

*Announcing the Twentieth Annual . . .*

Shirley

Ann

Munroe

Leadership Award  
Application



American Hospital  
Association

*Deadline for receipt of application is  
Friday, July 16, 2010*

**The Shirley Ann Munroe Leadership Award** provides an educational stipend to a small or rural hospital administrator or chief executive officer who has displayed outstanding leadership commitment to meet the challenges faced by small/rural hospitals. Shirley Ann Munroe, for whom the award is named, was instrumental in the creation of what has become AHA's Section for Small or Rural Hospitals. The award reflects Munroe's dedication to peer development, as well as her recognition and support for small or rural hospitals with limited community and financial resources.

Award recipients are selected through a two-phase process administered by the American Hospital Association. First, applications are screened for innovation, practicality, effectiveness, and sustainability of activities as described by the applicant in his/her accompanying materials. After finalists are identified, a selection committee drawn from the governing council of AHA's Section for Small or Rural Hospitals selects a winner after in-depth application reviews.

The **stipend amount for 2010 is \$1,500** and will help to defray the recipient's expenses to attend an AHA Annual Meeting or Health Forum Leadership Conference. Eligibility criteria include executive leadership of nonfederal, short-term, acute care U.S. hospitals that are members of the American Hospital Association, and meet one of the following requirements:

- Have fewer than 100 beds
- Are located outside of a metropolitan statistical area
- Claim 4,000 or fewer admissions yearly

Applicants must have played a pivotal role in resolving problems or overcoming challenges faced by small or rural hospitals. Examples of activities or programs that meet these criteria include:

- Community-wide, collaborative relationships that improve and expand coverage and access to essential health care services
- Quality assurance and improvement programs that are hospital-wide, include preventive measures that foster patient safety, maximize patient outcomes, and include patient perspective of care
- Workforce initiatives that redesign job responsibilities, processes, and procedures to meet the needs of patients, workers, and the hospital as an organization
- Culturally competent patient care services that are developed cooperatively with community leaders, physicians, and hospital staff to address diversity issues in the community

Throughout her career which covered over four decades of service, **Shirley Ann Munroe**, set a standard of dedication and leadership that inspired her professional peers in small and rural hospital administration. Shirley Ann's experience included 20 years as administrator of a 43-bed rural hospital in northern California where she met the challenges of providing quality health care to her community in an environment of limited resources. She thrived on positive changes and guided the development of one of America's earliest centers for rural health care management and advocacy, where she served as the first director of the AHA's Section for Small or Rural Hospitals. Her legacy is a benchmark for professional hospital management, rural community health development, and rural health representation and advocacy.

## PAST RECIPIENTS: Rural Health Care Leaders

2009 – **Scott Street**, *Duncan Regional Hospital, Duncan, Okla.*, for dramatically expanding the hospital's services in order to better accomplish the hospital mission to bring access to healthcare and education closer to home.

2008 – **Ronald Cork**, *Avera St. Anthony's Hospital, O'Neill, Nebr.*, for collaborating with the community to create outreach programs and with hospital staff to develop health care services, expanding access and coverage for the community.

2007 – **Russell W. Johnson**, *San Luis Valley Regional Medical Center, Alamosa, Colo.*, for developing relationships with health care providers to expand access, coverage, and instituting new programs to meet local needs and improve health status

2006 – **Brian T. Shockney**, *Memorial Hospital, Logansport, Ind.*, for developing and leading innovative strategies to improve community health and stimulate wellness by working with local schools, civic and public health organizations

2005 – **Barbara Oestmann**, *Share Medical Center, Alva, Okla.*, for establishing an Explorers Post, partnering with vocational training, introducing telemedicine, and expanding services

2004 – **Lisa Schnedler**, *Van Buren County Hospital and Clinics, Keosauqua, Iowa*, for an innovative job opportunities program that provided job placement and career counseling to county residents

### Overview of the 2010 Selection and Awards Process

<b>April</b>	Section staff to mail out applications, appoint Selection Committee members, and promote award
<b>July</b>	<b>Deadline for receipt of applications on July 16th</b> Section staff to prepare application package and convene Selection Committee for review
<b>September</b>	Selection Committee to select recipient and finalists <b>Award recipient and finalists to be notified</b>

### *Application Requirements*

All applications should be accompanied by the following supportive data:

- A letter of recommendation from the hospital board
- Applicant's current resume
- A letter of no more than three typewritten pages that clearly describes the applicant's qualifications and his/her reason for pursuing the award.
- Please include:
  - A brief description of applicant's hospital and community
  - Examples of one or more innovative programs that have met hospital or community needs
  - Evidence of collaboration with community leaders, physicians, and others
  - Evidence of success and sustainability of the program or programs in the hospital or community

*Twentieth Annual*  
*Shirley Ann Munroe Leadership Award*  
**APPLICATION**

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This award is presented annually to a hospital administrator or CEO who has displayed outstanding leadership in meeting the ongoing challenges of small or rural hospital management.

The Section for Small or Rural Hospitals of the American Hospital Association invites you to apply for this prestigious award.

Complete the form below, typing or printing clearly all requested information, and fax or mail this entire page with all supporting information to:

Shirley Ann Munroe Leadership Award  
c/o Jihan Palencia  
FAX: 312.422.4590  
Section for Small or Rural Hospitals  
American Hospital Association  
155 N. Wacker, 6<sup>th</sup> Floor  
Chicago, IL 60606

***POSTMARK DEADLINE FOR ALL APPLICATIONS IS FRIDAY, JULY 16, 2010.***

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Applicant's Name (First, Middle, Last)

Title

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Name of Institution

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Address of Institution

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City, State, Zip Code

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E-Mail Address

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Business Telephone

Business Fax Number

*Please direct inquiries about the Shirley Ann Munroe program and selection process to Jihan Palencia, 312.422.3345 or [jpalencia@aha.org](mailto:jpalencia@aha.org)—or visit our web site at <http://www.aha.org/aha/news-center/awards/rural-leadership/index.html>.*