

CASE STUDY

BETERRA HEALTH × ALLIANT MANAGEMENT SERVICES

Building a High Reliability Network from the Ground Up

How bold leadership and a purpose-built platform helped a rural Critical Access Hospital network transform quality improvement, performance data, and safety culture — across every facility.

THREE CAPABILITY PILLARS

- I Quality View** — Automated dashboards & board-ready benchmarking
- II PI Repository** — Structured improvement & cross-hospital learning
- III Culture of Safety & Engagement** — Staff surveys, NPS & culture transformation

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ABOUT THE CLIENT

Alliant Management Services

Alliant Management Services is a healthcare management company supporting a network of rural Critical Access Hospitals (CAHs) across Kentucky and the surrounding region. AMS partner facilities operate under CMS quality oversight, MBQIP obligations, and rising Value-Based Performance requirements.

SETTING

Critical Access Hospitals · Rural US

ENGAGEMENT START

January 2024

PROOF POINT HOSPITALS

Breckinridge Health Inc. · Doctors' Memorial Hospital

HRO FRAMEWORK

Leadership · Safety Culture · Robust Process Improvement

KEY RESULTS

+39pt NPS improvement · DMH

+20pp MedRec accuracy · BHI

78.9% Excellent place to work · DMH

Building a *High Reliability* Network from the Ground Up

How Beterra Health partnered with Alliant Management Services to deploy Quality View, PI Repository, and Culture of Safety & Engagement capabilities across a Critical Access Hospital network — with measurable results on every front.

CLIENT

Alliant Management Services

PARTNER

Beterra Health

ENGAGEMENT START

January 2024

SETTING

Critical Access Hospitals · Rural US

THREE CAPABILITY PILLARS

I **Quality View**

Automated CMS dashboards, MBQIP reporting, and board-ready benchmarking

II **PI Repository**

Structured improvement projects, best practice templates, cross-hospital learning

III **Culture of Safety & Engagement**

Staff engagement surveys, NPS tracking, and leadership-driven culture transformation

HRO Framework: Leadership · Safety Culture & Engagement · Robust Process Improvement

NET PROMOTER SCORE · DMH

+39pt

Staff NPS at Doctors' Memorial Hospital — from -9 to +30 in under two years

MEDICATION RECONCILIATION · BHI

+20pp

MedRec accuracy improvement at Breckinridge — from 45% to 65% in first cycle

STAFF ENGAGEMENT · DMH

78.9%

Staff rating DMH an excellent place to work — up from 50.3% at baseline

TRUST IN SUPERVISOR · DMH

+12.4pp

Supervisor trust improvement — 72.4% to 84.8% over the engagement period

THE CHALLENGE

Quality Improvement Driven by Individual Effort

Alliant Management Services oversees a network of rural Critical Access Hospitals operating under CMS oversight, MBQIP obligations, and rising Value-Based Performance requirements. Quality improvement had no shared structure — varying entirely by individual Quality Director experience, with no cross-hospital learning and no system-wide visibility.

01

Methodological Fragmentation

QI approach depended on who was hired, not what worked best in the CAH setting.

02

Administrative Overload

Quality Directors spent most of their time in Excel — not improving care.

03

No Shared Learning

Breakthrough projects stayed local. No repository, no templates, no network-wide replication.

04

Hidden Culture Risk

Staff disengagement invisible on a balance sheet — until it surfaces as turnover or near-misses.

THE ENGAGEMENT

A Partnership Built on Healthcare Depth

In January 2024, AMS engaged Beterra Health to deploy a platform purpose-built for the CAH setting. Beterra brought over a decade of healthcare quality expertise — supporting 200+ hospitals across seven countries.

"Enhance quality and safety improvement efforts through digitization, best practice, and collaboration — while reducing administrative burden."

— AMS PROGRAM CHARTER, JANUARY 2024

Beterra collaborated directly with Quality Directors and executives to configure tools that fit the realities of rural CAH operations — mobile-first, compliance-ready, and built to reduce, not add to, administrative burden.

200+
Hospitals supported globally

7
Countries served

10+
Years of experience

Three Pillars. One Platform. Designed for the CAH Setting.

The Beterra platform addresses the three foundational dimensions of High Reliability — visibility into quality metrics, structured process improvement, and a measurable, actionable culture of safety and engagement.

PILLAR I	PILLAR II	PILLAR III
<p>Quality View</p> <p>Replaces manual Excel reporting with automated, always-current performance visibility — from CMS KPIs to board-ready benchmarking.</p> <ul style="list-style-type: none"> • CMS Quality KPI dashboards with automated benchmarking against rural, state, and national comparators • Historical trend analysis by month, quarter, year — MBQIP compliance built in • One-click board and regulatory reports replacing hours of manual preparation • Network-wide visibility for AMS executives across all partner facilities • Mobile-responsive — no additional IT infrastructure required 	<p>PI Repository</p> <p>Transforms individual QI projects into institutional assets — with structured tracking, AI coaching, and cross-hospital best practice sharing.</p> <ul style="list-style-type: none"> • Full project lifecycle tracking from problem identification through PDCA completion • Best practice templates — decision trees, checklists, audit frameworks — stored and searchable • AI-powered coaching guides leaders on evidence-based action plans at each stage • Real-time human support ensures leaders find resources when they need them • Cross-hospital sharing: a completed project at one facility becomes a template at all others 	<p>Culture of Safety & Engagement</p> <p>Makes the invisible visible — using validated engagement surveys, NPS tracking, and real-time feedback loops to turn data into measurable improvement.</p> <ul style="list-style-type: none"> • Validated staff engagement survey with annual and pulse check cadence • Net Promoter Score tracking as a leading indicator of culture health • Trend analysis: organizational direction, supervisor trust, psychological safety • Real-time signals surface frontline issues before they become safety risks • Survey data feeds directly into huddles, rounding, and improvement planning

Stakeholder Value Across All Three Pillars

STAKEHOLDER	WHAT THEY PUT IN	WHAT THEY GET BACK
Executive Team & Board	Regular metric review; support for QI and culture improvement initiatives	Automated board reports; network-wide quality and culture dashboards; early warning on engagement gaps; PSSM compliance tracking
Quality Director	Safety/quality metrics; structured improvement projects; survey administration	Automated regulatory and board reporting; PI templates; culture data with benchmarks; time redirected from admin to improvement
Front-line Leader	Collaborate on QI projects; participate in engagement surveys; lead unit huddles	Proven best practice processes; unit-level engagement feedback; structured Safety Huddle cadence; leadership development support

Proof Points From the Field

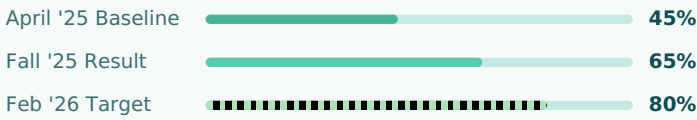
Breckinridge Health Inc. (BHI) and Doctors' Memorial Hospital (DMH) demonstrate the platform's impact across the PI Repository and Culture of Safety & Engagement pillars.

PILLAR II · PI REPOSITORY · BRECKINRIDGE HEALTH INC.

Medication Reconciliation: 45% → 65%

A pharmacy audit in April 2025 revealed only 45% of medication histories were accurate on admission — traced to fragmented workflows, role confusion, and Cerner EHR auto-population errors. A multidisciplinary PDCA redesign followed.

MEDREC ACCURACY — IMPROVEMENT ARC



Redesigned process: dual-source ED verification, standardized MedRec reports at each handoff, admitting MD reconciliation, pharmacy final verification. Decision tree and checklists now shared as AMS best practice templates.

Track data from the start — BHI didn't know actual compliance until after the QI project launched.

Train the trainers. Key nurses in each department then sustain and support their peers.

Expect one-on-one education — group training alone is not sufficient for complex workflows.

PILLAR III · CULTURE OF SAFETY & ENGAGEMENT · DOCTORS' MEMORIAL HOSPITAL, PERRY FL

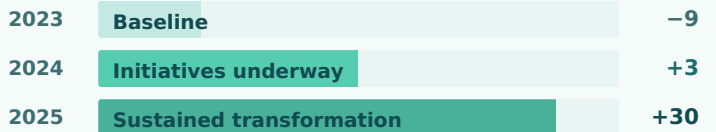
+39-Point NPS Climb in Under Two Years

When CEO Lauren Faison-Clark arrived at DMH, she found cultural fragmentation, staff disengagement, and no strategic path staff could articulate. Her first act was a declaration posted across every hallway:

"Pardon Our Dust — We're Building a Culture of Excellence."

Beterra's engagement platform made that transformation measurable at every step.

NPS TRAJECTORY — 2023 TO 2025



78.9%
Staff rating DMH excellent place to work — up from 50.3% in 2023

+18pp
Overall organizational engagement gain — 24 months

+12.4pp
Trust in Supervisor: 72.4% → 84.8%

+14.9pp
Right Direction: 76.4% → 91.3%

Key interventions: CEO walking rounds and daily huddles, ED redesign with in-house clinicians, real-time frontline feedback loops. Beterra surfaced the signals — DMH leadership acted on them consistently.

"There was no strategic path staff could articulate. We needed a unifying principle — something to believe in. Beterra's engagement data made change visible and measurable."

Lauren Faison-Clark, CEO · Doctors' Memorial Hospital · Perry, Florida

"We stood beside our teams during every crisis — from hurricanes to economic shocks. Being present matters. It's how people know you mean it."

Lauren Faison-Clark, CEO · Doctors' Memorial Hospital · on leadership visibility and trust

+20pp

MedRec accuracy improvement at BHI in first redesign cycle — 45% to 65%

+39pt

NPS improvement at Doctors' Memorial Hospital — from -9 to 30 in under two years

78.9%

DMH staff rating it an excellent place to work — up from 50.3% at baseline

200+

Hospitals supported by Beterra across seven countries over more than a decade

Mapping to the CMS Patient Safety Structural Measure

The Beterra platform addresses the five domains of the CMS PSSM — the publicly reported framework that benchmarks hospital safety maturity. Highlighted domains are directly addressed by the platform.

<p>1</p> <p>Leadership</p> <p>Board accountability, safety metrics in executive comp, notification within 3 days of serious events</p>	<p>2</p> <p>Strategy & Policy</p> <p>Safety as a core strategic value embedded in organizational policy and planning</p>	<p>3</p> <p>Culture of Safety & Engagement</p> <p>Annual validated survey, safety dashboard, learning network, structured event analysis</p>	<p>4</p> <p>Accountability & Transparency</p> <p>Public outcomes reporting, safety events tracked and shared with board and staff</p>	<p>5</p> <p>Patient & Family Engagement</p> <p>Patients as co-producers of safety; engagement in redesign of care processes</p>
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PSSM scores are publicly reported on CMS Hospital Compare. Each domain scores 0 or 1; maximum total = 5.

PATH FORWARD · 2026

Scaling All Three Pillars Across the AMS Network

The BHI and DMH proof points mark the beginning of a system-wide rollout. Three coordinated initiatives will bring the full Beterra platform to every AMS partner facility in 2026.

<p>01</p> <p>Quality View Alignment</p> <p>AMS Quality Directors standardize metrics, dashboards, and benchmarks — replacing fragmented facility-level reporting with a unified network view and automated CMS comparison.</p>	<p>02</p> <p>PI Repository Launch</p> <p>Formal project tracking launches across all partner hospitals. BHI's MedRec and I-PASS work serve as the inaugural templates in the shared best practice library.</p>	<p>03</p> <p>Culture Survey Standardization</p> <p>A standardized approach to staff engagement measurement deployed across the AMS network. Doctors' Memorial Hospital's leadership model and Beterra feedback loop serve as the blueprint.</p>
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Beterra Health

Empowering healthcare leaders through technology — making performance data actionable and simplifying improvement across hospitals, health systems, and government agencies worldwide.

420 Nichols Road · Kansas City, MO 64112
hello@beterra.com · (855)-9-Beterra

PROJECT CONTACTS

Daniel Baily, MSHS — CPO, Beterra Health
dbaily@beterra.com · (855)-9-Beterra

Christopher Schmidt, DNP, APRN, ACNP-BC, CPHQ — Alliant Management Services
cschmidt@alliantmanagement.com · 1-502-992-3525



SIMPLIFYING HEALTHCARE IMPROVEMENT

Beterra is a healthcare technology company focused on building tools for safety, quality, and staff engagement.

Our solutions help healthcare leaders accelerate improvement through the collection, analysis, and intelligent use of safety, quality, and feedback data — reducing administrative burden while making performance data actionable across every level of the organization.

QUALITY VIEW

Automated CMS dashboards, benchmarking, and board-ready reporting

PI REPOSITORY

Structured improvement tracking, AI coaching, and cross-hospital learning

CULTURE & ENGAGEMENT

Validated surveys, NPS tracking, and real-time staff feedback loops

Explore our work at www.beterra.com

Contact us at hello@beterra.com