



Rural Health Update

Sarah Young, MPH Public Health Analyst Federal Office of Rural Health Policy Health Resources and Services Administration U.S. Department of Health and Human Service

State Offices of Rural Health, Region B Partnership Meeting Wilmington, North Carolina July 28, 2015



Who are We?

Quick Background

- Part of HRSA & DHHS
- "Voice for Rural"
- Policy and Research Role
- Review HHS Regulations
- Administer Grant Programs
- Technical Assistance



Organizational Set up

- Community-Based Division (CBD)
- Hospital-State Division (HSD)
- Office for the Advancement of Telehealth (OAT)
- Policy Research Division (PRD)







The Federal Office of Rural Health Policy

Sec. 711. [42 U.S.C. 912] (a) There shall be established in the Department of Health and Human Services (in this section referred to as the "Department") an Office of Rural Health Policy (in this section referred to as the "Office"). The Office shall be headed by a Director, who shall advise the Secretary on the effects of current policies and proposed statutory, regulatory, administrative, and budgetary changes in the programs established under titles XVIII and XIX on the financial viability of small rural hospitals, the ability of rural areas (and rural hospitals in particular) to attract and retain physicians and other health professionals, and access to (and the quality of) health care in rural areas.



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Challenging Regulatory Environment



MEDICARE COULD HAVE SAVED BILLIONS AT CRITICAL ACCESS HOSPITALS IF SWING-BED SERVICES WERE REIMBURSED USING THE SKILLED NURSING FACILITY PROSPECTIVE PAYMENT SYSTEM RATES

Inquiries about this report may be addressed to the Office of Public Affairs at <u>Public Affairs@otg.hhs.gov</u>.

Daniel R. Levinson

March 2015

4-05-12-00046

Payment Changes

- Proposed Reductions
- Changing Payer Mix

Department of Health and Human Services OFFICE OF INSPECTOR GENERAL

MOST CRITICAL ACCESS HOSPITALS WOULD NOT MEET THE LOCATION REQUIREMENTS IF REQUIRED TO RE-ENROLL IN MEDICARE

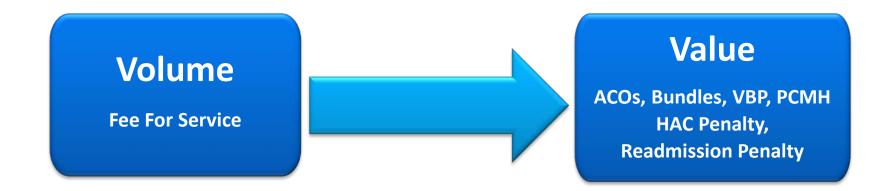


Daniel R. Levinson Inspector General August 2013 OEI-05-12-00080





A Transitioning Landscape

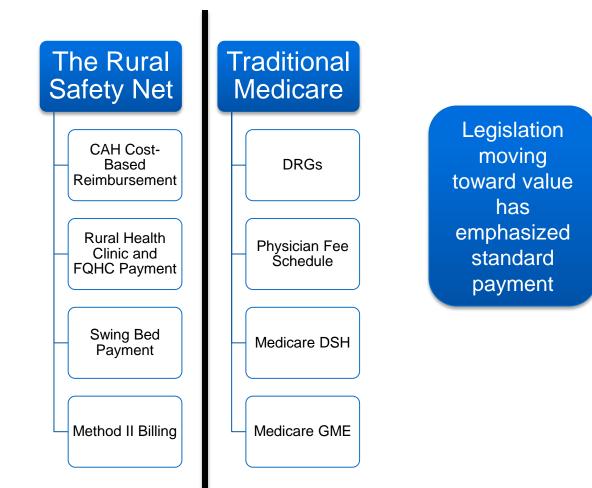






A Transitioning Landscape Are the rural payment protections a dividing line?

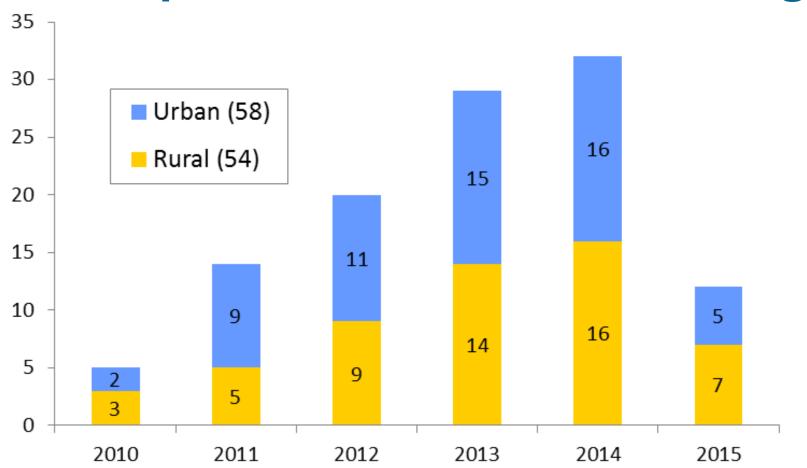
Unique rural payment methodologies not often included in quality reporting requirements







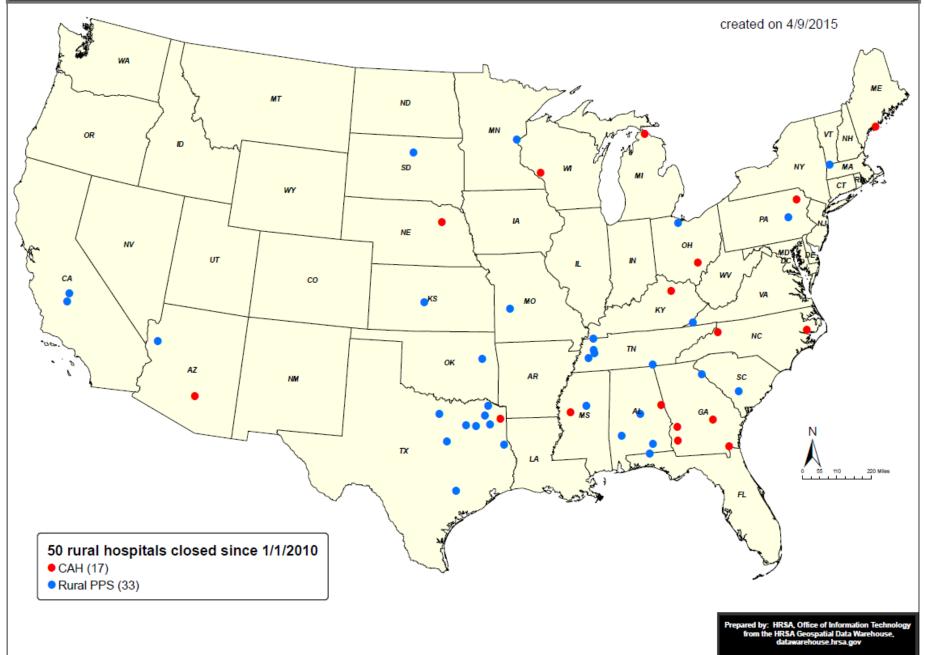
Hospital closures are increasing



As of 7/24/2015. Source: FORHP and North Carolina Rural Health Research Program analysis of news reports and CMS data



Closed Rural Hospitals, 2010 – 2015





Assessing Current Risk



THE LAST WORD 06/05/14

GOP mayor's plea for Medicaid expansion Mayor Adam O'Neal of Belhaven, NC, warns that without a state expansion of Medicaid, "people needlessly die."

- Tracking Rural
 Hospital Closures
- Re-Thinking Mix of Models for Rural
- Leveraging and Learning from Current Pilots and Demonstrations





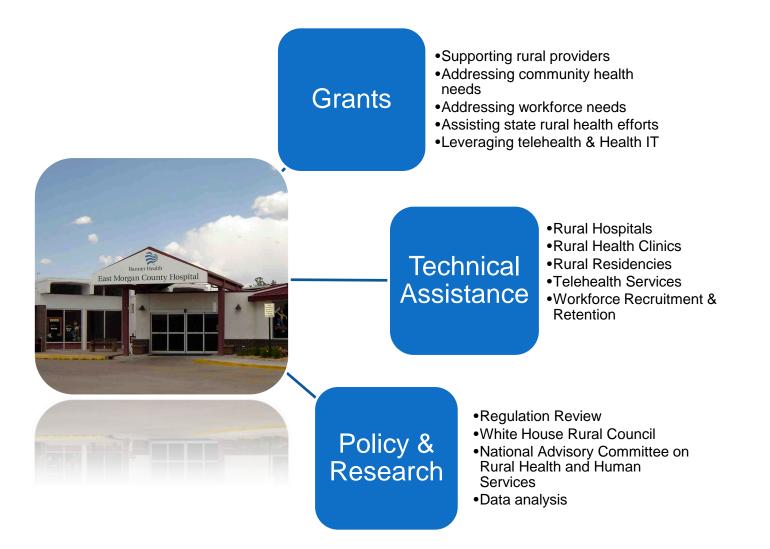
Federal Office of Rural Health Policy 2015 Budget

Rural Health Policy Development	\$9.3 million
Rural Health Outreach Program	\$59 million
Rural & Community Access to Emergency Devices	\$4.5 million
Rural Hospital Flexibility Grants	\$40.5 million
State Offices of Rural Health	\$9.4 million
Radiation Exposure & Screening	\$1.8 million
Black Lung Clinics	\$6.7 million
Telehealth	\$13.9 million
Total	\$143.9 million



Our Goal...Helping Rural Communities Make the Transition









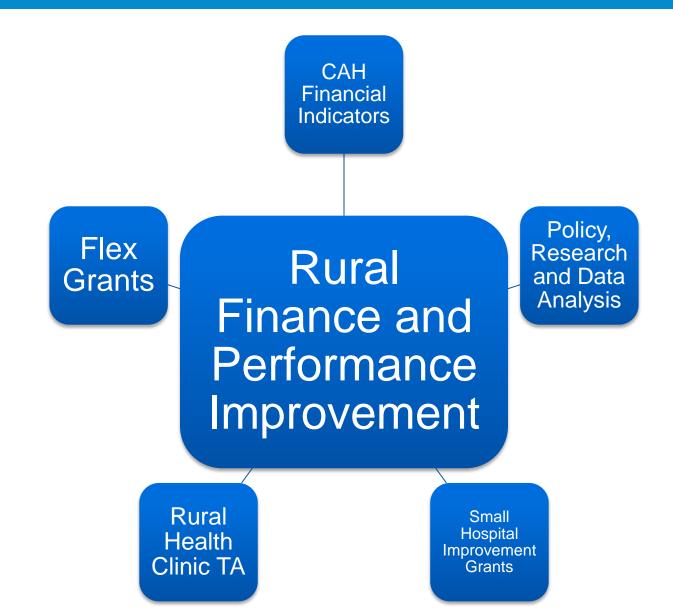
Funding& Resources

- Medicare Beneficiary Quality Improvement Project
- CAH Benchmarking Data
- Findings of the National Quality Forum



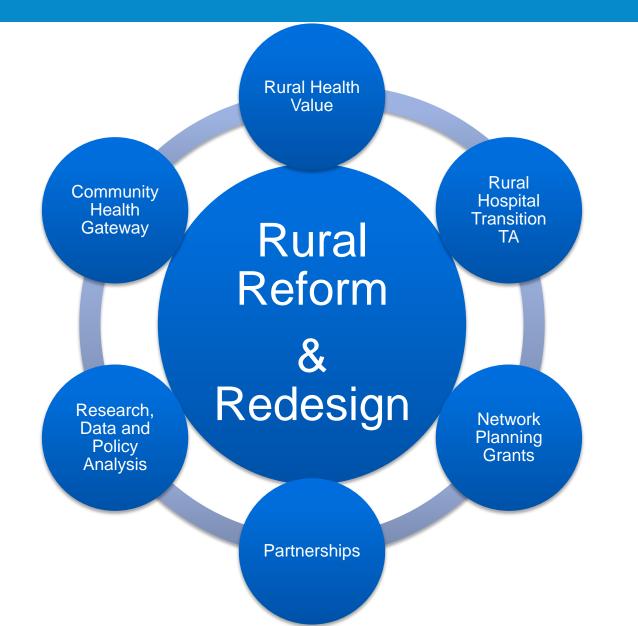






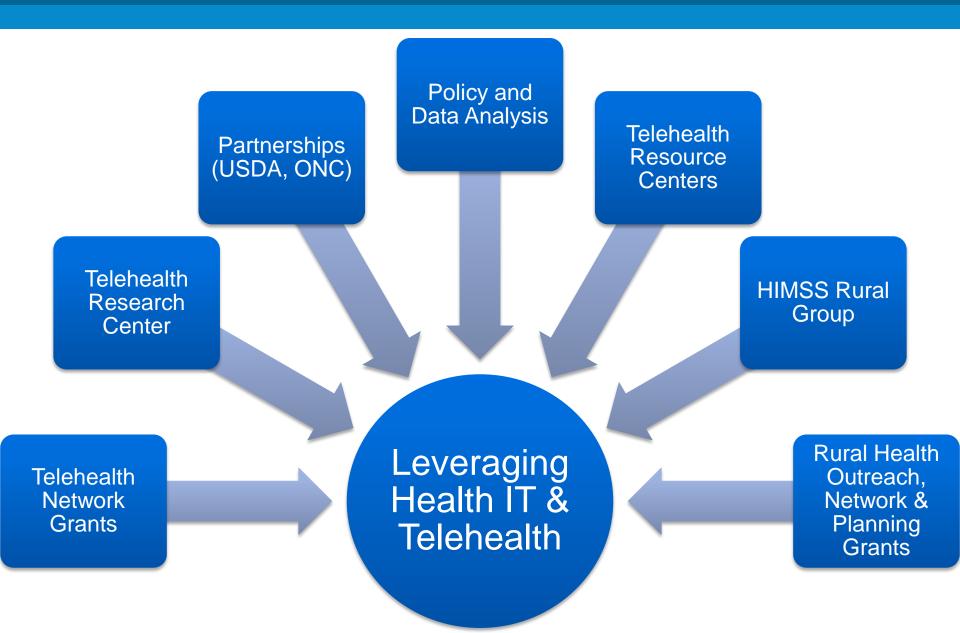
















The Role Played by Rural Research



<u>Home</u> | <u>Topics</u> | <u>Centers</u> | <u>Researchers</u> | <u>Other Resources</u> | <u>Research Alerts</u> <u>About Us</u> | <u>Contact Us</u> | <u>Site Map</u> | <u>Disclaimer</u> | <u>Privacy Policy</u> | <u>Accessibility</u>

http://www.ruralhealthresearch.org/



Another Policy Voice



National Advisory Committee On Rural Health and Human Services

Rural Challenges for HHS in Implementing the Community-Based Care Transitions Program (CCTP) White Paper March 2011

Editorial Note: In 2012, the National Advisory Committee on Rural Health and Human Services will focus on the rural implications of key provisions from the Patient Protection and Affordable Care Act through a series of white papers with policy recommendations that will be sent to the Secretary of the U.S. Department of Health and Human Services.

INTRODUCTION

Section 3026 of the Patient Protection and Affordable Care Act authorizes HHS to provide grants through the Community-Based Care Transitions Program (CCTP). These grants offer the promise of improving care quality and reducing costs for Medicare through more effective management of beneficiaries' postdischarge care and avoidance of preventable readmissions. Although such interventions may be especially important to beneficiaries residing in rural areas-where care may be less available or require lengthy travel-the current demonstration program appears to restrict many rural areas from participating. In particular, it is regrettable that the authorizing statute for the program references only Section 1886(d) hospitals, thereby excluding Critical Access Hospitals as applicants since they are authorized under Section 1820 of the Social Security Act.

The National Advisory Committee on Rural

Recommendations The Committee recommends that in preparit guidance for the grant reviewers that CMS give strong consideration to whether the project gives evidence of good working relationships among the

- following partners: rural health clinics, principal rural or urban referral center(s), PPS hospitals, critical access hospitals, Aging and Disability Resource Centers, Area Agencies on Aging, ho health agencies, skilled nursing facilities. The Committee recommends that project proposals
- especially those in rural areas, address at least three of the five interv
- The Committee also recommends that attention be given to proposals that offer a comprehensive transitions approach that is more likely to be sustainable upon the conclusion of demonstra funding.
- The Committee recommends that CMS include gran reviewers who have rural health experience in order to ensure a fair and unbiased review
- The Committee recommends that the CCTP (or future CMMI projects) give increased weight to applications that serve the dually eligible popular

Health and Human Services has reviewed the CCTP program and recommends a number of

steps to more effectively and equitably assess those proposals that might be submitted for CCTP funding from rural areas. At the same time, the Committee encourages the Centers for Medicare and Medicaid Services (CMS) to more formally include additional provisions for inclusion of rural demonstrations through its Center for Medicare and Medicaid Innovation (CMMI).

These grants have the potential to broadly inform future CMS policy. The Committee urges CMS to give careful attention to rural-based models and ensure that rural providers are part of the overall award pool so that any future policy that emerges from these demonstration grants will take into account both urban and rural considerations.

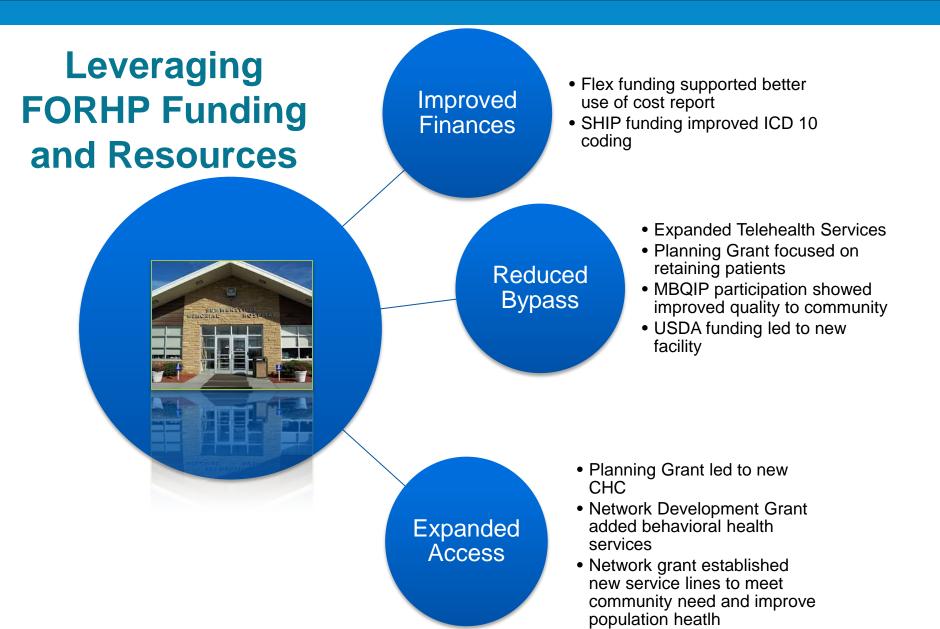
The National Advisory Committee on Rural Health & Human Services

 Policy Briefs and **Recommendations Available** online

http://www.hrsa.gov/advisorycommittees/rural/publications/index.html















White House Rural Council

Home About the Council Blog Posts Executive Order Council Members Policy Initiatives Rural Tour Email Updates

Strong rural communities are key to a stronger America...that's why I've established the White House Rural Council to make sure we're working across government to strengthen rural communities and promote economic growth.

- President Barack Obama







Contact Information

Sarah Young 301-443-5905 syoung2@hrsa.gov

www.ruralhealth.hrsa.gov





Rural Health Resources

- Funding
- Resources
- Websites
- Tools
- Partners

www.ruralhealth.hrsa.gov



FORHP Programs



Community-Based Division

- Rural Health Outreach Program
- Rural Access to Emergency Devices
- Black Lung Clinic Program
- Radiation Exposure and Screening Education Program

Hospital-State Division

- The State Offices of Rural Health
 Program
- The Rural Hospital Flexibility Grant
 Program
- The Small Hospital Improvement Program

Office for the Advancement of Telehealth

- The Telehealth Network Grant
 Program
- The Telehealth Resource Center Program
- The Telehealth Licensure and Portability Program

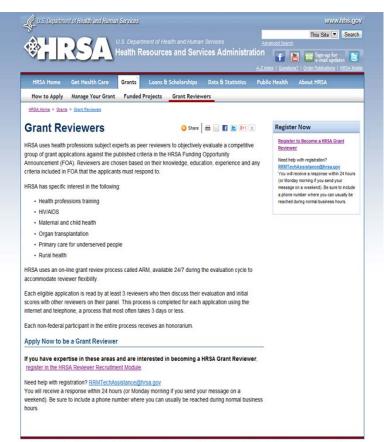
Policy and Research Division

- Rural Health Research Center
 Program
- Rural Training Track Technical Assistance Center
- Rural Assistance Center
- Rural Policy Analysis
- Rapid Response Data Analysis





How to be a Grant Reviewer



Ask. Questions | Viewers & Players | Privacy Policy | Disclaimers | Accessibility | Freedom of Information Act | IIo Fear Act | USA goy | WhiteHouse goy | Recovery.gov | HRSA Mobile

- ORHP has multiple grant program reviews each year
- We need reviewers with rural experience to be a part of our Objective Review Committee panels
- You must register to be a reviewer:

http://www.hrsa.gov/grants/reviewers/

 Indicate "rural health" as one of your specialties in the background information





FY 2016 Competitive Grant Programs

Small Health Care Provider Quality Improvement Grant Program

- 3 years, \$150,000 per year
- ~ 30 awards
- To deliver health care services in rural communities
 - Evidence-based
 - Outcomes oriented
- Eligibility: rural, non-profit or public entity, partner with 2 other entities
- FOA available Winter 2015
- Start date: August 2016
- Contact: Ann Ferrero, aferrero@hrsa.gov; 301-443-3999

Rural Health Network Development Planning Program

- 1 year, \$100,000
- ~ 15 awards
- Hhelp to promote the planning and development of healthcare networks
- Eligibility: rural, non-profit or public entity
- FOA available Fall 2015
- Start date: June 2016
- Contact: Amber Berrian, aberrian@hrsa.gov, 301-443-0845





FY 2016 Competitive Grant Programs

Delta States Rural Development Network Grant Program

- 3 years, \$460,000 per year, ~12 awards
- To deliver health care services in rural communities
 - Evidence-based
 - Outcomes oriented
 - Applicants are responsible for covering a defined service area
- Eligibility: rural, non-profit or public entity, partner with two other consortia members
- FOA available Winter 2015
- Start date: August 2016
- Contact: Valerie Darden, vdarden@hrsa.gov





FY 2016 Competitive Grant Programs

Telehealth Network Grant Program

- 3 years
- \$250,000 per year
- To demonstrate the use of telehealth networks that improve health care for medically underserved people
- Eligibility: nonprofit entities that will provide services to rural communities through a telehealth network
- FOA available: Winter 2016
- Start date: September 2016
- Contact: Carlos Mena, cmena@hrsa.gov, 301-443-3198

Telehealth Resource Center Grant Program

- 3 years
- \$350,000 per year
- To support Telehealth Resource Centers to provide TA for telehealth implementation
- Eligibility: nonprofit entities, including faith-based, community-based, and tribal nonprofit organizations
- FOA available: Winter 2016
- Start date: September 2016
- Contact: Monica Cowan mcowan@hrsa.gov, 301-443-0076





National Health Service Corps

- www.NHSC.hrsa.gov
- Facebook.com/NationalHealthServiceCorps
- Twitter.com/NHSCorps



NURSE Corps

- www.hrsa.gov/loanscholarships/nursecorps/
- Facebook.com/HRSANURSECorps

NWRSECORPS Caring for communities in need





Bureau of Health Workforce (BHW)

- Created in May 2014, the Bureau of Health Workforce brings together HRSA's key workforce programs previously housed in two bureaus: Health Professions and Clinician Recruitment and Service
- Better meets the need for a well-trained, well-distributed 21st century workforce through realignment and built in connectivity
- Annual Appropriation of more than \$1Billion that supports over 40 workforce programs and a staff of more than 450 people
- Supports the health care workforce across the entire training continuum – from academic training of nurses, physicians, and other clinicians to clinicians currently providing health care in underserved and rural communities across the United States





Bureau's Area of Support/Programs

- National Center for Health
 Workforce Analysis
- Medical & Dental Residency Programs
- Public Health
- National Practitioner Data Bank
- Nursing Training, Faculty, Infrastructure
- Mental and Behavioral Health
- Allied Health

- Scholarship & Loan Repayment Programs
 - National Health Service Corps (NHSC); NURSE Corps; Scholarships for Disadvantaged Students
- Pipeline Programs
 - Centers for Excellence; Health Careers Opportunity Program; Area Health Education Program
- Oral Health Programs
- Geriatrics





Health Workforce Priorities

- Increase health care workforce and align training and education with changing practice environment
- Inter-professional training:
 - Drive the integration of practice and training
 - Bring practice and academia together
- Integrate mental and oral health into primary care
- Focus on diversity and culturally competent care
- Support placement in underserved communities
- Increase availability and timeliness of workforce projections and analyses





Web Resources

- General information about the Bureau:
 http://www.hrsa.gov/about/organization/bureaus/bhw
- Reports from the National Center for Health Workforce Analysis: <u>http://bhpr.hrsa.gov/healthworkforce</u>
- National Health Service Corps Jobs Center: <u>http://nhscjobs.hrsa.gov</u>







 Aging Tsunami: As Crisis Grows, a Search for Help NBC News



Many rural nonprofit organizations benefit from senior volunteers, giving them a chance to share their expertise and stay engaged.





Community Health Gateway



Rural Assistance Center

Community Health Gateway



Find proven strategies for strong rural programs with toolkits like the recently added <u>Rural Health</u> <u>Promotion and Disease Prevention</u> <u>Toolkit</u> in the <u>Rural Community</u> <u>Health Gateway</u>.

Toolkits

 Resources and best practices to help you identify and implement public health programs

Rural Health Models and Innovations Hub

• Find examples of approaches you can adapt for your program, including models shown to be effective, as well as new and emerging ideas.

Sustainability Tools

 The tools provided here are intended to help you consider the sustainability of programs that address community needs and to engage your partners and stakeholders in this planning process.

Economic Impact Tool

• Show how your program's grant funding affects your community's economic well-being

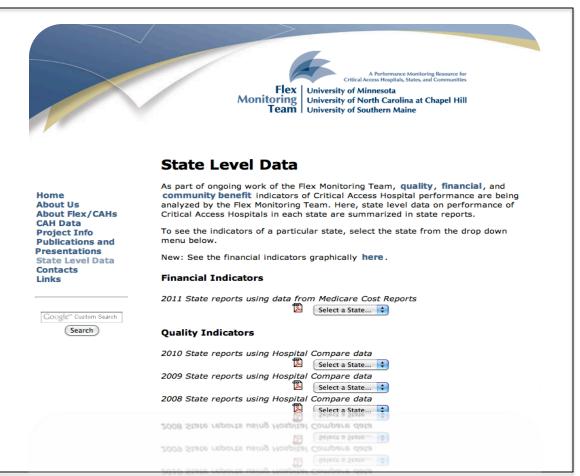
http://www.raconline.org/communityhealth/





Flex Monitoring Team

Studies and Data on Critical Access Hospital Issues and State Flex Programs



http://www.flexmonitoring.org/indicators.shtml





RHC TA Series

- ORHP funded through the National Association of Rural Health Clinics
- Listserv
 - Exchange info, ask questions
 - Sign up at http://03672e4.netsolhost.com/?page_id=712
- Conference Calls
 - o 6 per year on range of topics
 - Sign up and review previous calls at http://www.hrsa.gov/ruralhealth/policy/confcall/index.html





A New Resource ...

Rural Health Value UNDERSTANDING AND FACILITATING

AND FACILITATING RURAL HEALTH TRANSFORMATION.

Home About Us

Contact Us Share Your Rural Innovation

We build knowledge through research and collaboration to effect change toward a high performance rural health system. Learn More >

Tools & Resources

THE UNIVERSITY

College of Public Healt

Innovations & Demonstrations

StratisHealth

News

www.ruralhealthvalue.org

rupri





Centers for Medicare and Medicaid Services Quality Improvement Organization

Special Project: Emergency Department Transfer Communication Measure

Participating States: ME, WV, WI, MN, IA, MO, NE, OK, WY



For More Information:

http://www.stratishealth.org/providers/ED_Transfer.h tml





Rural Affinity Group

http://partnershipforpatients.cms.gov/about-the-partnership/aboutthepartnership/aboutt



1. Keep patients from getting injured or sicker.

By the end of 2013, preventable hospital-acquired conditions would **decrease by 40**% compared to 2010.

2. Help patients heal without complication.

By the end of 2013, preventable complications during a transition from one care setting to another would be decreased so that all hospital readmissions would be **reduced by 20%** compared to 2010.

Potential to save up to \$35 billion dollars over three years.





National Rural Health Resource Center & Technical Assistance and Services Center



http://www.ruralcenter.org





Rural Recruitment & Retention Network



a national nonprofit network of members working for you matching health professionals with rural & underserved jobs

4

Search Job Opportunities

Profession: << Any Profession >>



Adventures in Medicine



3RNet proudly presents the 2013-2014 "Adventures in Medicine Guidebook," a 188-page career and life planning guide for medical residents. This valuable guide offers advice, assessments, and exercises for choosing wisely and

Featured State

New Jersey is the place to go! When you aren't working, NJ has many sights close by: amusement parks, historical attractions, beaches, rivers, biking, birding, boating, fishing, wildlife, farms, orchards, gardens, golfing, state and national parks, tours and sightseeing, lighthouses, parks and forests, shopping



lighthouses, parks and forests, shopping centers, major metropolitan hubs and villages. Learn More.

3RNet Blog

Nebraska: Countless Ways to Work in Rural & Underserved Areas

Nebraska has many options if you're considering working in a rural or underserved area. We've compiled information on several pertinent recruitment and retention topics from the <u>Nebraska Office of Rural</u> <u>Health's website</u> including information on:

https://www.3rnet.org





National Center for Rural Health Works

National Center for Rural Health Works

Improving the health of rural communities

Home About "The Products" Workshops Technical Assistance Resources

Welcome to The National Center for Rural Health Works

The National Center for Rural Health Works provides tools and templates by which community residents can evaluate their health systems. This is typically accomplished by training state teams to assist rural communities. The National Center (or RHW) provides training, tools, templates, and technical assistance in the following areas:

- Economic Impact
- Community Health Needs Assessment
- Rural Health Needs Assessment
- Rural Health Service Profitability

The tools and templates for each of these focus areas are referred to as "The Products". To share the tools and templates, the National Center provides workshops to train potential users. Technical assistance is available to assist users with development of the tools and templates for their organizations.

Ultimately, the success of the National Center for Rural Health Works must be measured through the outcomes at the local, regional, and/or state level. The tools are



"The Latest" from RHW

Search

Search

- Regional RHW Workshop, August 6, 2014, in Austin, Texas. Hosted by the Texas Department of Agriculture, State Office of Rural Health.
- Regional RHW Workshop, October 22, 2014, in Terre Haute, Indiana. Hosted by Rural Health Innovation Collaborative.



Select a state below to view infor-

http://ruralhealthworks.org





The National Cooperative of Health Networks



http://www.nchn.org





National Center for Frontier Communities



The National Center for Frontier Communities is the only national organization dedicated to the smallest, most geographically isolated communities in the United States - the Frontier.

Support NCFC on National "Give Local" Day

On May 6, 2014, NCFC is joining more than 300 nonprofits in New Mexico and more than 100 other communities throughout the United States for a national day of local giving. "Give Grande New Mexico" is New Mexico's first Day of Giving and is part of a larger campaign called Give Local America. Eleveryone can be a philanthropist, right here in Frontier America. Citch here to learm more!





to enjoy the beauty and peacefulness of America's natural resources.

Frontier areas are a vital, integral and significant component of our national fabric.





NCFC offers internships for students and recent graduates. Learn more...

http://www.frontierus.org





Agrisafe



http://www.agrisafe.org





Georgia Health Policy Center

- Technical Assistance contractor for the Rural Health Care Services Outreach Program, Delta State Rural Development Network Grant Program, Rural Health Network Development Program, and Rural Health Information Technology (HIT) Workforce Program grantees
- Technical Assistance supports grantees with strategic planning, evaluation, consortium and network development, program implementation, and sustainability
- Focus on peer-to-peer connections and learning
- Technical assistance delivered through monthly contacts, site visits, e-learning, and webinars
- Tools, resources, and e-learning modules available at <u>www.ruralhealthlink.org</u>







USDA's Distance Learning and Telemedicine Program

• Funds Telehealth Equipment



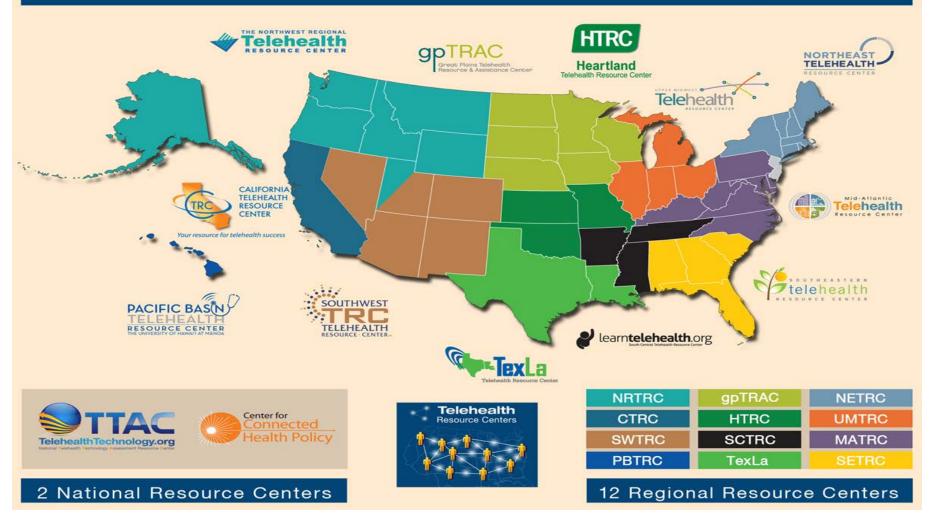
Committed to the future of rural communities.

http://www.rurdev.usda.gov/UTP_DLT.html





TelehealthResourceCenters.org



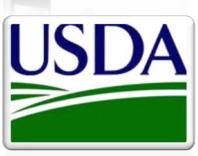
http://www.telehealthresourcecenter.org



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Telehealth, Health Information Exchange & Broadband





Two Key Federal Programs

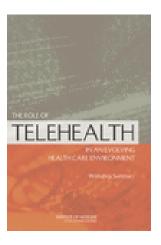
- FCC's Healthcare Connect
 - Revised program
 - http://www.fcc.gov/encyclopedia/rural-health-care
- USDA Broadband
 - Annual program
 - http://www.rurdev.usda.gov/RUSTelecomPrograms.html

Both Provide Support for Improving Access to Affordable Broadband Services



The Role of Telehealth in an Evolving Health Care Environment

- IOM Meeting held in summer of 2012
- Workshop Summary published November 2012
- Key Findings:
 - Limited evidence base for telehealth
 - Increase telehealth training for providers and patients
 - Improve payment mechanisms
 - New applications emerging
 - Streamline licensure and credentialing processes
 - Payment focused on Value may increase incentives for telehealth utilization
 - http://www.iom.edu/Reports/2012/The-Role-of-Telehealth-in-an-Evolving-Health-Care-Environment.aspx







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Telehealth, Health Information Exchange & Broadband



Two Key Federal Programs

- FCC's Healthcare Connect
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- USDA Broadband
 - Annual program
 - http://www.rurdev.usda.gov/RUSTelecomPrograms.html

Both Provide Support for Improving Access to Affordable Broadband Services





FCC 2015 Broadband Report

- FCC updated its broadband benchmark speeds from 4 megabits per second (Mbps) for downloads and 3 Mbps for uploads in 2010, to 25 Mbps/ 3 Mbps in 2015.
- Since the updated benchmark, 55 million Americans or 17% of the population lack access to advanced broadband
- Over half of those, 22 million, are Rural Americans, causing a significant digital divide.
- The divide is even larger in Tribal lands and U.S. territories where nearly 2/3 lack access to today's speeds.

http://www.fcc.gov/reports/2015-broadband-progress-report





Federal Capital Programs

Quick Reference Guide on Capital Programs and Eligibility

http://www.raconline.org/pdf/financing-capital-investments-resource-overview.pdf

Program	Who Qualifies ¹	Use of Funds	Type of Funding	Maximum Maturity	Maximum Amount	Structure	Benefit ²
USDA Community Facilities	Public and not-for-profit organizations serving rural communities with fewer than 20,000 people	Land, buildings, equipment including HIT equipment	Loans, some grants (with priority to small & low income communities)	40 years	None (grants typically less than \$1 million)	Loan secured by assets. Either direct (USDA) loan or loan guaranty.	Predictable costs, reduced interest rates, full amortization
USDA Business & Industry Guaranteed Loan Program	Public, not-for- profit, or profit- motivated organizations serving rural communities with fewer than 50,000 people	Real estate, equipment, working capital	Loans	20 years for real estate, 15 for equipment, 7 for working capital	\$10 million with certain exceptions up to \$25 million	Fixed or variable rate loan as negotiated with lender. USDA guaranty of up to 80% of balance.	Reduced interest rates. Can enable small banks to do additional community lending.
HUD Section 242 Hospital Mortgage Insurance	Public, government- owned, private, not- for-profit, or profit- motivated acute care hospitals	Land, buildings, equipment. May refinance existing debt	Loans	25 years	None	Fixed rate loan secured by first mortgage. 99% loan guaranty	Predictable costs, reduced interest rates, full amortization