39



40




What thought or story comes to your mind when you see this image?

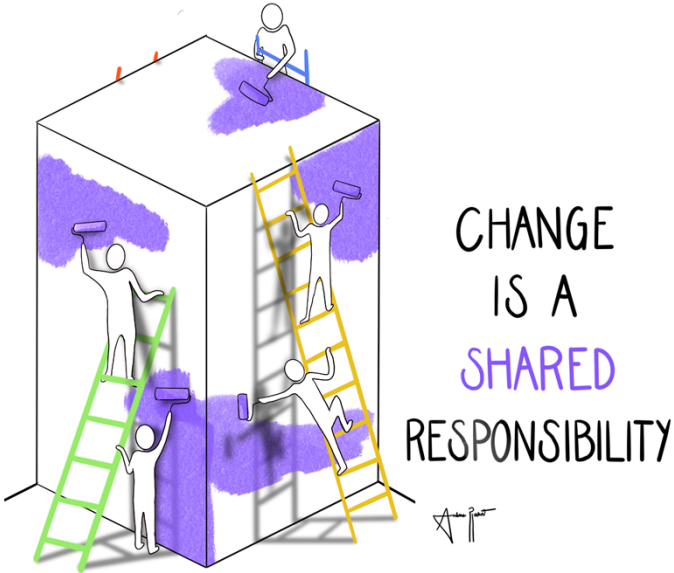


Artist Credit: [Andrea Rochat](#)

41




What thought or story comes to your mind when you see this image?



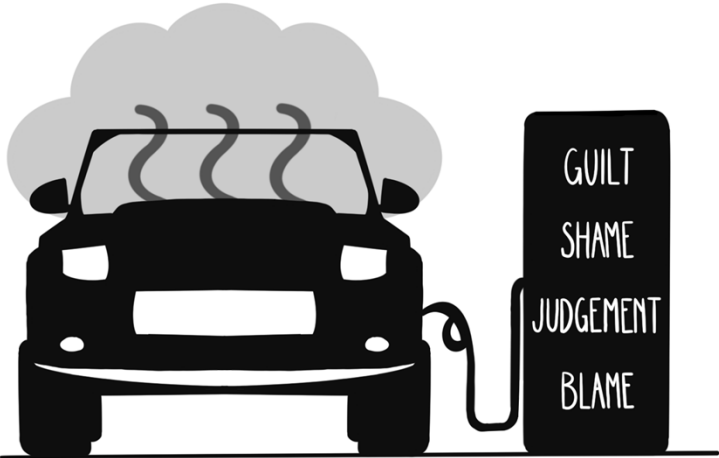
CHANGE IS A SHARED RESPONSIBILITY


Artist Credit: [Andrea Rochat](#)

42




What thought or story comes to your mind when you see this image?






Artist Credit: [Andrea Rochat](#)

43




What thought or story comes to your mind when you see this image?


CALL OUT



OR




CALL IN?



Artist Credit: [Andrea Rochat](#)


44






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What outcome needs improvement?  
 Who are the stakeholders?  
 Where are opportunities to share?  
 Why isn't it happening already?  
 How to measure success?  
 When should we see progress?




Artist Credit: [Andrea Rochat](#)

45



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An ethical dilemma.



Os Guinness  
 Author, Social Critic, Philosopher and Theologian

46





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