

Catalyst Conversation: Small or Rural Organizations

The Small or Rural Healthcare Catalyst Conversation used a team-based Jeopardy game to help attendees connect while exploring issues familiar to smaller organizations. Everyone had a chance to participate, and the format brought humor and energy to a conversation about serious work.

Questions touched on rural healthcare realities, including Medicare Advantage and the Rural Health Transformation Program, as well as the many responsibilities small-team marketers take on beyond marketing. Other topics included community benefit, workforce recruitment, social drivers of health, SEO and emerging AI tools.

The closing message was especially valuable: small and rural healthcare marketing is specialized work, and these professionals need peers who understand their circumstances. Attendees were encouraged to stay connected through the SHSMD online community and to help shape future education by sharing case studies, volunteering or participating in conference planning.

The session gave attendees an opportunity to meet others who understand their work and reminded them that their experiences can help shape what SHSMD offers next. It was a fun starting point for connections that can continue well beyond the conference.