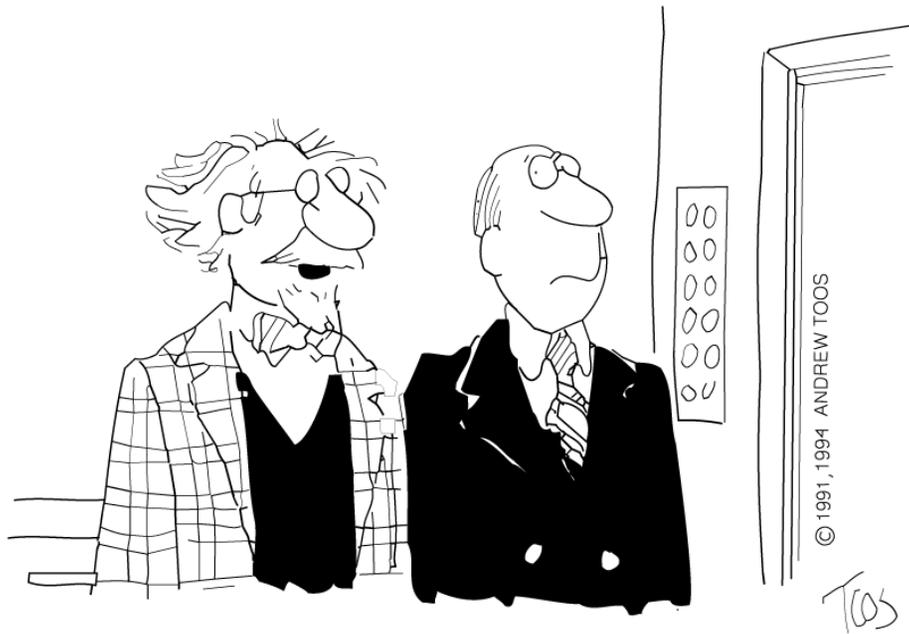


The State of Rural Wisconsin Health

RWHC Eye On Health



“Rural is happier than urban because low bandwidth reduces daily political news.”

Tim Size
Executive Director
Rural Wisconsin
Health Cooperative

Wisconsin Rural
Health Conference

Wisconsin Dells, WI

June 13, 2019

Conflict of Interest Disclosure

Tim Size has no real or apparent financial relationships to report apart from working for 42 rural hospitals.

Presentation Outline

1. Brief Overview of **RWHC**
2. Why We Must **Invest** in Rural Health
3. The **Opportunities**
4. RWHC's **Champions** of Health Campaign

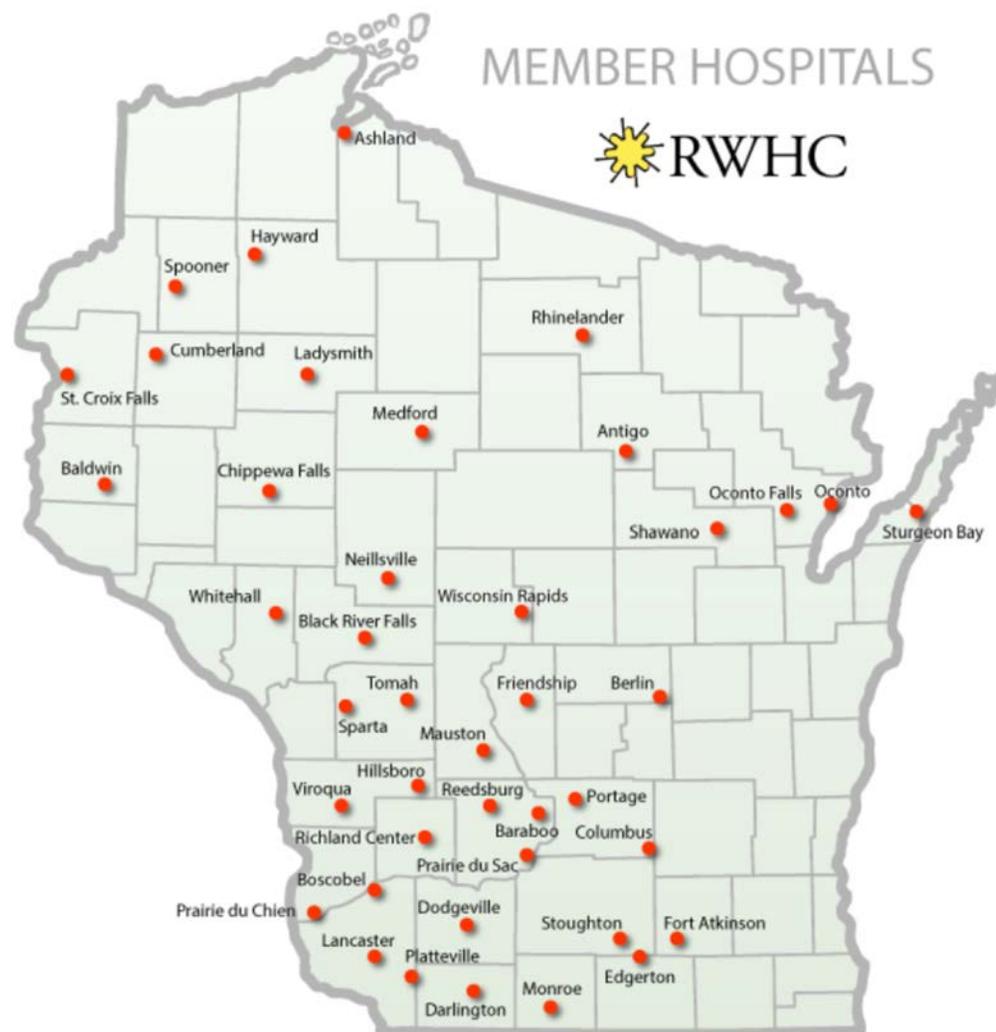
1. Brief Overview of RWHC

RWHC Mission (Future We Seek): Rural Wisconsin communities will be the **healthiest** in America.

RWHC Vision (How We Do It): RWHC is a **strong** and **innovative** cooperative of diversified **rural hospitals**; it is (1) the “**rural advocate** of choice” for its Members and (2) develops and manages a variety of **services**.

RWHC at 10,000 Feet

- Founded in **1979** by rural hospital CEOs in several southwestern counties.
- Non-profit cooperative of **42 rural hospitals** creating **\$3.6 B** in economic activity, and **25,000** community jobs.
- **9 PPS & 33 CAH**; ≈ 20 independent, ≈ 22 affiliated.
- RWHC: all employees \approx **70**.
- RWHC: all budgets \approx **\$18 M**; 75% member services, 15% non-members, 6% dues & 4% grants.



RWHC Top Advocacy Issues

1. Appropriate **Medicare/Medicaid** Funding/Regulation
2. Local Care via Health Plan **Network Adequacy**
3. Relevant **Volume to Value** & **Wellness** Incentives
4. Avoiding Rural **Collateral Damage** as Giants Battle
5. Focus on **Statewide Workforce** Supply & Distribution
6. All **Caregivers Working Top of Education & Training**
7. Focus on **Caregiver Engagement/Retention**
8. Promote Rural **Economic & Community Growth**

Rural Focused Shared Services

RWHC Educational Services

Professional Roundtables & Listservs, Nurse & Leadership Residencies, Preceptor Workshops, Agency Staff & Student Orientation Portal

RWHC Professional Services

Representing Members with Health Insurers, Legal Consultation, Clinical Services, Medical Record Coding, Medicare/Medicaid Sanction Monitoring

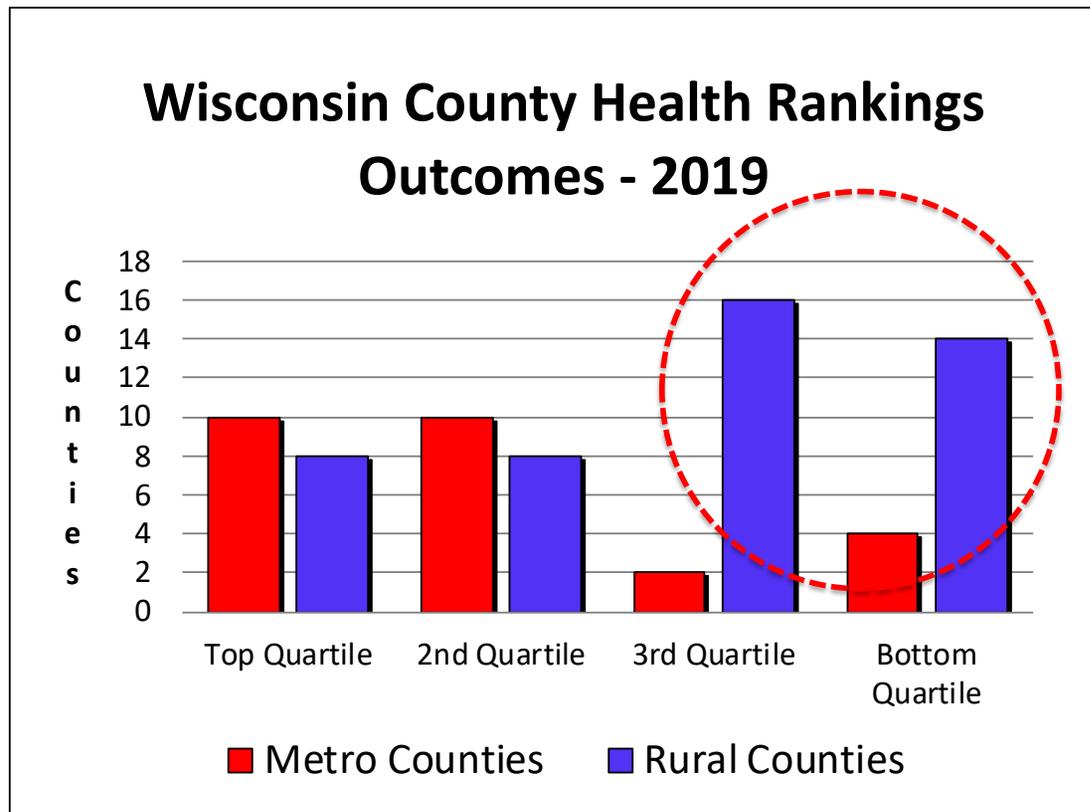
RWHC Quality Programs

Credentials Verification & Peer Review Services, Quality Indicators & Improvement Programs, Mystery Shoppers

RWHC Technology & Other Services

Workers Compensation Captive Insurance Company, Data Protection, Email Encryption, Information Tech Network

2. Why We Must Invest in Rural Health



The rural health challenge in Wisconsin could not be clearer: **2/3 of rural compared to 1/4 urban counties have health outcomes in the bottom half of the state.**

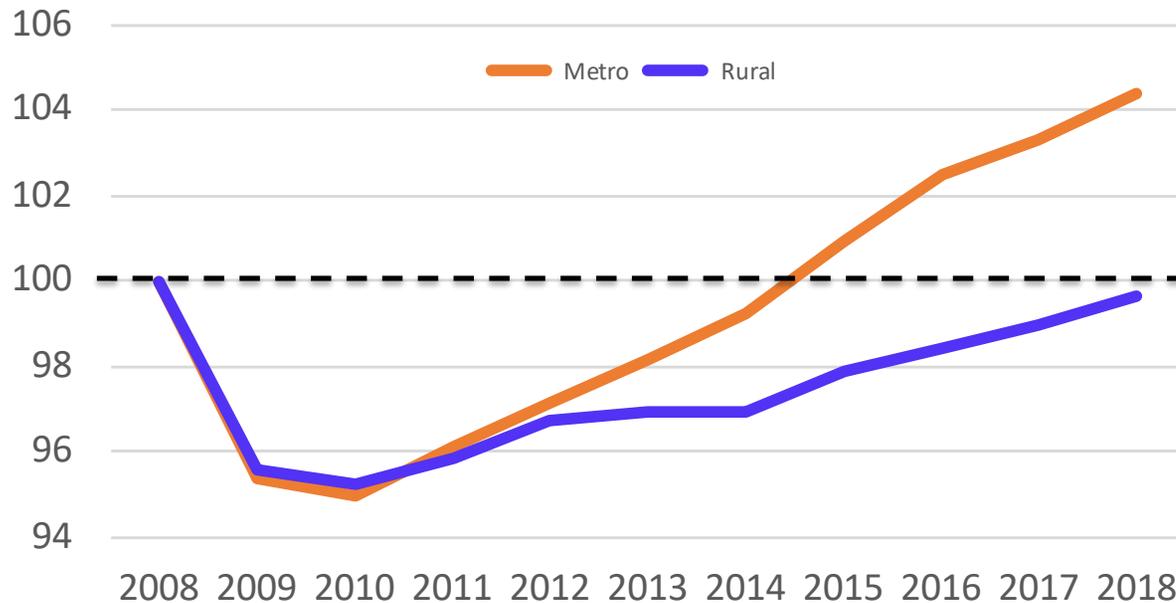
Rankings Not Failure of Rural Providers

- The county health rankings do **not** point to a **failure** of talented and hard-working **rural healthcare** providers.
- It is what anyone would expect when most rural **counties are worse than average** in the “health factors” or **social determinants** of health **that drive health outcomes**—like access to care, education and employment and the alcohol and drug use that occurs in their absence.

The Two Wisconsins

Wisconsin Metro Area vs. Rural Job Growth

Index: 2008=100

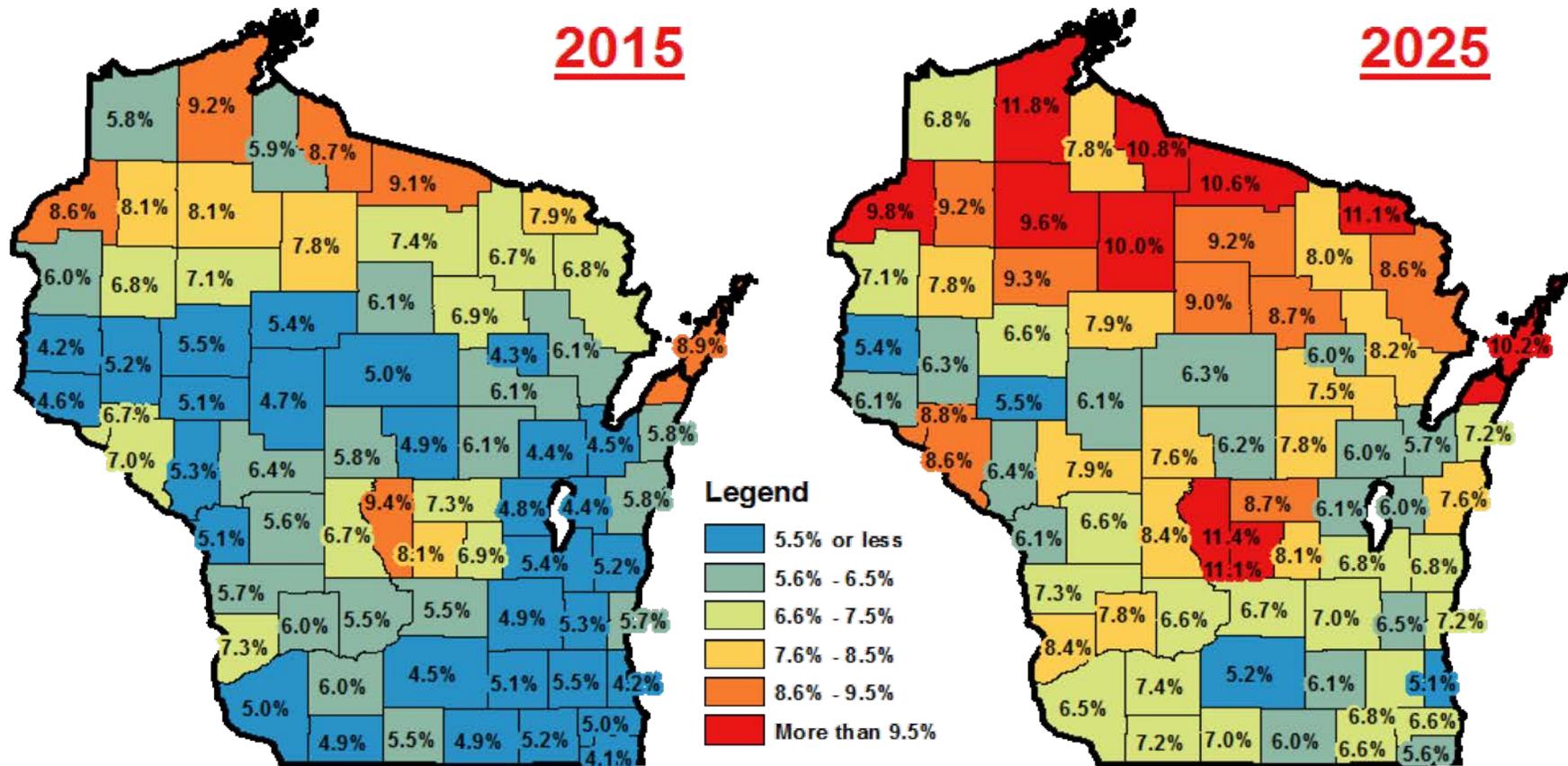


Annual job totals cover all QCEW industries and all ownership types.
Metro includes all WI counties that are part of an MSA (26 of 72 WI Counties).

Compiled by: Bureau of Workforce Information and Technical Support,
Wisconsin Department of Workforce Development

Rural Wisconsin Aging & Losing Population

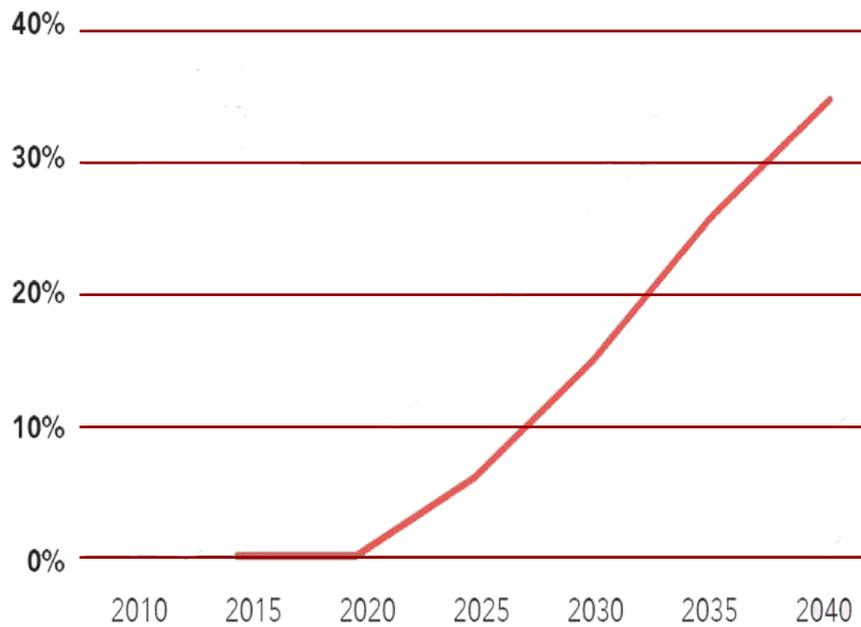
Population 65+



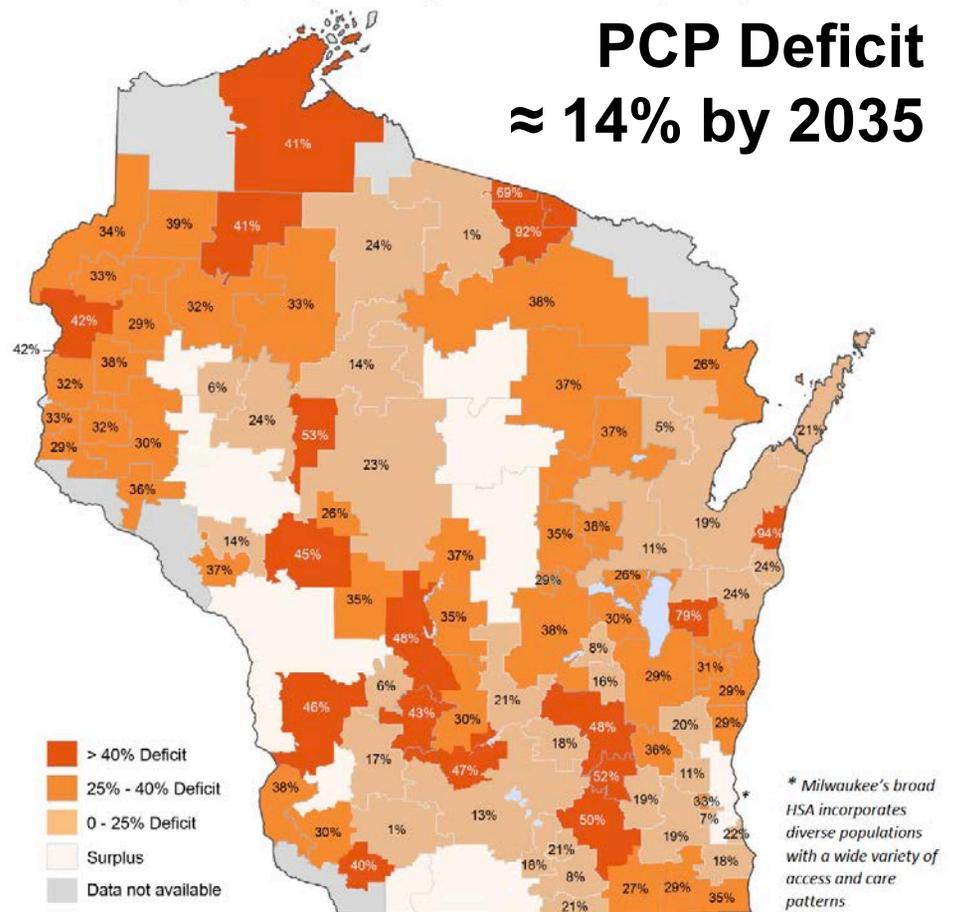
Source: WI Dept of Workforce Development. In addition, between 2010 and 2017, the US Census Bureau estimates 38 of 72 WI counties lost residents, with most of those counties being rural.

Baby Boomer Workforce Crisis

**Nursing Deficit
≈ 27% by 2035**



**PCP Deficit
≈ 14% by 2035**



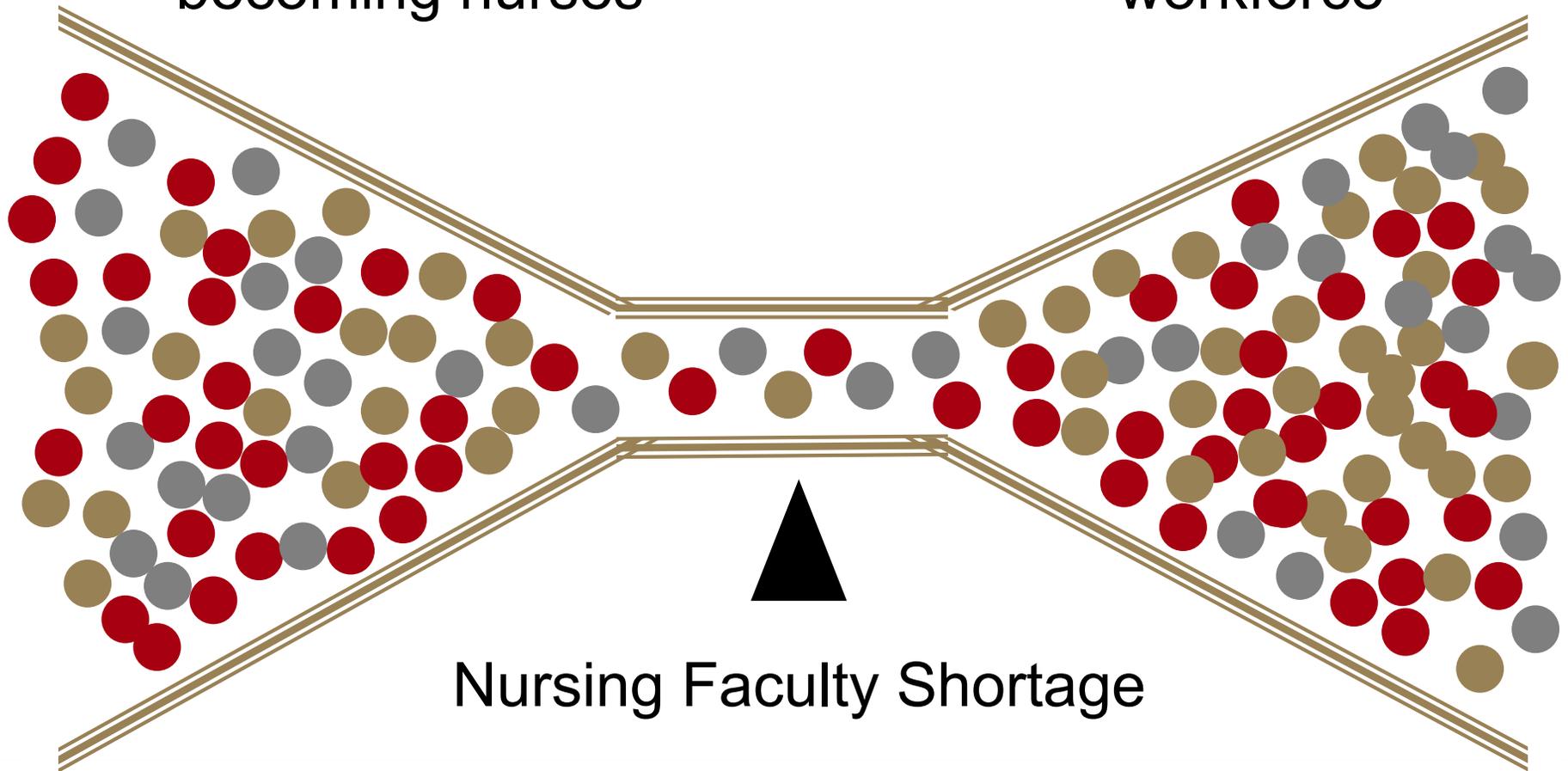
Data Source: WCMEW analysis of WMS physician database, programming data from WARM, MCW, and GME state grants, and DOA population data.

Sources: WI Center for Nursing & WI Council Medical Education & Workforce

A Nurse Education Bottleneck

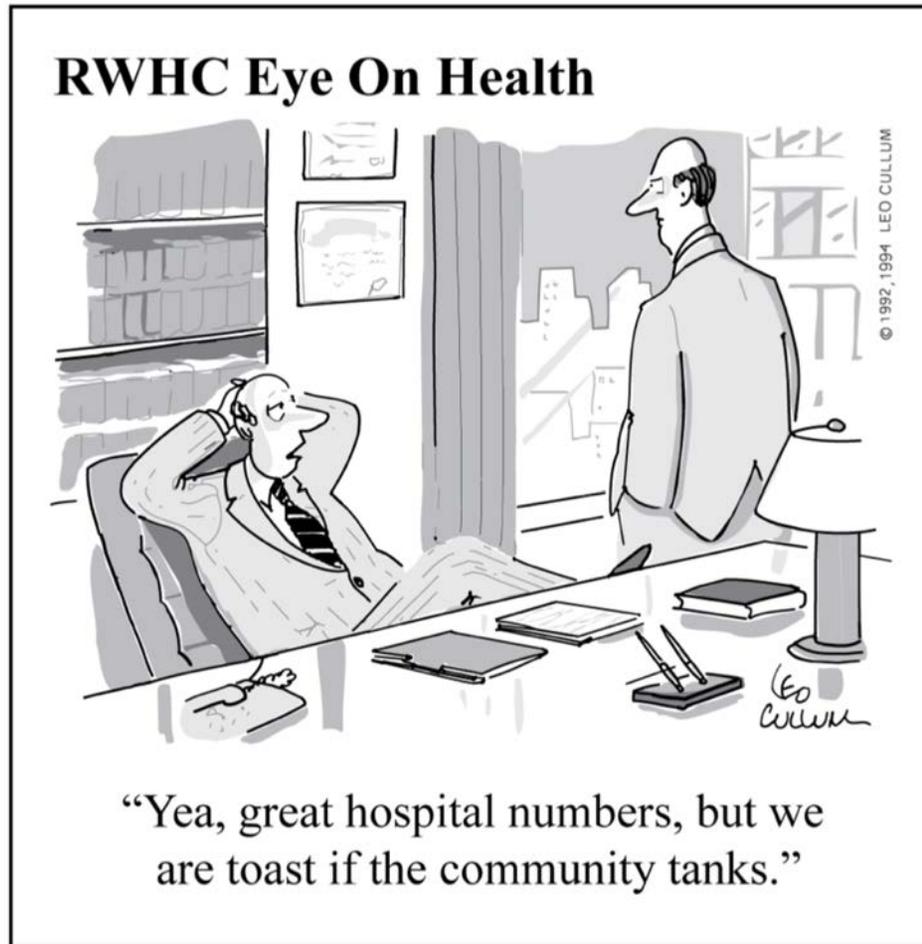
Qualified students
interested in
becoming nurses

Demand for
nurses in the
workforce



Source: Dean Linda Young, UW-Eau Claire, College of Nursing, 11/2/18

3. The Opportunities



The **ProMedica health system** in northwest Ohio and southeast Michigan has launched with others a **10-year community revitalization initiative** that will include **housing, community development, job creation & education.**

Focus on Healthcare Payments

- Many are rightly calling on providers to **help address the social determinants of health.**
- As a key part of rural community and state leadership, **we can make a real difference.**
- But rural providers **can only be part of solving** their communities **bigger problems** if they are **financially healthy.**
- **Medicaid dollars are critical** and we are very grateful for WHA leadership on this issue.

Focus on the 4 Rules for Rural Prosperity*

1. Maximize **Local Ownership & Jobs**
2. Maximize **Local Business Diversity**
3. Focus on ***People, Profit & Planet***
4. Create a **Rural Entrepreneurial Ecosystem:**
 - Planning***—Plug the leaks & boost the business
 - People***—Support entrepreneurs
 - Partners***—Compete through Collaboration
 - Purse***—Harness savings locally
 - Purchasing***—Spearhead “Local First” campaigns
 - Policymaking***—Remove anti-local biases

* “The Local Economy Solution,”
Michael Shuman, 2015

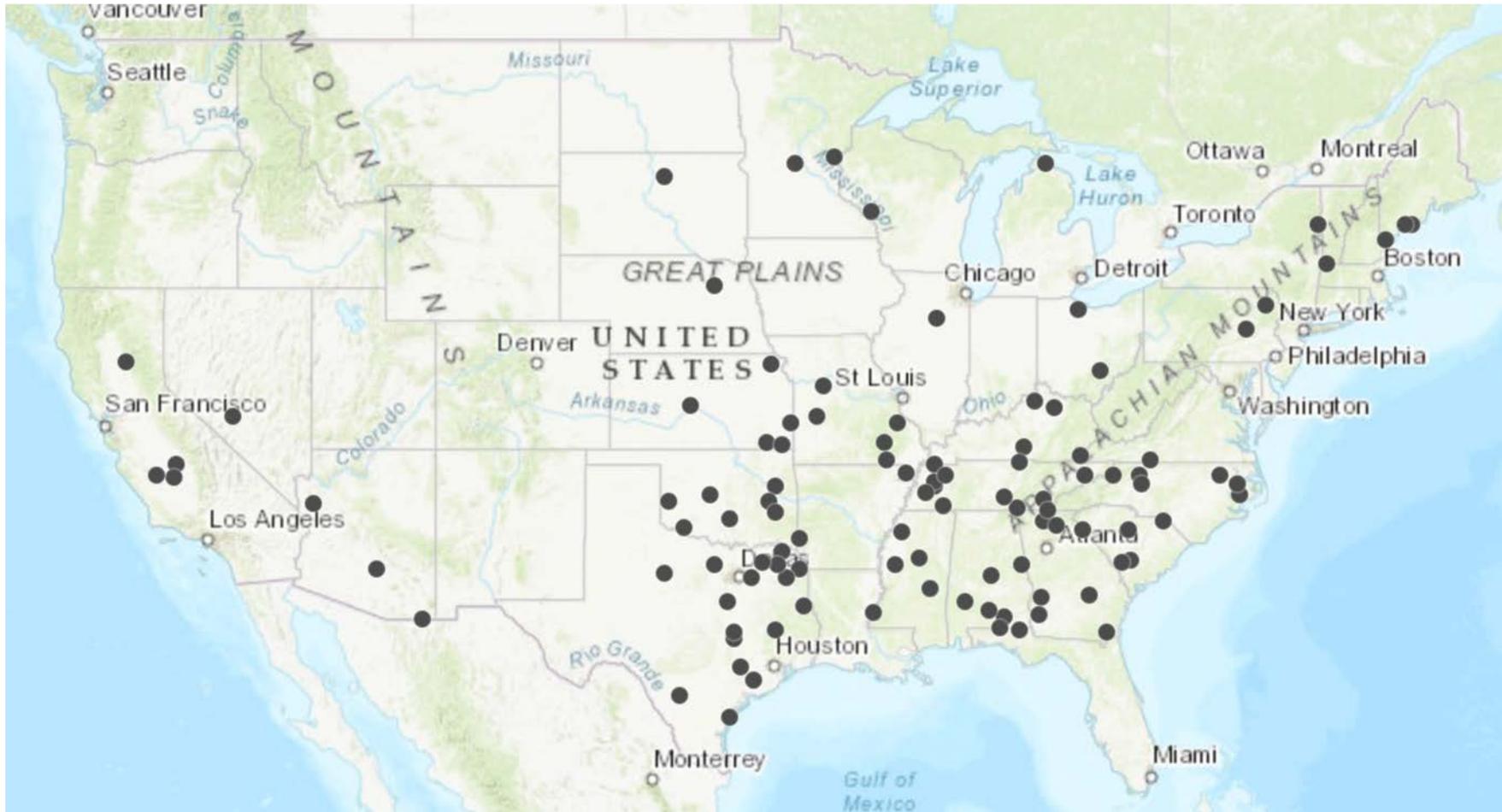
Focus on the Healthcare Workforce

- Rural hospitals' **financial viability depends** on an available **healthcare workforce**.
- This is not only due to **baby boomer retirements** creating a shortage of rural clinicians but also the **chronic shortage of behavioral health and dental** caregivers.
- A **strong rural economy requires a strong healthcare workforce, and vice versa**.

Our Healthcare Workforce Needs a Strategy

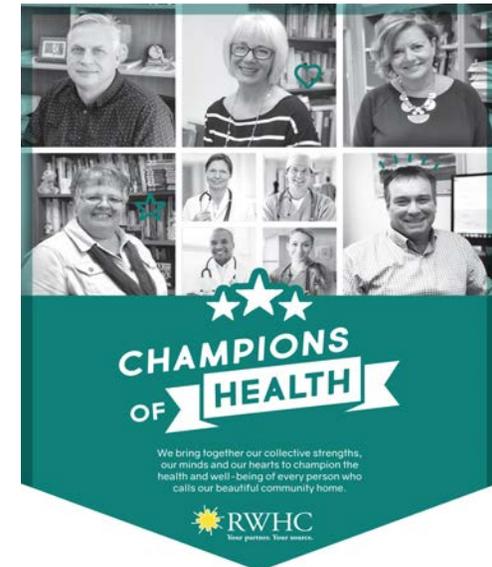
- There are **new** education and training **programs** showing promising **results**.
 - There have been noteworthy **retention innovations**.
- HOWEVER***
- Workforce **demand will outstrip projected supply** due to major demographic changes.
 - The **demand for primary care cannot be met solely by the physician** workforce.
 - We must shift from piecemeal solutions to a statewide **comprehensive & coordinated plan**.

Wisconsin Not Immune to Rural Closures



North Carolina Rural Health Research and Policy Analysis Center, 5/24/19

4. Champions of Health Early Adopters



Campaign Tells the Rural Story

The Champions of Health theme is designed to:

- **Elevate** the **rural provider**
- **Inform** residents about the **quality** care in **their community hospital**
- Instill **pride** in and **loyalty** to their local hospital

Champions of Health Strategy

- **Counteract urban bias**—the tendency of people to think that bigger is better.
- **Build confidence**—in the exceptional talent and technology available to residents at their local hospital.
- **Create internal and external advocates**—we want to instill pride in staff, physicians, donors, board members and volunteers, as well as residents and businesses in their community hospital.

All Revenue to Expand Current Toolkit

- **Digital** Display Ads
- **Outdoor** Ads
- Pull Up **Banners**
- Indoor Posters
- External Banners
- **Print** Ads
- **Radio** Ads
- Employee Brochures
- **Employee Infographics**
- Talking Points & FAQs
- Employee Champion
- **Awards Program**
- **Search Engine Keywords**
- Events/Grassroots Ideas
- **TV-Web Video**



Monteverde, Costa Rica

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	RURAL ADVOCATE	<input checked="" type="checkbox"/>