HEARTLAND INTELLICARE

QualiNav

The Operating System for Rural Quality Leaders

- Unlocking Time
- Improving Quality
- Buliding Relationships



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HEARTLAND INTELLICARE

QualiNav

Workforce

QualiNav functions as a “fractional workforce” that mitigates burnout and automates administrative tasks, directly supporting the RHTP’s goal to enhance the supply of clinicians and recruit and retain talent by reducing the strain on rural staff.

Improved Outcomes

The platform’s predictive analytics and specific modules for improving adherence to evidence based best practices align with RHTP’s mandate to improve health care outcomes for rural residents by prioritizing prevention and using data to furnish high-quality care close to home.

AI Enabled Technology

QualiNav fulfills the RHTP’s specific request for technical assistance in adopting “artificial intelligence” and software solutions that improve efficiency and care delivery in rural hospitals.

Sustainability

By reducing labor costs and preventing turnover expenses, QualiNav provides the “robust sustainability plan” required for prioritized review, helping hospitals manage long-term financial solvency and avoid the risk of closure.

Visit our site







Rural communities spread across vast geographic areas often contend with persistent shortages in the workforce and economic constraints. These pressures are intensified by the closure of the limited rural hospitals that exist. Together, these factors create an environment where residents struggle to receive timely, high-quality, and consistent care—highlighting the urgent need for targeted investments, innovation, and collaborative solutions to strengthen rural health systems.

Heartland Intellicare is redefining what it means to deliver high-quality support to rural patients and community-based health systems by pairing human-centered solutions with the right blend of technology. Built on the belief that meaningful change starts with understanding people—their workflows, challenges, and lived experiences—Heartland Intellicare bridges the gap between frontline realities and modern innovation. Our approach prioritizes empathy and practical problem-solving, then enhances it with intelligent tools that drive efficiency, improve decision-making, and free teams to focus on what matters most: delivering exceptional patient care. With Heartland Intellicare, smarter systems don't replace the human touch—they elevate it.

Our Mission

Make Rural America Healthy Again

At Heartland Intellicare we believe that every patient deserves the highest standard of care—no matter where they live. Our mission is to transform rural healthcare by delivering cutting-edge AI technology that supports quality improvement, regulatory compliance, and patient safety. We are dedicated to helping small and critical access hospitals "do more with less," so healthcare professionals can focus on what matters most: patient care.

Our Approach

Heartland Intellicare's team embraces human-centered design thinking and methodologies. Since the inception of QualiNav development, our team has consistently engaged with rural hospital stakeholders to build a platform that is not just another AI tool, but designed with the specific needs and concerns of rural hospital quality leaders. Our motto is

"Nothing about hospital quality leaders, without hospital quality leaders."

We believe that by engaging end users in the design process, we can build a platform that serves many needs of rural hospitals.



The Critical Challenges

Rural hospitals and clinics are lifelines for their communities but face accelerating challenges: persistent workforce shortages, high turnover in key quality roles resulting in gaps in knowledge and training, heavy administrative burden, and mounting compliance risks. Traditional technical assistance helps in bursts but rarely builds durable local capacity. Rural communities require a highly reliable and resilient quality system to eliminate crisis-driven compliance. They need to be able to focus on the critical tasks of patient safety and quality compliance.

1. Isolation, Burnout & Lack of Real-Time Guidance

Rural quality teams often work in professional isolation, facing complex regulatory decisions without mentorship or peer support. This drives burnout, turnover, and inconsistent application of best practices.

2. Workforce Gaps & Loss of Expertise

The “Department of One” model found in many rural hospitals forces Quality Directors to shoulder multiple critical responsibilities without formal training or structured onboarding. High turnover causes institutional knowledge to evaporate, setting hospitals back years.

3. Reactive Compliance & Survey Vulnerability

Rural hospitals are often forced out of necessity to operate in a cycle of crisis-driven compliance, preparing for surveys only when deadlines loom. Limited tools for monitoring readiness lead to preventable accreditation issues and financial penalties.

4. Manual Data Burden & Limited Analytics

Quality leaders spend the majority of their day on manual data entry, spreadsheet management, and chasing information across departments. These outdated processes hinder trend detection and delay corrective action, both of which are necessary for improving patient outcomes.

5. Fragmented Systems & Outdated Policies

Rural hospitals struggle with scattered documents, outdated policies, and rapidly changing regulations. Without centralized systems or consistent updates, even small gaps create significant compliance risk.

Heartland Intellicare is proud to introduce

QualiNav

a Quality Navigation companion for rural healthcare teams.

QualiNav is an AI-powered support tool designed to help navigate the growing demands of quality, compliance, and patient safety with confidence. Built to simplify complex tasks, streamline documentation, and provide real-time guidance, QualiNav gives overstretched “departments of one” the expert backup they’ve never had. By combining accessible intelligence with rural-focused design, it empowers hospitals to work smarter, stay survey-ready, and elevate care—without adding staff or increasing workload.

Core Capabilities Highlights

Heartland Intellicare aims to transform rural healthcare from a state of “crisis-driven compliance” to highly reliable, sustainable systems.

AI-Driven Automation Automates up to 60% of routine tasks, freeing up 4–6 hours per day for leaders to focus on patient safety rather than paperwork.

Virtual Mentorship Provides daily professional development, AI-guided quality “roadmaps,” and gamified learning to upskill staff and replace “trial by error” with expert best practices.

The Quality Lab Breaks down rural isolation by connecting leaders into a statewide peer network to share resources, solutions, and support.

Predictive Dashboards and Analysis Replaces broken Excel trackers with real-time data collection and analytics that identify risks before they become patient harms or penalties.

SCOUT Our Systems, Compliance & Operations Utility Tool (SCOUT) serves as an always-available companion delivering clear answers, reliable direction, and quick access to essential information.

Policy and Procedures Ensure your guidelines are updated with evidence-based practices and are consistent among the organization. Utilize high-reliability principles to reduce patient errors and strengthen operations and outcomes.

Compliance readiness Centralizes standards, tracks key quality and safety indicators in real time, flags gaps, and guides teams through mock survey preparation and documentation.

Quality improvement projects Provides evidence-based improvement project ideas and builds out data tracking, project management, and sustainability plans.

Customized assessments Uses tailored individual and organization-wide assessments to pinpoint needs, customize guidance, and align support with each hospital’s unique priorities.

Strategic Goals & Impact

Financial Resilience
By ensuring 90%+ compliance rates, hospitals avoid costly penalties and stabilize their bottom line, preventing closures.

Reduction in Administrative Burden
Documented decrease of approximately 60% time spent on manual quality reporting and compliance tasks, enabling quality directors to redirect efforts toward patient safety and care coordination.

Improved Patient Safety and Quality Metrics
Statistically significant gains across targeted indicators (e.g., readmissions, infection control, chronic disease management) tracked through platform dashboards.

Democratized Expertise
Ensures that every rural hospital, regardless of size or location, has access to expert-level quality management systems

Sustainable Peer-Learning Networks
Assess at the county and State level the formation and continuation of statewide peer-to-peer mentorship and learning collaboratives.

Increased Workforce Satisfaction
Positive shifts in staff satisfaction and engagement, measured through standardized surveys, reducing burnout and reinforcing organizational capacity.

Every rural Quality Director faces the same challenge: improving quality while carrying an ever-growing administrative burden while wearing multiple hats. As reporting requirements increase, regulations evolve, projects multiply, and resources remain stretched, more time is spent managing systems than improving patient care. QualiNav was built to change that. Combining responsible AI, human expertise, statewide collaboration, and purpose-built quality improvement tools, QualiNav gives Quality Directors the confidence, clarity, and capacity to focus on what matters most—leading safer, higher-quality care.



Grow Capability Across Your State

State Focus Areas

QualiNav allows each state to deliver targeted competency programs aligned to the needs of its hospitals. Short learning experiences, practical resources, facilitated workshops, and community campaigns combine to build capability around the topics that matter most.
Our team brings decades of subject matter expertise and improvement knowledge to the table. We are the humans in the loop dovetailing this technology and paving the improvement path in partnership with key stakeholders in the state.

Rather than delivering generic training, organizations receive focused support that reflects local priorities while remaining connected to a broader national community of practice.



State Benefits

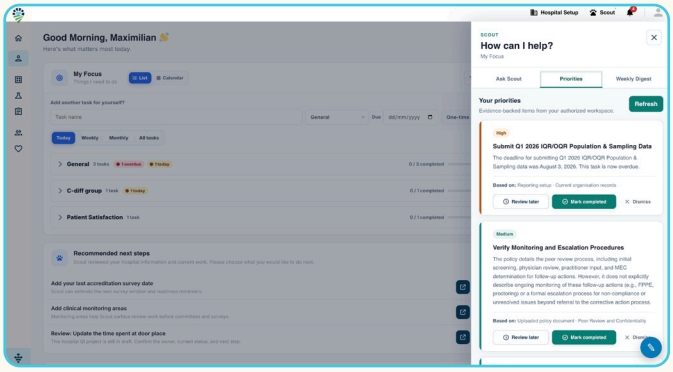
- State-specific learning
- Practical competency development
- Human-centred education
- Flexible programming
- Continuous professional growth

Built Around the Way Quality Leaders Work

Quality Directors don't think in software features. They think about solving problems, managing teams, improving outcomes, and preparing for what's next. Every capability within QualiNav has been designed and informed by Quality Directors and their jobs to be done. Our aim is propping up one connected operating system that supports every aspect of quality leadership with an integrated peer to peer network.

The Quality Director Core Need	The QualiNav Feature
Stay up to date on the best evidence-based practices	**SCOUT** Your Trusted Thought Partner
Use your time efficiently to focus on what	**My Space** Your Personal Command Center
Guide your team with aligned **Purpose**	**My Organization** Your team's quality and
Benefit from the collective experience of	**My Community** Your trusted peer to

Lead With Confidence



SCOUT

— Your Trusted Thought Partner Every Quality Director faces moments where they need an answer quickly. Whether interpreting a new regulation, analyzing performance data, reviewing a policy, preparing for a board meeting, or planning the next stage of a quality improvement project, finding the right information can take hours.

SCOUT removes that friction.

SCOUT is the intelligence that sits across the entire QualiNav platform. Rather than replacing expertise, it strengthens it by acting as an always-available thought partner. It helps users analyze information, surface relevant guidance, suggest next actions, summarize documents, and simplify complex decisions.

The result is faster decision making, greater confidence, and significantly less administrative effort. As organisations continue to use QualiNav, **SCOUT** becomes increasingly valuable. It learns organizational priorities, understands local policies, recognizes strategic goals, and delivers increasingly personalised guidance. Responsible Artificial Intelligence becomes less about automation and more about trusted partnership.

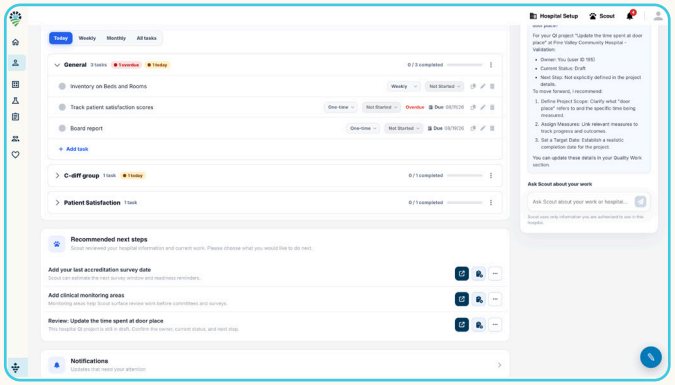
SCOUT Benefits

- Immediate access to trusted guidance
- Reduced administrative workload
- Faster decision making
- Personalized organizational intelligence
- AI that supports, but neverreplaces, human judgement

Stay Focused on What Matters

My Space

— Your Personal Command Center The greatest challenge facing most Quality Directors is not simply workload—it's prioritization. Every day presents competing demands, urgent requests, approaching deadlines, and multiple projects requiring attention. Important work is constantly displaced by urgent work. My Space brings clarity back into the working day. It creates a personalized environment where commitments, priorities, projects, workflow, and performance information are brought together into a single view. Rather than spending valuable time deciding what needs attention, Quality Directors can immediately focus on the activities that create the greatest impact. Over time, intelligent



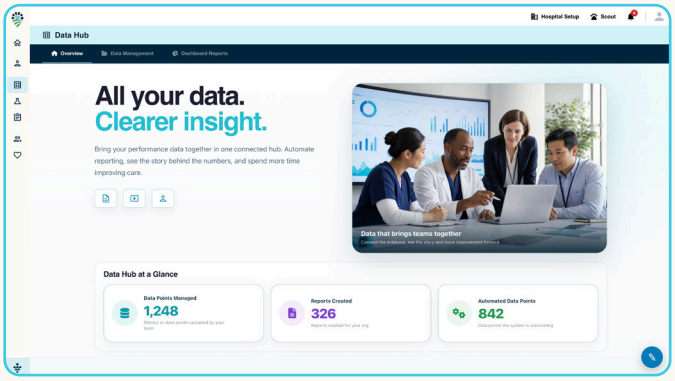
recommendations and automation help users become increasingly proactive rather than reactive, allowing leaders to spend less time managing tasks and more time leading improvement.

My Space Benefits

- Greater focus and prioritization
- Customized schedules with early ale
- Improved personal productivity
- Increased strategic capacity
- Better day-to-day organization



Guide Your Team With Aligned Purpose



My Organization

— Your Team's Quality and Patient Safety Work Zone My Organization is designed to address a core need for Quality Directors: guiding your team with an aligned purpose. As a dedicated work zone for quality and patient safety, it serves as a central environment within QualiNav's connected operating system.

Because Quality Directors think in terms of solving problems, managing teams, and improving outcomes, this space is purpose-built to support those exact leadership responsibilities. It provides the collaborative foundation required for your team to work cohesively, ensuring that every initiative and daily task remains focused on shared goals and organizational priorities.

Within My Organization, there are three core focus areas; Data Management and Analysis, Survey Preparedness and Assessment and Quality and Patient Safety Projects. These three foundational components represent the space where your team will collaborate and power your improvement work as a team.

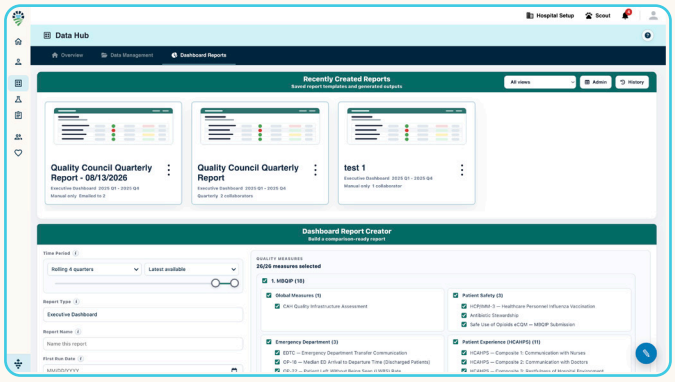
Transform Data Into Action

Data Hub

— A Single Source of Truth Quality improvement depends on reliable data and information, yet many rural hospitals spend countless hours gathering data from multiple disconnected sources before meaningful analysis can even begin. QualiNav replaces fragmented reporting processes with one connected Data Hub that brings organizational performance into a single trusted environment.

Instead of chasing spreadsheets, manually producing reports, or combining multiple data sources, Quality Directors gain immediate visibility of organizational performance through intuitive dashboards, analytics, and run charts.

Automated reporting reduces human work while allowing leaders to spend more time understanding the story behind the data and less time preparing it.



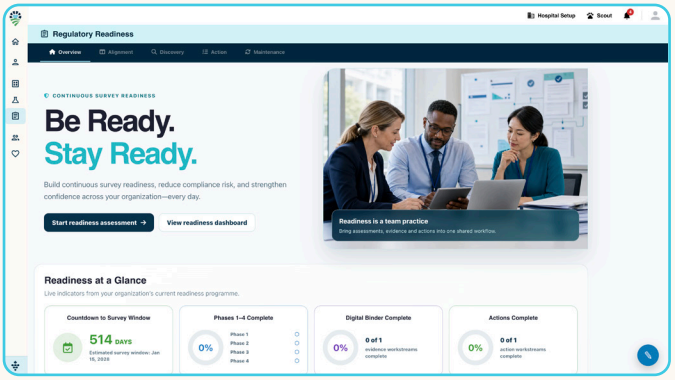
As automation increases, reporting becomes increasingly effortless, allowing recurring board reports, committee presentations, and performance dashboards to be generated with minimal manual intervention.



Data Hub Benefits

- One trusted source of organizational performance
- Faster reporting
- Reduced manual administration
- Better performance visibility
- More time for improvement rather than data preparation

Stay Ready Every Day



Regulatory Readiness

— Accreditation and Compliance Survey preparation never begins when surveyors arrive. Clinical readiness is not discussed only when an adverse event takes place. Team-based alignment is a mindset, not a box to check when the surveyors are coming or a process has broken down. True readiness is built through continuous awareness rather than periodic activity.

QualiNav transforms readiness (regulatory, clinical and cultural) into an ongoing organizational team-based capability. Interactive assessments, collaborative surveys, benchmarking, and real-time readiness dashboards help teams identify risks early, monitor progress continuously, and create confidence across the organization.

Rather than relying on the opinion of a single Quality Director, readiness becomes a shared responsibility supported by evidence and collaboration. The result is reduced compliance risk, improved organizational confidence, and significantly less stress when accreditation visits occur.

Regulatory Readiness Benefits

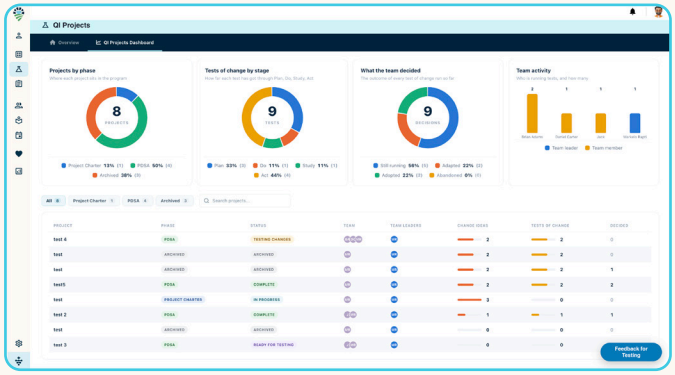
- Continuous survey readiness
- Reduced compliance risk
- Collaborative organizational assessments
- Benchmarking against peers
- Greater organizational confidence

Build Better Improvement Projects

Quality Improvement Projects

— Your Team-Based QI Suite Leading quality improvement requires far more than project management. It requires alignment, engagement, accountability, and continuous learning. Many Quality Directors find themselves leading complex improvement initiatives without formal project management training or structured frameworks. QualiNav provides a complete environment for planning, launching, managing, and sustaining improvement projects. Teams can collaborate around shared goals, define measures of success, document actions, monitor progress, and capture learning throughout every stage of implementation.

Structured templates, human-centered design canvases, and practical frameworks simplify complex

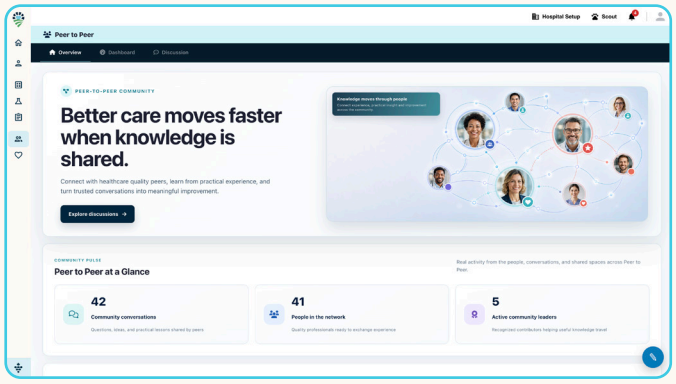


improvement work while ensuring every project remains aligned to organizational priorities. As more organizations contribute improvement knowledge, QualiNav evolves into a shared learning engine where successful approaches can be reused across hospitals, reducing duplication and accelerating improvement across entire states.

Quality Improvement Projects Benefits

- Intuitive project management
- Stronger team alignment
- Better visibility of progress
- Increased improvement capability
- Shared learning across hospitals

Learn Together



My Community

— Your Peer to Peer Quality Lab One of the greatest strengths within rural healthcare has always been its people. Yet too often those people remain professionally isolated, waiting for annual conferences or occasional meetings to exchange ideas.

My Community extends that network into everyday practice. Quality Directors can connect with peers, share successful approaches, ask questions, access curated resources, participate in learning events, and collaborate across hospitals and states.

Every interaction strengthens not only individual organizations but the wider rural healthcare community. As the network grows, every hospital contributes to a shared body of knowledge that accelerates improvement for everyone.

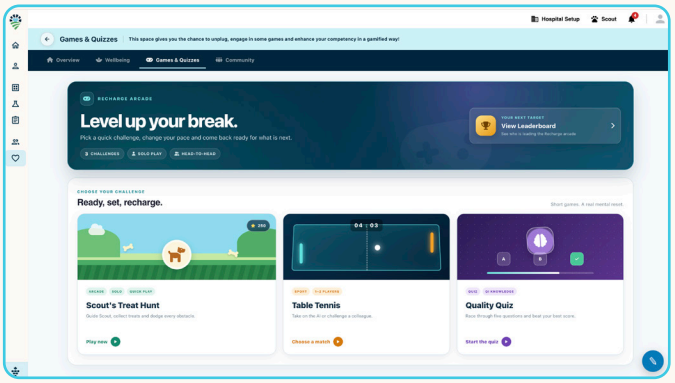
My Community Benefits

- Peer-to-peer collaboration
- Shared learning
- Access to practical resources
- Statewide networking
- Stronger professional community

Support the People Behind the Work

Recharge

— Take a Break From the Chaos Sustainable quality improvement depends on resilient leaders. Recognizing the pressures placed on Quality Directors, QualiNav includes a dedicated wellbeing space designed to encourage reflection, learning, and recovery. Recharge provides wellbeing resources, gamified learning, community recognition, and simple moments of respite that help combat burnout while reinforcing positive engagement. Because improving quality starts with supporting the people responsible for delivering it.



Recharge Benefits

- Reduced burnout
- Improved wellbeing
- Greater engagement
- Enhanced resilience



QualiNav

More Than a Platform

QualiNav is not simply another software product. It is an operating system designed to unlock time, strengthen capability, connect communities, and continuously improve the quality of care delivered across rural America.

Today, that means reducing administrative burden, improving collaboration, and supporting better decisions. Tomorrow, it means building a connected national community where every project, every lesson learned, and every improvement strengthens every hospital that participates.

The future of rural healthcare will not be built by technology, but it will be accelerated by it. It will be built by empowered Quality Directors with the time, confidence, and community to lead meaningful change. QualiNav is here to help guide, accelerate and scale that change.

- Unlocking Time
- Improving Quality
- Buliding Relationships

The QualiNav Onboarding Experience
A Human-Centered Partnership

At Heartland Intellicare, we understand that meaningful change requires more than just new software. Adopting QualiNav is not as simple as passing along a list of usernames and passwords and expecting your teams to figure it out. Instead, we take a white-glove, high-touch, and hands-on approach to implementing the platform across your state or region.

Rooted in human-centered design, our onboarding process keeps the human in the loop at every stage. We recognize that rural quality directors often face professional isolation and heavy administrative burdens. Therefore, our goal is to embed QualiNav into your organizations through active partnership, ensuring it serves as an optimal operating system that meets users exactly where they are.

By partnering closely with key state-level stakeholders, we deploy targeted user and organizational assessments to gauge baseline competencies, identify unique strengths, and uncover areas of opportunity. This data-driven approach allows us to tailor the QualiNav experience, providing the exact technical assistance and community support your rural health leaders need to thrive.







The 6-Month Onboarding Journey

Maximizing Value and Connection

To ensure your quality directors get the most out of QualiNav, we have designed a comprehensive, six-month onboarding journey. This structured timeline blends technical training with collaborative relationship-building.

Month 1

Discovery & Alignment

State/Regional Kickoff Events

Collaborative launch sessions with state partners and hospital leadership to introduce the platform's vision and secure organizational buy-in.

Baseline Assessments

Deployment of organizational assessments to pinpoint specific facility needs, culture, and operational readiness.

Platform Provisioning & Personalization

Initial account setup where users customize their "My Space" dashboard to reflect their immediate workflow priorities and commitments.

Month 2

Building Core Competencies

Introduction to SCOUT

Interactive workshops focused on maximizing the value of SCOUT, the AI-enabled thought partner, to help users interpret data and solve daily operational challenges.

Workflow Integration Sessions

Hands-on training for quality directors to transition manual trackers into QualiNav's automated Quality Dashboards and Run Charts.

First Learning Collaborative

A state-wide virtual gathering to discuss initial impressions, share early wins, and establish a baseline for peer-to-peer support.

Month 3

Fostering Community & Collaboration

Activating the Quality Lab

Guided campaigns to encourage users to join the Peer-to-Peer Network, ask questions, and share programming insights.

1-on-1 Coaching Initiated

Dedicated support calls with Heartland Intellicare advisors to troubleshoot specific facility challenges and guide users through complex features.

Leadership Check-In

Reviewing early Engagement metrics with state stakeholders to ensure adoption is on track and identifying cohorts that may need additional support.

Month 4

Driving Quality Improvement (QI) Execution

QI Project Workshops
Focused training on utilizing the “My Org” collaborative hub to frame out, monitor, and execute facility-wide quality improvement projects.

Statewide Peer Mentorship
Facilitating specific focus groups within the Quality Lab based on shared challenges (e.g., patient safety protocols, survey readiness).

Readiness Assessment Deep Dives
Utilizing narrow, targeted assessments to evaluate resources and buy-in for upcoming clinical initiatives.

Month 5

Sustaining Engagement & Wellbeing

The Recharge Activation
Emphasizing the gamified learning and wellbeing features of the platform to combat burnout and lift team morale.

Advanced 1-on-1 Coaching
Transitioning from technical support to strategic thought partnership, helping quality leaders utilize QualiNav data for CMS reporting and board presentations.

Data-Driven Campaign Launch
Co-creating dynamic content and learning modules with state partners based on actual user activity and emerging needs.

Month 6

Optimization & Future Planning

Statewide Impact Review
Presenting comprehensive engagement data, ROI estimates, and early compliance improvements to stakeholders.

User Success Showcase
Highlighting top users from the Leaderboard and sharing best practices across the statewide network.

Transition to Sustainable Practice
Finalizing the shift from active onboarding to ongoing, self-sustaining peer mentorship and continuous platform optimization.

Who we are



Kim Werkmeister MS, RN, CPHQ, CPPS

Chief Executive Officer,Heartland Intellicare

A nationally recognized healthcare leader and expert in clinical quality, patient safety, and performance improvement. With more than 30 years of experience as a Registered Nurse and healthcare executive, Ms. Werkmeister brings a rare combination of frontline clinical insight and strategic systems-level leadership. She currently serves as CEO of Heartland Intellicare, where she is spearheading the development of an AI-enabled platform designed to support quality leaders in rural and critical access hospitals.

She also serves as Senior Vice President of Improvement and Implementation at Convergence Health, where she leads large-scale, data-driven improvement collaboratives for thousands of hospitals across the U.S. focused on advancing patient outcomes and workforce resilience across rural, urban, and frontier healthcare settings. Ms. Werkmeister's prior leadership roles include Director of Quality and Patient Safety for a regional hospital system, where she provided oversight of clinical, ancillary, and operational performance initiatives. Her expertise spans clinical quality improvement, regulatory readiness, care coordination, interdisciplinary collaboration, and patient engagement.



Marc McLaughlin CEO Do Tank

Chief Digital Officer, Heartland Intellicare

An experienced strategy consultant, business designer and entrepreneur, who is responsible for founding Do Tank back in 2014.

He supports organizations by the use of his bold strategic thinking, creative visual design and practical implementation skills that are ever focused on delivering concrete results.

Marc has an impressive ability to confront the norm and help frame and reduce complexity allowing organizations to discuss, re-design and determine the critical few next steps required to drive strategic change. With 13+ years of experience with corporates through to start-ups, and within a wide range of industry sectors, he enjoys realizing the successful impact of implementing our new tools, skills and mindsets within organizations.



Lindsay Milchteim MPH

Chief Strategy Officer, Heartland Intellicare

A healthcare leader with more than 15 years of experience in patient safety, quality improvement, and healthcare transformation. She currently serves as Chief Strategy Officer at Heartland Intellicare, where she drives the development of AI-powered tools that streamline healthcare tasks and allows teams to focus on patient care.

Previously, Lindsay directed federal healthcare programs at the Healthcare Association of New York State (HANYS) and Convergence Health, managing multimillion-dollar CMS contracts and leading statewide hospital collaboratives. Earlier in her career, she advanced Medicaid reform through New York State's DSRIP program and shaped national health policy at AARP.

Lindsay holds an MPH in Public Health Policy and a B.A. in Political Science from The George Washington University. She is a nationally recognized quality speaker, certified NCQA Patient-Centered Medical Home Content Expert and has served on New York State's Steering Committee for Advanced Primary Care, continuing to contribute to national healthcare quality and transformation initiatives.



Adam Kohlrus BA, MS, CPHQ, CPPS

Chief Health Strategist, Heartland Intellicare

Over 20 years of experience in the healthcare field, spanning rural clinics in Africa to Board rooms with health systems across the country. He has worked for over 15 years with hospitals on issues such as readmissions, hospital acquired conditions, patient safety, population health and health equity. In leading state and federally funded quality improvement grants for the Illinois Health and Hospital Association (IHA) Adam has experienced the acute needs of our rural healthcare providers.

His role at IHA was focused on the small and rural constituency with a focus on quality improvement across the 51 Critical Access Hospitals in Illinois. In his current role he is leading both regional and national learning collaboratives with Quality Directors, Chief Innovation Officers and Population Health leaders.

Adam also served in the Peace Corps as a Community Health volunteer in both Swaziland, Africa and Guyana, South America before working at Peace Corps headquarters in Washington, DC. His expertise spans clinical quality improvement, community development, digital human-centered design platforms, health/maternal/racial equity, care coordination and collaboration.

