The New Reality: The Shifting Landscape of Healthcare in Rural Minnesota

Jennifer P. Lundblad, PhD, MBA October 13, 2020





Overview

- Setting the rural broader context for access
- What is access?
- Key principles
- Current considerations
- Community resources



RUPRI Health Panel: Vision for a High Performing Rural Health System

 The RUPRI Health Panel envisions rural health care that is affordable and accessible for rural residents through a sustainable health system that delivers high quality, high value services. A high performance rural health care system informed by the needs of each unique rural community will lead to greater community health and well-being.

StratisHealt

Foundations of a High Performing Rural Health System

- Affordability
- Accessibility
- Community focus
- High quality
- Patient centeredness



What is access?

- How far do I need to go to get to the care I need? (Distance)
- Can I get the specific kind of care and services that I need? (Type)
- How long do I have to wait to get the care and services I need? (Time)
- Will I be treated fairly and with respect? (Equity)
- Do I have the necessary insurance and benefits to get the care and services that I need? (Coverage)
- And many, many more...

Access is complex and multi-faceted.



Rural Healthcare Access

- Core rural community health care services include primary care, emergency medical services (EMS), and public health
 - Recognizing that rural communities will differ in the level and range of services that they can support and sustain
- Care integration and coordination in rural communities assure that patients have access to the full continuum of care
 - Skilled nursing home, home health, hospice, palliative care, dental health, and behavioral health

StratisHea

Rural Healthcare Access

- Rural health care services should be available as proximate to the patient as possible to reduce travel costs, time, and burden
- For those services not locally available, rural communities develop and support a regional health care infrastructure
 - Transportation, technology, and provider relationships can help make accessible the full continuum of health care services.
 - Strong consultation and referral relationships and systems can be developed such that the right information is available to the right care team at the right time.

Dimensions of Access

Rural health care policy should consider access within a synthesis of four dimensions:

- people
- place
- providers
- payment



Rural Healthcare Access: Current Considerations

- Network adequacy what counts as adequate in rural communities for insurance coverage?
- Telehealth does telehealth supplement or supplant? What will happen after the pandemic public health emergency?
- Local vs. regional structure and care delivery
 - what are the effects of closures, mergers, acquisitions, and affiliations?



Resources for Rural Communities

- Rural Health Value program:
 - Engaging Your Board and Community in Value-Based Care Conversations (a discussion guide)
 - A Guide for Rural Health Care Collaboration and Coordination (how rural stakeholders can work together to assess and address their rural communities' health needs)
 - Profiles in Innovation (case examples which include strategies to address access and creative approaches to community engagement)

www.ruralhealthvalue.org

References

- The High Performance Rural Health Care System of the Future, RUPRI (Rural Policy Research Institute) Health Panel, September 2011, http://www.rupri.org/wp-content/uploads/2014/09/The-High-Performance-Rural-Health-Care-System-of-the-Future.pdf
- Access to Rural Health Care A Literature Review and New Synthesis, RUPRI (Rural Policy Research Institute) Health Panel August 2014,
 - http://www.rupri.org/Forms/HealthPanel_Access_August2014.p



Contact Information

Jennifer P. Lundblad, PhD, MBA

- President & CEO, Stratis Health
- Member, RUPRI Health Panel
- Adjunct Assistant Professor, University of Minnesota School of Public Health

jlundblad@stratishealth.org www.stratishealth.org





Stratis Health is a nonprofit organization that leads collaboration and innovation in health care quality and safety, and serves as a trusted expert in facilitating improvement for people and communities.

