



National Rural Health Association

Landscape of Rural Health

Alan Morgan, MPA
Chief Executive Officer



NRHA...



Improving the health of the 62 million who call rural America home

NRHA is non-profit and non-partisan

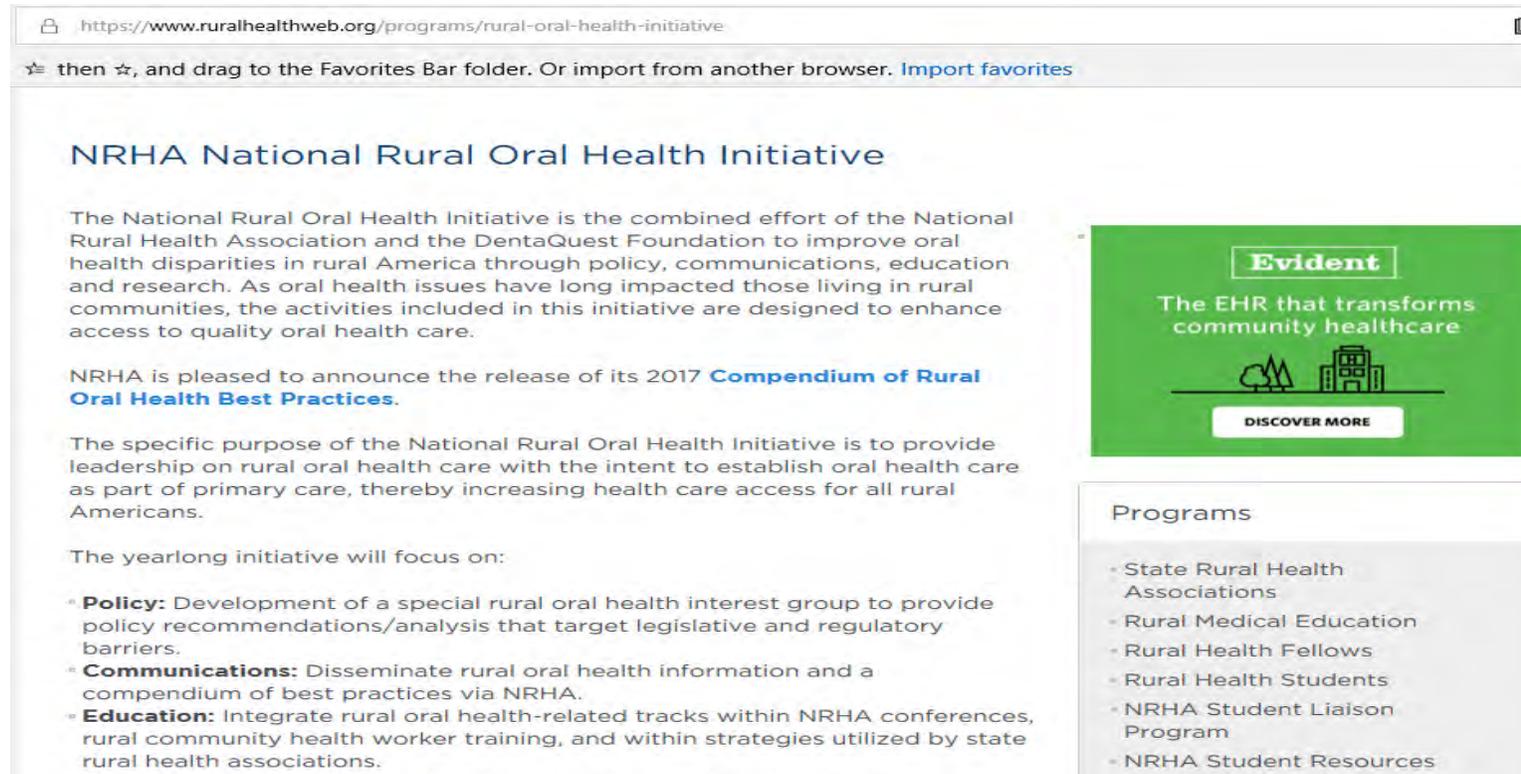
NRHA: [#ruralhealth](#)

Alan: [@Amorganrural](#)



Rural Oral Health Webpage

www.ruralhealthweb.org/programs/rural-oral-health-initiative



The screenshot shows a web browser window with the address bar containing the URL <https://www.ruralhealthweb.org/programs/rural-oral-health-initiative>. Below the address bar, there is a navigation bar with a star icon and the text "then ☆, and drag to the Favorites Bar folder. Or import from another browser. [Import favorites](#)".

NRHA National Rural Oral Health Initiative

The National Rural Oral Health Initiative is the combined effort of the National Rural Health Association and the DentaQuest Foundation to improve oral health disparities in rural America through policy, communications, education and research. As oral health issues have long impacted those living in rural communities, the activities included in this initiative are designed to enhance access to quality oral health care.

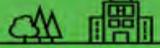
NRHA is pleased to announce the release of its 2017 [Compendium of Rural Oral Health Best Practices](#).

The specific purpose of the National Rural Oral Health Initiative is to provide leadership on rural oral health care with the intent to establish oral health care as part of primary care, thereby increasing health care access for all rural Americans.

The yearlong initiative will focus on:

- **Policy:** Development of a special rural oral health interest group to provide policy recommendations/analysis that target legislative and regulatory barriers.
- **Communications:** Disseminate rural oral health information and a compendium of best practices via NRHA.
- **Education:** Integrate rural oral health-related tracks within NRHA conferences, rural community health worker training, and within strategies utilized by state rural health associations.



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Programs

- State Rural Health Associations
- Rural Medical Education
- Rural Health Fellows
- Rural Health Students
- NRHA Student Liaison Program
- NRHA Student Resources



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The Pre-COVID Rural Hospital Environment

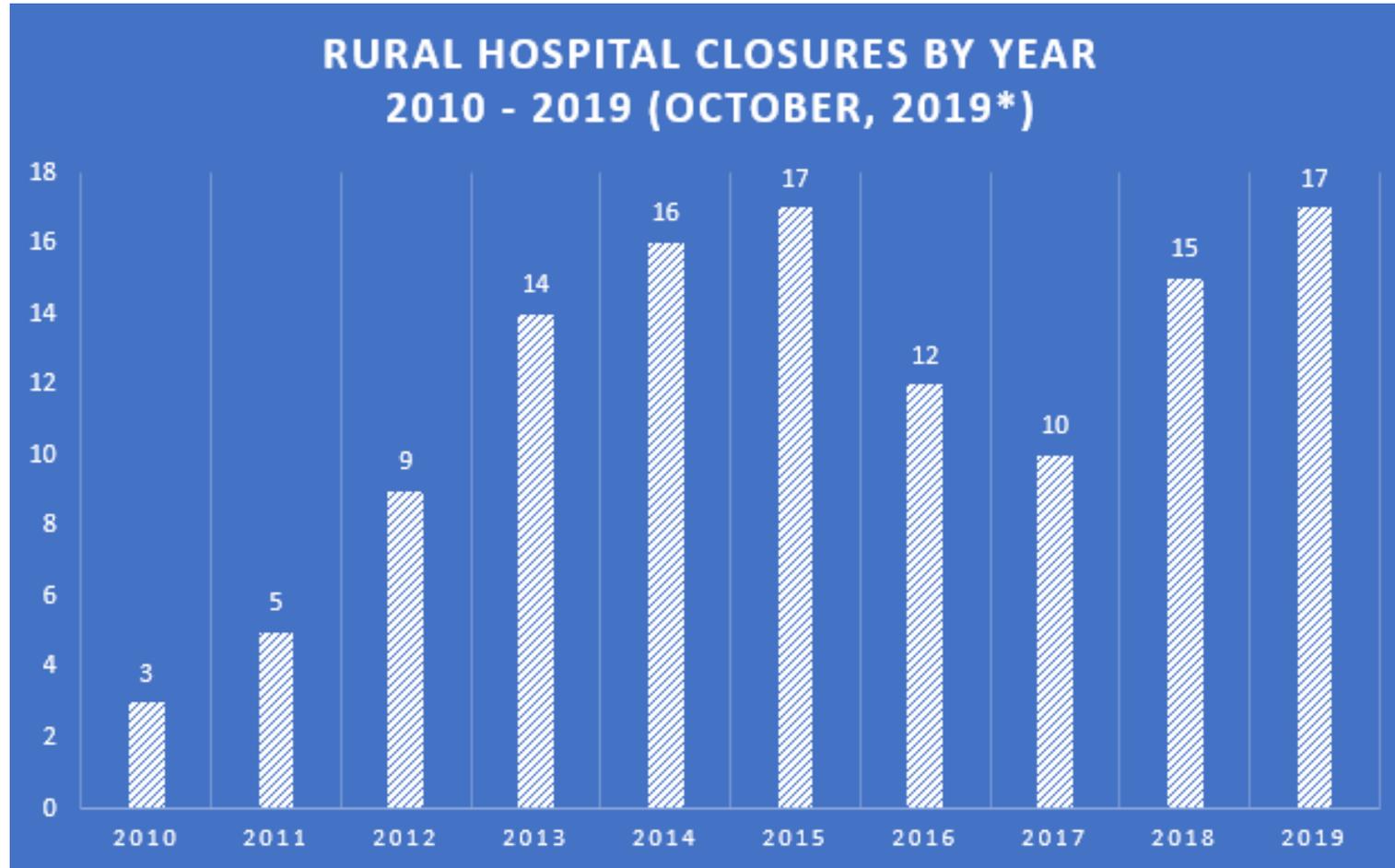
In February 1, 2020:

- 2000 rural hospitals (1300 CAHs, 700 PPS Facilities)
- 47 Percent operating at a loss
- Half of all rural hospitals had 30 days cash on hand
- More than 400 at risk for closure

Pre-COVID19



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However, Rural Excellence Exists



Your voice. Louder.

ALAMOSA NEWS

Rio Grande Hospital recognized among top 20 critical access hospitals in the nation

A graphic from the Mental Health Association (MHA) titled "Reimagine Rural Health". It features a portrait of Alan Morgan, CEO of the National Rural Health Association, on the left. To his right is a quote in white and yellow text on a dark background. The quote reads: "I wish more people recognized and appreciated the level of quality that can be delivered in a rural setting. I still believe that most people don't recognize that the national data shows that rural hospitals and rural clinicians have better quality care — sometimes equal — but generally better-quality care. You know your patients!" Below the quote is the attribution: "— Alan Morgan, CEO of the National Rural Health Association".

MHA Reimagine Rural Health

"I wish more people recognized and appreciated the level of quality that can be delivered in a rural setting. I still believe that most people don't recognize that the national data shows that rural hospitals and rural clinicians have better quality care — sometimes equal — but generally better-quality care. You know your patients!"

— Alan Morgan, CEO of the National Rural Health Association



“Coronavirus strains cash-strapped hospitals, could cause up to 100 to close within a year”

Josh Salman and Jayme Fraser
USA TODAY NETWORK

NRHA CONNECT

NRHA

Your voice. I

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Latest Discussions

RE: RHC video visits
By [Timothy Putnam](#) 13 hours ago
Posted in: [Grassroots Advocacy Forum](#)
Mark... this doesn't match what we are seeing at all. We have a high level of acuity and a far greater number of patients testing positive than the rest of Indiana. We have more patients on ventilators at this moment than I usually have month. ...

RE: RHC video visits
By [Mark Lynn](#) 13 hours ago
Posted in: [Grassroots Advocacy Forum](#)
Here is how to handle the situation per an FAQ I put together. I think this will help you with your question. Is there language in the recently passed COVID-19 Recovery Bill that would allow RHC clinicians to deliver full ...

RE: RHC video visits
By [Shawn Darby](#) 14 hours ago
Posted in: [Grassroots Advocacy Forum](#)
Anyone have any idea of how this would work if our providers in the RH setting work from home for telehealth? We are thinking about a rotation of providers in clinic and the others working at home for telehealth visits? Will it be a requirement ...

RE: PIP Methodology Letter to CMS
By [Maggie Elehwany](#) 15 hours ago
Posted in: [Grassroots Advocacy Forum](#)

Recent Shared Files

RE: RHC video visits
By [Mark Lynn](#) 13 hours ago
Posted in: [Grassroots Advocacy Forum](#)

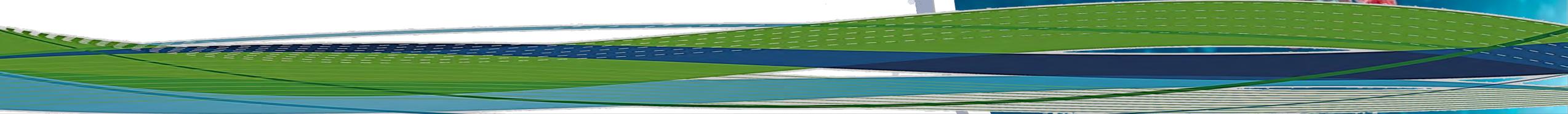
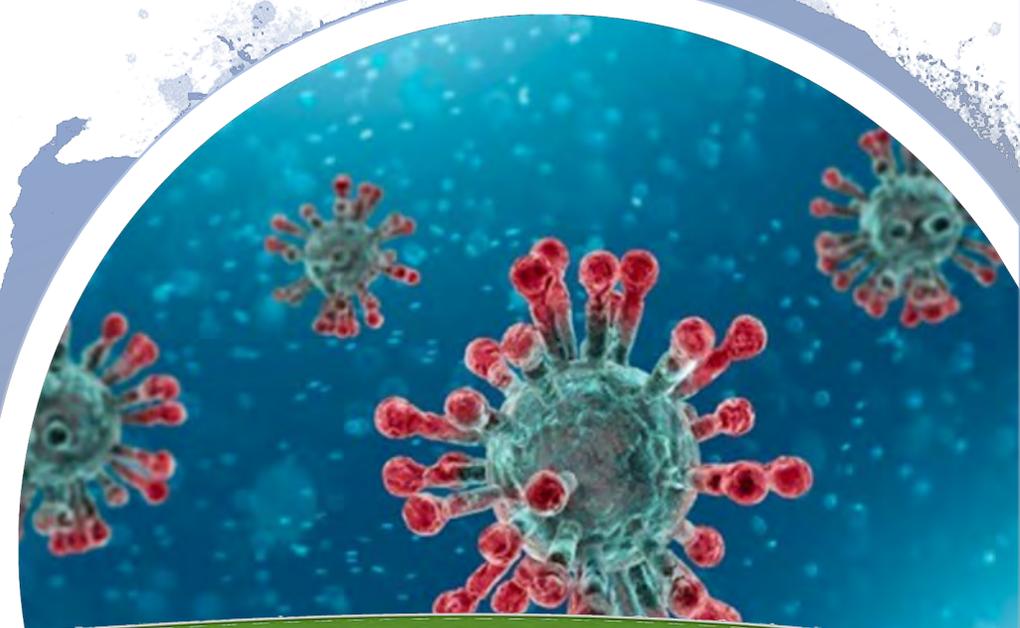
RHC video visits Attachments
By [Tim Wolters](#) 16 hours ago
Posted in: [Grassroots Advocacy Forum](#)

PIP Methodology Letter to CMS Attachments
By [Jack Beveridge](#) 17 hours ago
Posted in: [Grassroots Advocacy Forum](#)

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Getting Started

1. [Login \(help\)](#) and set your [profile](#) and [privacy](#) settings.
2. Adjust your [subscription](#) settings for a desired level of communication.
3. [Post a message](#) in one of the [discussion forums](#).
4. [Find a member](#) to connect with in the directory.



Unprecedented Rural Health Dollars/ CARES Act Provider Relief Fund

CARES 3.0 - \$100 billion

CARES 3.5 – Additional \$75 billion added

- \$30 billion to Medicare providers (\$500,000 to \$1.3 million)
- \$10 billion carve-out for rural providers
- \$15 billion to Medicaid providers and \$10 billion to safety net hospitals
- \$4 billion to vulnerable and rural hospitals



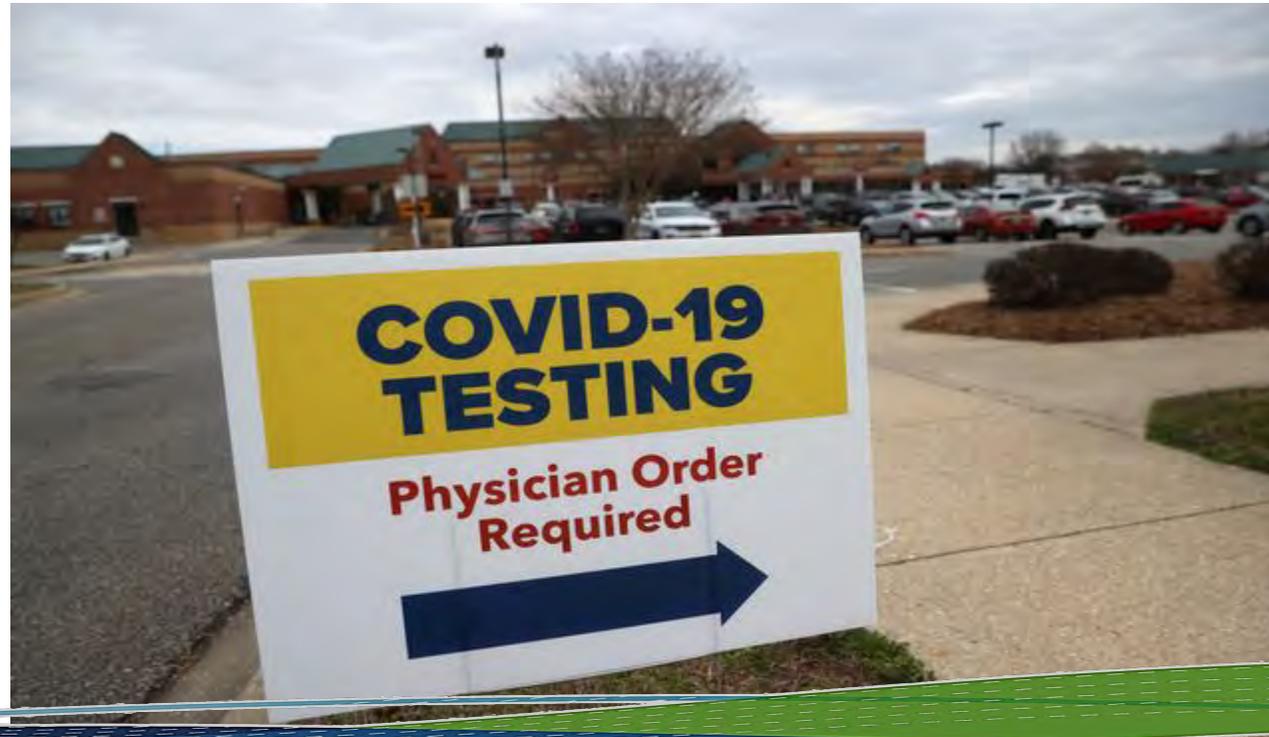
And what happens when the funding runs out?

“We saved rural hospitals from COVID-19, but will we now let them die of neglect?”

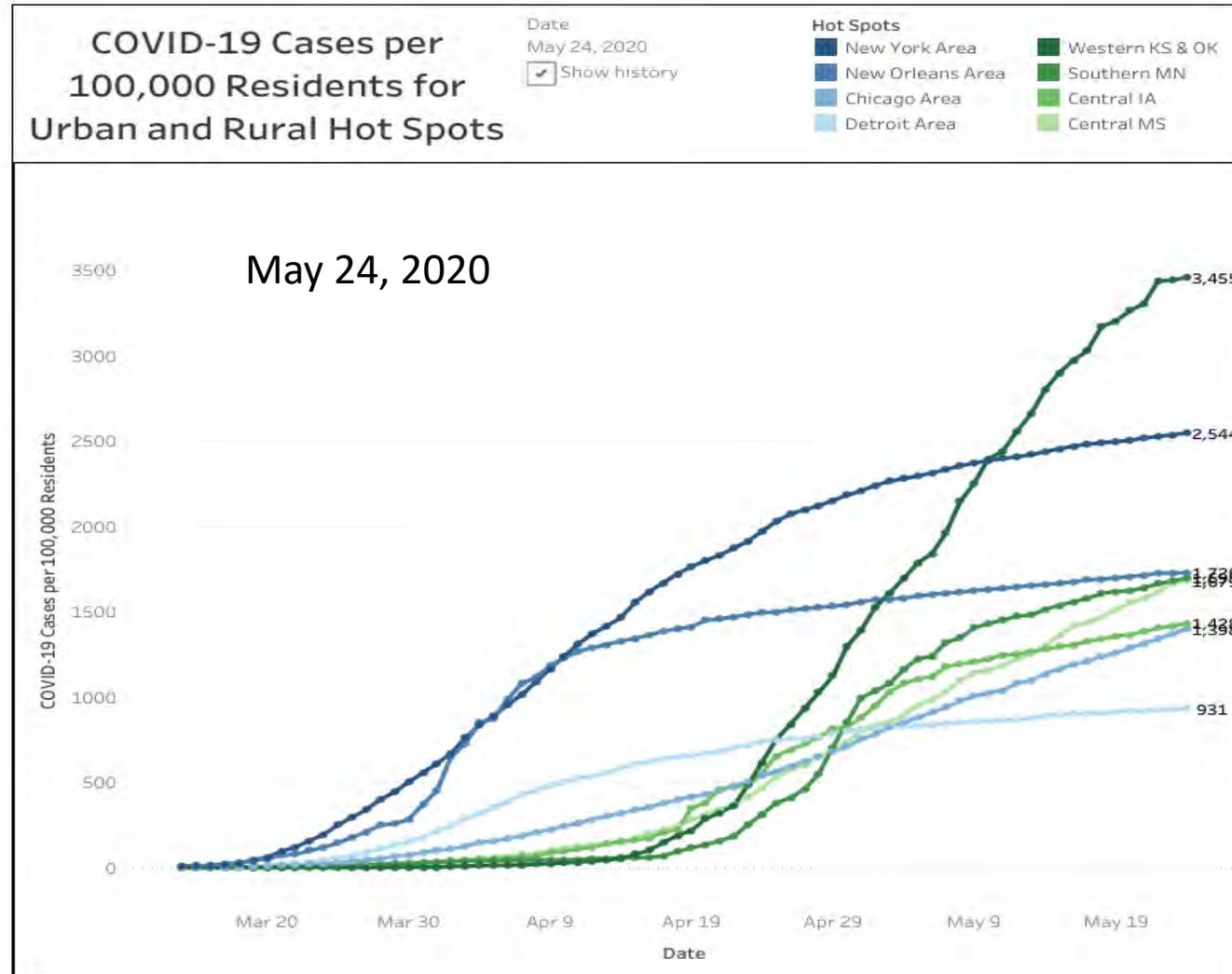
Dallas Morning News, June 6, 2020

“Coronavirus is killing rural hospitals. But they were already terminally ill”

Yahoo News, May 2, 2020



Rural COVID concerns increase in May



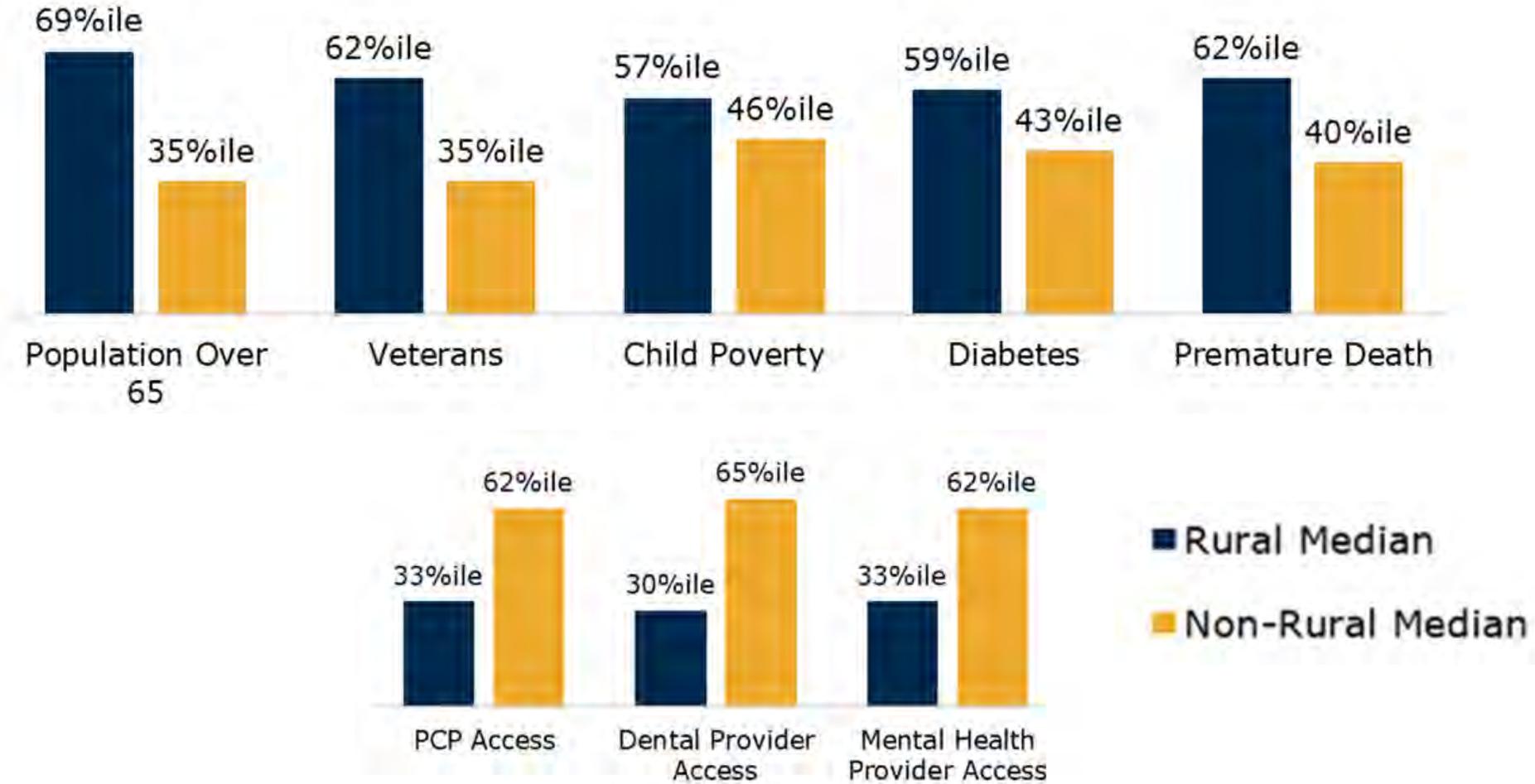
Source: UNC Sheps Center Rural Health Research Program

Rural has an Older, Sicker and Poorer Population



- The median age of adults living in rural areas is greater than those living in urban:
 - Rural: 51 years
 - Urban: 45 Years
- 18.4% of rural residents are age 65+, whereas its 14.5% in urban
- Rural areas have higher rates of several health risk factors/conditions:
 - Obesity
 - Diabetes
 - Smoking

Summary: Rural Populations are Older, Less Healthy, Less Affluent and Have Limited Access to Multiple Types of Care



Source: iVantage Chartis Health Analytics

The State of Rural America



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U.S. Census show that after a modest four-year decline, the population in nonmetropolitan counties remained stable from 2014 to 2019 at about 46 million. (2014-2019 rural adjacent to urban saw growth.)

A screenshot of a mobile browser displaying a New York Times article. The browser's address bar shows "nytimes.com". The page header includes the "The New York Times" logo, a hamburger menu icon, and links for "SUBSCRIBE" and "LOG IN". The article is categorized as "Opinion" and has the title "Something Special Is Happening in Rural America". The lead paragraph reads: "There is a 'brain gain' afoot that suggests a national homecoming to less bustling spaces." The author is identified as "By Sarah Smarsh", with a sub-headline: "Ms. Smarsh is the host of the podcast 'The Homecomers' and the author of the memoir 'Heartland.'".

nytimes.com

The New York Times

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Opinion

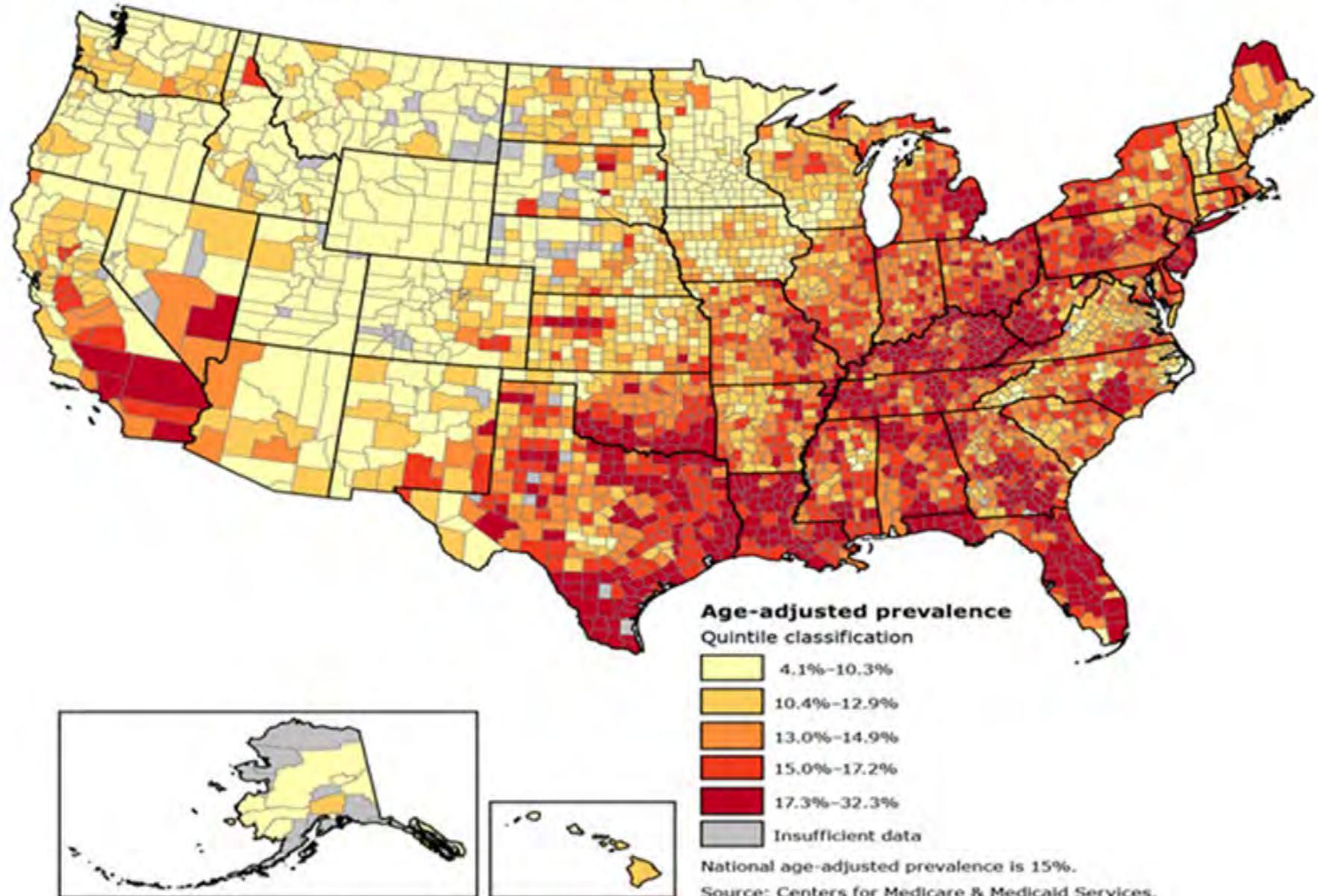
Something Special Is Happening in Rural America

There is a “brain gain” afoot that suggests a national homecoming to less bustling spaces.

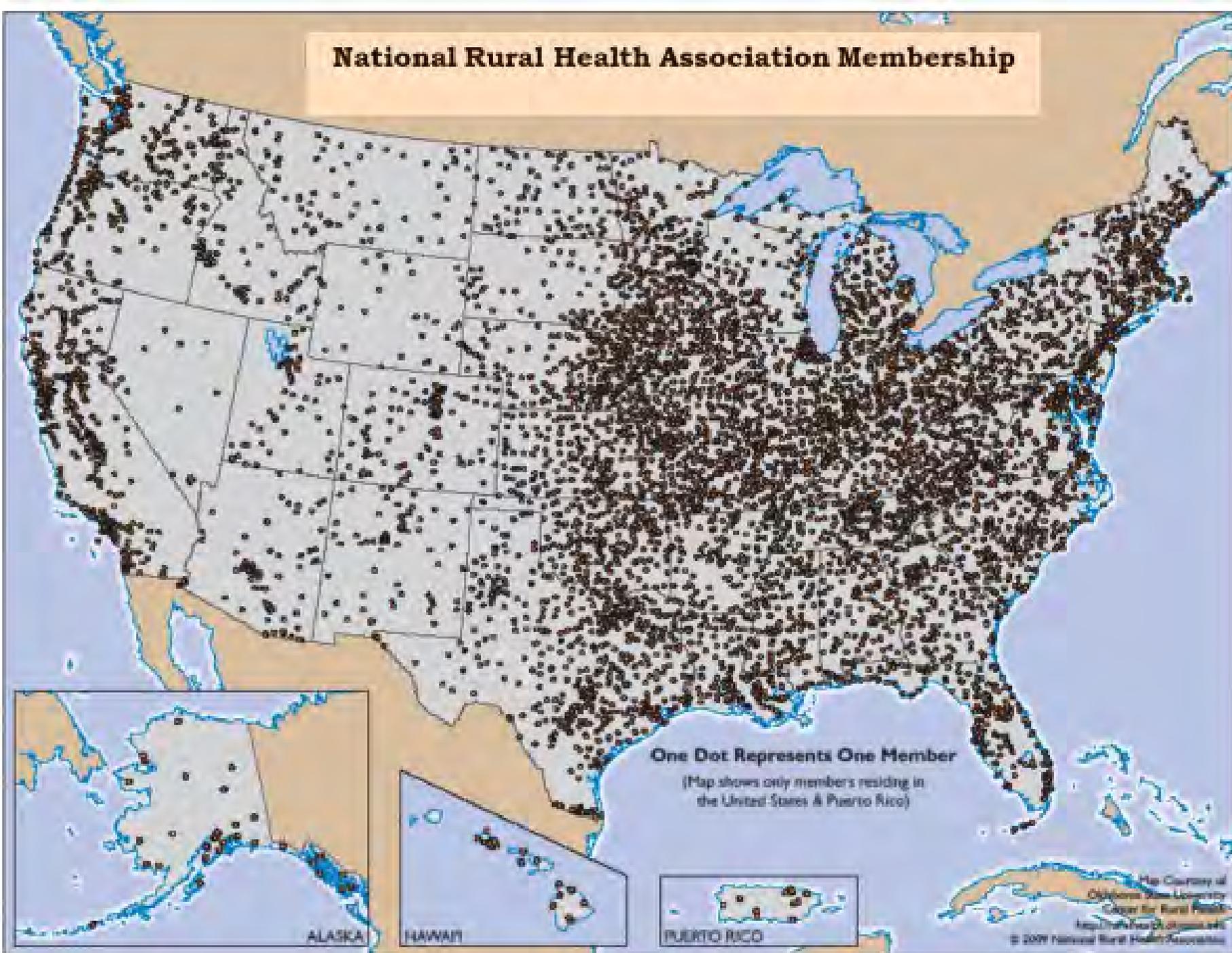
By Sarah Smarsh
Ms. Smarsh is the host of the podcast “The Homecomers” and the author of the memoir “Heartland.”

Prevalence of Medicare Patients with 6 or more Chronic Conditions

The Prevalence of Medicare Fee-for-Service Beneficiaries 65 Years or Older With 6 or More Chronic Conditions, by County, 2012



National Rural Health Association Membership



CMS Center for Innovation

OLDER MODELS

- Frontier Extended Stay Clinic (FESC)
- Frontier Community Health Integration Project (F-CHIP)
- Rural Community Hospital Demonstration Program

NEWER MODELS

- Global Budget Model
 - Sen. Bob Casey (D-PA)
- 24/7 ER Model with Cost-Based Reimbursement
 - Community Outpatient Hospital
 - REACH ACT



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Alan Morgan, CEO

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[#ruralhealth](https://twitter.com/Amorganrural)

