In conclusion, this business proposal delineates a comprehensive strategy for revitalizing ambulatory care services within a non-profit rural healthcare organization. By identifying a rural Midwest area as the focal point, the proposal addresses the unique healthcare needs and demographic shifts that influence outpatient surgery demand. It underscores the necessity of aligning organizational practices with health equity principles and compliance with governmental regulations, which together promise to enhance service delivery and patient outcomes. The proposed changes, including the integration of telemedicine and infrastructure investments, are positioned to tackle existing healthcare barriers, thus ensuring equitable access to quality care. Ultimately, the proposal aims to provide the board of directors with actionable insights, guiding them in steering the organization toward a sustainable future in the evolving landscape of ambulatory care.