Michigan Critical Access Hospital Conference
November 9-10, 2017

Federal Office of Rural Health Policy

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Executive Secretary, National Advisory Committee
Rural Health and Human Services

Rural Health and the Department of Health and Human Services
HHS Priorities

- Opioids
- Child Obesity
- Mental/Behavioral Health

Opioid-Related Mortality Rates in Rural America

- Between 1999 and 2015, there has been a steady increase in the age-adjusted opioid-related mortality rates in rural areas (micropolitan and non-core).

- In 2015, the top 10 states with the highest opioid-related mortality rates included 7 states with a large rural population (WV, NH, KY, OH, PA, NM, and UT).
### Strategy 1: Improving Access to Treatment and Recovery Services

**Rural Health Opioid Program**

<table>
<thead>
<tr>
<th>Program Details</th>
<th>Program Objectives</th>
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<tr>
<td>• Eligible applicants include rural non-profit or public entities in partnership with 3 healthcare organizations</td>
<td>• Identify individuals at-risk of overdose and guide them towards recovery by providing outreach and education on locally available treatment options and support services</td>
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<tr>
<td>• Notice of Funding Opportunity was released on June 15th, 2017</td>
<td>• Educate community members on opioid use disorder, treatment options and methods for preparing and referring individuals with OUD to treatment</td>
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<td>• Applications were due July 21st, 2017</td>
<td>• Implement care coordination practices to organize patient care activities</td>
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<td>• Anticipate 10 (~$2.5 total)</td>
<td>• Support individuals in recovery by establishing new or enhancing existing behavioral counselling and peer support activities</td>
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<td>• Program Start Date: September 30th, 2017</td>
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### Strategy 2: Promoting Use of Overdose-Reversing Drugs

**Rural Opioid Overdose Reversal Program (FY 15)**

- Counties served: 80
- Devices purchased: 7,069
- Devices distributed: 6,603
- Total attempts to reverse an overdose: 572
- Total successful reversals: 504
- Individuals referred to treatment: 334
- Trainings: 670
- First responders trained: 3,454
- Laypeople trained: 2,070

FY15 - 18 awards at $100,000/year ($1.8 Million)
Focus Areas for FORHP

- Regulation Review & Research
- Rural Hospital Viability
- Rural Health Disparities
- Secretarial Priorities
- Federal and Private Partnerships
- Enhancing FORHP Program Impact

Federal Office of Rural Health Policy

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)
- Policy Research Division (PRD)
- Office for the Advancement of Telehealth (OAT)
The Federal Office of Rural Health Policy

<table>
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<tr>
<th>2017 Enacted Budget</th>
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<tbody>
<tr>
<td>Rural Health Policy</td>
<td>$9,351,000</td>
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<tr>
<td>Rural Health Outreach</td>
<td>$65,500,000</td>
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<tr>
<td>Rural Hospital Flexibility</td>
<td>$43,609,000</td>
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<tr>
<td>State Offices of Rural Health</td>
<td>$10,000,000</td>
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<tr>
<td>Radiation Exposure and Screening</td>
<td>$1,834,000</td>
</tr>
<tr>
<td>Black Lung</td>
<td>$7,266,000</td>
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<tr>
<td>Telehealth</td>
<td>$18,500,000</td>
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<tr>
<td>Total</td>
<td>$156,060,000</td>
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HHS and Rural Health

https://taggs.hhs.gov/ReportsLocation/GrantsByLocation_MetroNonmetro
Connected Care: Chronic Care Management Campaign

A Joint Effort of the CMS Office of Minority Health to ...

- Inform professionals and consumers of the benefits of chronic care management services for individuals with chronic care needs, and
- Focus on encouraging participation by underserved rural populations and racial and ethnic minority populations.

go.cms.gov/ccm

Federal and Private Partnerships
Federal and Private Partnerships

**Rural Cancer Control**

NIH
NATIONAL CANCER INSTITUTE
Division of Cancer Control & Population Sciences

CDC
Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

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Defining “Rural”

- 65% of counties are rural
- 445 “frontier” counties
- About 17% of the population lives in a rural area

Source: 2013 NCHS Urban-Rural Classification Scheme for Counties.
Myth Busting/Preaching to the Choir

Rural America is Not ...

A Smaller Version of Urban America

What Are the Differences?

- Significant Regional Variation
- Infrastructure; Unique provider types
- Mix of Clinicians, but overall shortages
- Higher Poverty
- Geographic Isolation
- Weather as a Risk Factor
- Higher Percentage of Elderly
- Financial Viability/Payer Mix
- Employment and Economics

- Patient Volume
- Health Disparities
- Declining Population
Rural Health Policy and Research

- Reviews policy and regulations to assess impact on rural providers and beneficiaries on topics including hospital and physician payment, health information technology and workforce;
- Funds and disseminates findings from the Rural Health Research Center Program;
- Maintains clearing houses for rural health policy and program information including publications and maps; and
- Staffs the National Advisory Committee on Rural Health & Human Service to inform the Secretary of HHS.

Rural Health Research Centers

RUPRI Center for Rural Health Policy Analysis (Univ. of Iowa)
- Health Policy, Medicare, Health Insurance and the Uninsured

University of Minnesota Rural Health Research Center
- Quality, Markets, Health Services

University of Southern Maine Rural Health Research Center
- Health Insurance and the Uninsured, RHCs, Mental Health

North Carolina Rural Health Research & Policy Analysis Center
- Medicare, Health Care Financing, Health Policy

WWAMI Rural Health Research Center
- Workforce, Health Services

Southwest Rural Health Research Center (Texas A&M)
- Disparities, Health Services, Workforce

Rural and Underserved Health Research Center (Univ. of Kentucky)
- Disparities, Substance Abuse
Rural Health Research Center Findings

• Rural Opioid Abuse: Prevalence and User Characteristics (Southern Maine)
  • Rural opioid users were more likely to have socio-economic vulnerabilities that might put them at risk of adverse outcomes, including limited educational attainment, poor health status, being uninsured, and low-income.

• Rural Opioid Abuse Prevention and Treatment Strategies (Southern Maine)
  • The rural opioid crisis is exacerbated by limited access to services, workforce shortages, stigma, lack of collaboration, and the economic challenges of developing sustainable services in low-volume environments.

• Supply of Physicians Waivered to Treat Opioid Addiction in Rural America (WWAMI)
  • Barriers to providing buprenorphine therapy include a lack of institutional support, inadequate support from nursing and office staff, a lack of mental health practitioners, and opposition from practice partners.
  • 1648 counties (52.5%) nationally had at least 1 waivered provider in 2016; 1188 rural counties (60.1%) had no waivered providers in 2016.

Where to Go for Policy Research

http://www.ruralhealthresearch.org/
Another Voice for Rural Policy

• National Advisory Committee on Rural Health and Human Services

  • Issues Policy Briefs and Makes Recommendations to the HHS Secretary
  • Focus on Both Rural Health and Rural Human Service Issues

https://www.hrsa.gov/advisorycommittees/rural/publications/

Community-Based Division Programs and Priorities

☐ Programs:
  ☐ 330a of Public Health Service Act (PHS)
     - Rural Health Outreach
     - Rural Network Development
     - Rural Network Planning
     - Quality Improvement
     - Delta States Network
     - Benefits Counselling (pilot)
     - Allied Health Training (pilot)
     - Care Coordination (pilot)
     - Rural Health Opioid Program (pilot)
  ☐ Black Lung & Radiation Exposure Screening Education

☐ 2017 Focus:
  ☐ Continue Evidence-Based Approach
  ☐ Push for Sustainability
  ☐ Measure Performance and Outcomes data
Community-Based Programs

*Rural Health Care Services Outreach

Activities
• Direct Health Care Services
• Health Fairs and Screenings
• Patient Education
• Provider Education

3 Year Program
Up To $200,000
Competitive FY 2018

Rural Health Network Development

Activities
• Integrate Behavioral Health in Primary Care Settings
• Improve Coordination of Services
• Telehealth Services

3 Year Program
Up To $300,000
Competitive FY 2020

*We anticipate that the Rural Health Care Services Outreach Program Notice of Funding Opportunity will be published Fall 2017.

Community-Based Oral Health Programs

• The Rural Health Care Services Outreach Grant program supports projects that demonstrate creative and effective models of outreach and service delivery in rural communities.

• In FY 2015 FORHP awarded 60 new Outreach Grants, including 10 new awardees with a focus in oral health care delivery. These ten oral health awardees will receive $5.9 million over the three-year project period. Project activities include:

  • Dental screenings, preventive and restorative care for SMI and Medicaid waiver populations;
  • Community-wide awareness on how poor oral health conditions affect systemic health; and
  • School-based oral health services that provide oral health education, preventive care and referrals for restorative care to local providers.
Community-Based Oral Health Programs

• The Rural Health Network Development Program supports mature, integrated rural health care networks that have combined the functions of the entities participating in the network in order to address the health care needs of the targeted rural community.

• 2014-2017 Awardee Highlight: Georgia Department of Public Health, Waycross GA
  • Currently in the process of obtaining approval for dental hygienists care as a billable service.
  • Billable services will provide the network with additional revenue streams, promoting the sustainability of the program and expansion of services.
  • Successfully expanded the availability of oral health services among rural pediatric populations through school based and mobile tele dentistry.

• In FY 2017 FORHP awarded 51 new Network Development Grants, including 2 awardees with a focus in oral health care delivery. These two oral health awardees will receive $1.8 million over the three-year project period.

Projects include:
  • Telehealth dentistry;
  • Mobile dental outreach vans; and
  • School-based oral health services and referral system for students needing more intensive services and coordination on the care of mutual patients.

The Rural Health Information Hub

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

Sustainability Tools

Economic Impact Tool
  • Show how your program’s grant funding affects your community’s economic well-being

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
Evidence-Based Toolkits for Rural Community Health

Step-by-step guides to help you build effective community health. Resources and examples are drawn from evidence-based and promising programs. By learning from programs that are known to be effective, you can make the best use of limited funding and resources.

www.ruralhealthinfo.org

Hospital State Division

- Support State Offices of Rural Health
- Support Rural Hospitals
- Encourage Quality Outcomes
State-Based Rural Connections

State Offices of Rural Health

- Source for information on rural health issues and resources from state and federal level
- Provide technical assistance to rural communities
- Encourage recruitment and retention of health professionals in rural areas
- Coordinate activities within the state to avoid duplication of effort and activities

https://nosorh.org/nosorh-members/nosorh-members-browse-by-state/

FORHP Support for Rural Hospitals

State Flex Programs

- Improving Quality
- Improving Finances
- Strengthening Health Systems
- Enhancing Emergency Medical Services

https://www.ruralcenter.org/tasc/flex
Office for the Advancement of Telehealth

- Funds grants promoting telehealth technology in underserved areas to:
  1. Improve quality of care
  2. Increase access to care
  3. Provide more efficient resource use and decreased travel time.
- Funds research on the use of telehealth.
- Coordinates “FedTel” cross-agency telehealth discussion group/forum.

TelehealthResourceCenters.org

TRCs have a mission to serve as a focal point for advancing the effective use of telehealth and support access to telehealth services in rural and underserved communities. The 12 National Telehealth Resource Centers (NTRCs) were established as a regional TRC in September 2011.

12 Regional Resource Centers
Weekly Announcements

Focus on …
- Rural-focused Funding opportunities
- Policy and Regulatory Developments Affecting Rural Providers and Communities
- Rural Research findings
- Policy updates from a Rural Perspective

To sign up: Email Michelle Daniels at: mdaniels@hrsa.gov

National Rural Health Day

National Rural Health Day 2017 is Thursday, November 16! National Rural Health Day is a call to action for all organizations that serve rural populations, State Offices of Rural Health, and rural communities to celebrate the power of rural! NRHD was created to increase awareness of rural health-related issues and challenges; as well as recognize those who are working to improve the health and wellbeing of the millions of people living in America’s rural communities.

NRHD 2017 Celebrating the 30th Anniversary of the Federal Office of Rural Health Policy

You can help us achieve our goals of:
- Partner Engagement
- Resource Sharing
- Future Collaboration

To get involved please email Michelle Daniels: mdaniels@hrsa.gov or Victoria Leach: vleach@hrsa.gov
Questions?

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