Date: September 26, 2010

To: Bobbi Ryan

From: Lee Kaiser

Ref: Conference Session Materials for Hope vs. Despair: Alternative Solutions for Rough Times

Session Title: Hope vs. Despair: Alternative Solutions for Rough Times

Abstract:

The future could bring despair and financial ruin to your hospital. On the positive side, it could provide an opportunity for your hospital to reinvent itself and enjoy a bright future.

Objectives:

- To understand how meaning is assigned to any situation
- To view hope and despair as alternative futures available to you, your institution, and your community
- To explore the realm of possibilities that hope brings to you
- To stimulate you to endorse hope and move forward

Materials for website and flash drive:

Reference Books:

Transforming Fate Into Destiny
Robert Ohotto
Hay House
Carlsbad, California, 2008
EPI Session Outline:

- Meaning is never in the situation itself. It is in the observers of the situation. Events, *per se*, are meaningless.

- Multiple meanings can be assigned to any situation depending upon the mental attitude of the observers. This includes meanings that are the opposite of one another. What one sees as good, another may view with despair.

- Obviously the meaning is not in the actual occurrence.

- So for example – what is the meaning of declining reimbursement from third party payers?

- It could mean despair and financial ruin for the hospital. Or on the positive side, it could provide an opportunity for your hospital to search for alternative financial resources.

- The financial crisis might be precisely the stimulus needed to reinvent the organization and enable you to create a new and better form.

General principles for moving forward into the future with hope – what you can do:

- Our expectations tend to be fulfilled, so don't go around expecting the worst. You might draw it to you.

- Assign a meaning to an apparently negative situation. This permits you to move forward in a positive way.

- Look around and discover what other people have done in similar situations – how did they prevail?

- Do some site visits where other folks have cope successfully with the same situation. Learn from their example.

- Redefine the negatives into positives – what new possibilities that have been created that should be explored?
• Don’t move into despair before the threatening situation has actually occurred – it might turn out much better than you thought it would.

• Try to anticipate possible future difficulties and develop contingency plans should they occur. Then you can act in a positive way if they occur.

• Build up financial, social, political, and staff reserves that can be called upon if needed.

• Study your vulnerabilities and try to overcome them before they reach a crisis stage.

• Do not permit yourself to fall into a slump or depression. Stay positive and expectant of the best possible outcome.

• Cultivate valuable allies that can come to your aid if needed.

• Keep up your personal energy level – do not work yourself into exhaustion.

• Scale back your ambitions if that appears to be the best course of action.

• Begin to diversify your product lines and explore new markets.

• Become a better student of history. How did people handle situations like this in the past?

• Understand the cyclic nature of our industry – there will always be up years and down years.