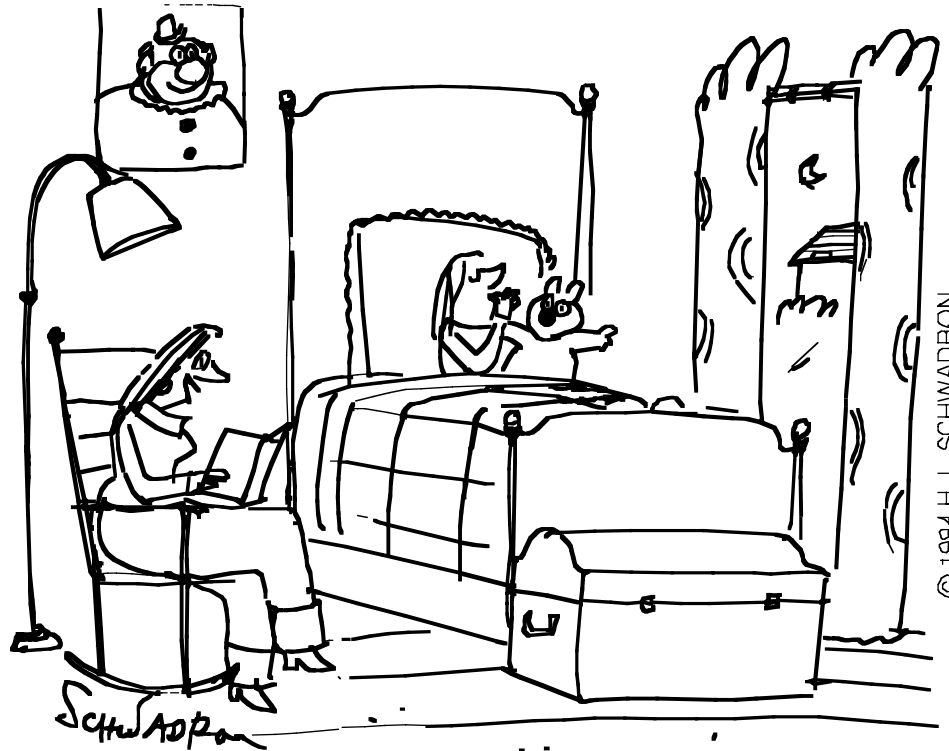


RWHC Eye On Health



"Rural America is Lake Wobegone: all the men are strong, women beautiful, children above average and medical providers make do with true grit and bake sales."

Eleven Rural Health Hot Spots

Tim Size
Executive Director
RWHC
Sauk City, Wisconsin

Rural Wisconsin
Health Cooperative

Rural Tele-Health Requires Public Investment

RWHC Eye On Health



"This ain't Kansas and the Wizard's long gone."

Rural Wisconsin
Health Cooperative

Medicare Reform Impact Helps/Challenges Rural

RWHC Eye On Health



"You only got money for my daily special
or your heart medicine?--Tough call."

Rural Wisconsin
Health Cooperative

Health Plan Barriers To Local Access

RWHC Eye On Health

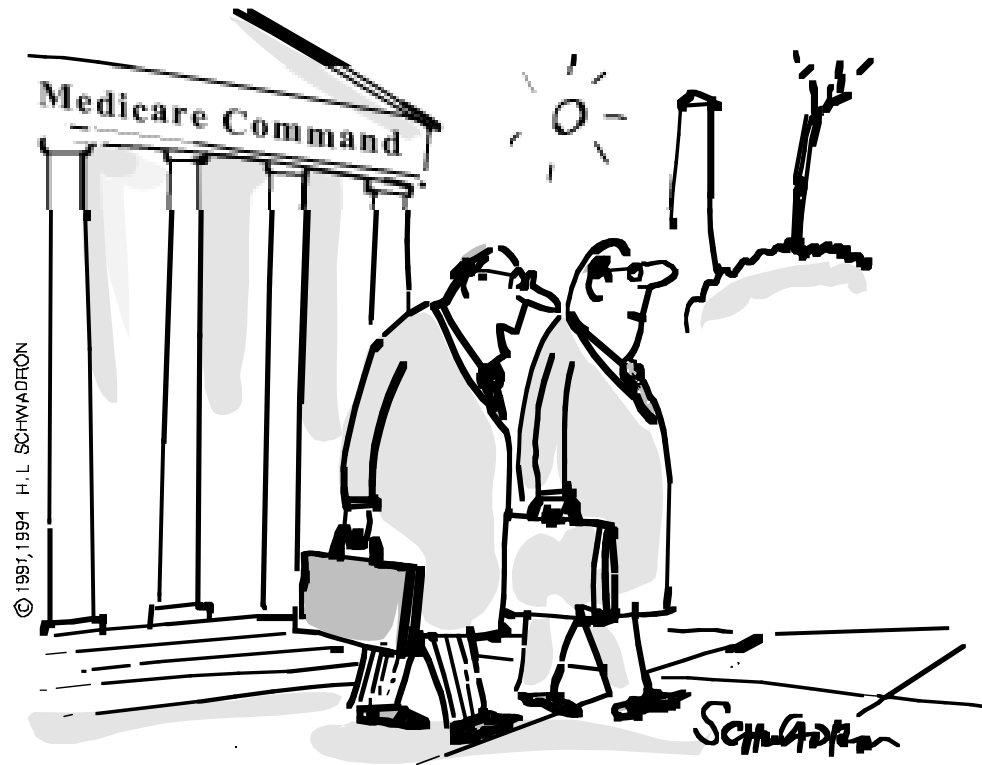


"Why is it legal for our only doctors to be denied payment from our only insurance?"

Rural Wisconsin
Health Cooperative

Private Payers Revolt Against Cost Shift

RWHC Eye On Health



"We're in trouble. Private health care payers are on to our 30% rural tax."

Rural Wisconsin
Health Cooperative

Small Employer "Radicalization"

RWHC Eye On Health



The small business health insurance crisis gets better once we say "enough already" to the Perfect World Society on one side and the Robber Barons on the other.

Rural Wisconsin
Health Cooperative

Consumer Backlash To “Consumer” Driven Plans

RWHC Eye On Health



"Shouldn't we be able to decide not to decide about consumer driven healthcare?"

Rural Wisconsin
Health Cooperative

Competition Doesn't Solve All Rural Problems

RWHC Eye On Health

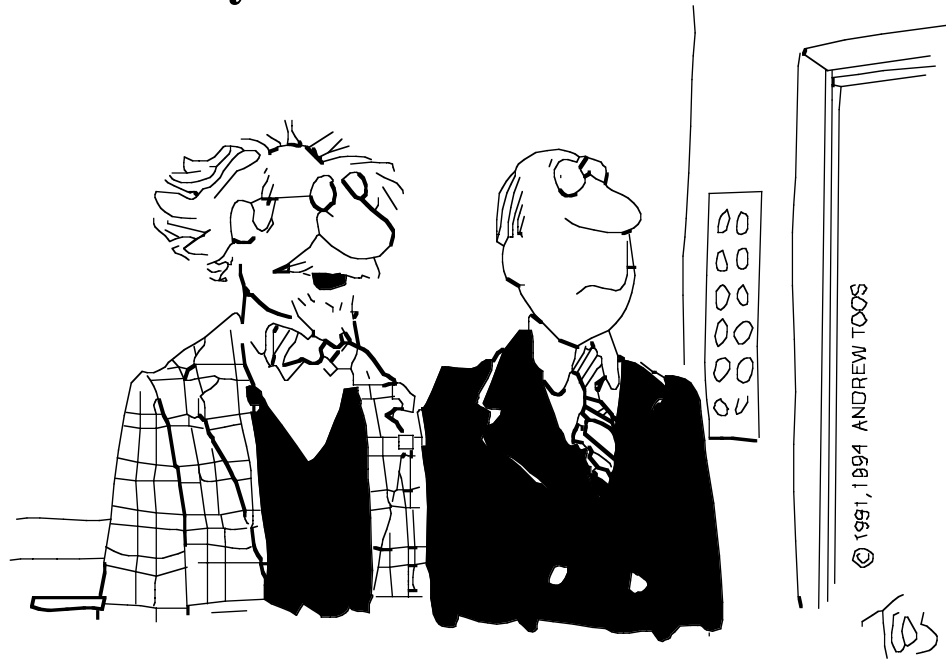


"I get health care competition,
but not who is competing for us."

Rural Wisconsin
Health Cooperative

Rural Workforce Requires Academic Reform

RWHC Eye On Health



"It is a waste if we train students for rural practice--the local yokals will just transfer the patients to us anyway."

Public Reporting Of Quality Indicators

RWHC Eye On Health



"Times change--we will soon look back at the lack of public reporting as we now do centuries of blood letting."

Rural Wisconsin
Health Cooperative

Payers Challenge Providers To Become Proactive

RWHC Eye On Health



"Wait for the cost or move upstream
and deal with the problem."

Rural Wisconsin
Health Cooperative

Linking Health, Community, Economic Silos

“The health care system of the 21st century should maximize the health and functioning of both individual patients and communities. To accomplish this goal, the system should balance and integrate needs for personal health care with broader community-wide initiatives that target the entire population. *Fostering Rapid Advances In Health Care*, Institute of Medicine, 11/02.

“Strong healthcare systems make for a healthier work force, provide jobs for high-skill workers, and enhance a community’s level of quality of life.” “Bridging the Gap in Rural Healthcare,” in *The Main Street Economist*, a publication of the Federal Reserve Bank of Kansas City, 9/03.