

# 2014 Minnesota Rural Health Association (MRHA) Policy Forum

*Weaving the Threads of Rural Health*  
*June 23 & 24, 2014*  
*Duluth, Minnesota*

MINNESOTA  
**RURAL**  
**HEALTH**  
CONFERENCE

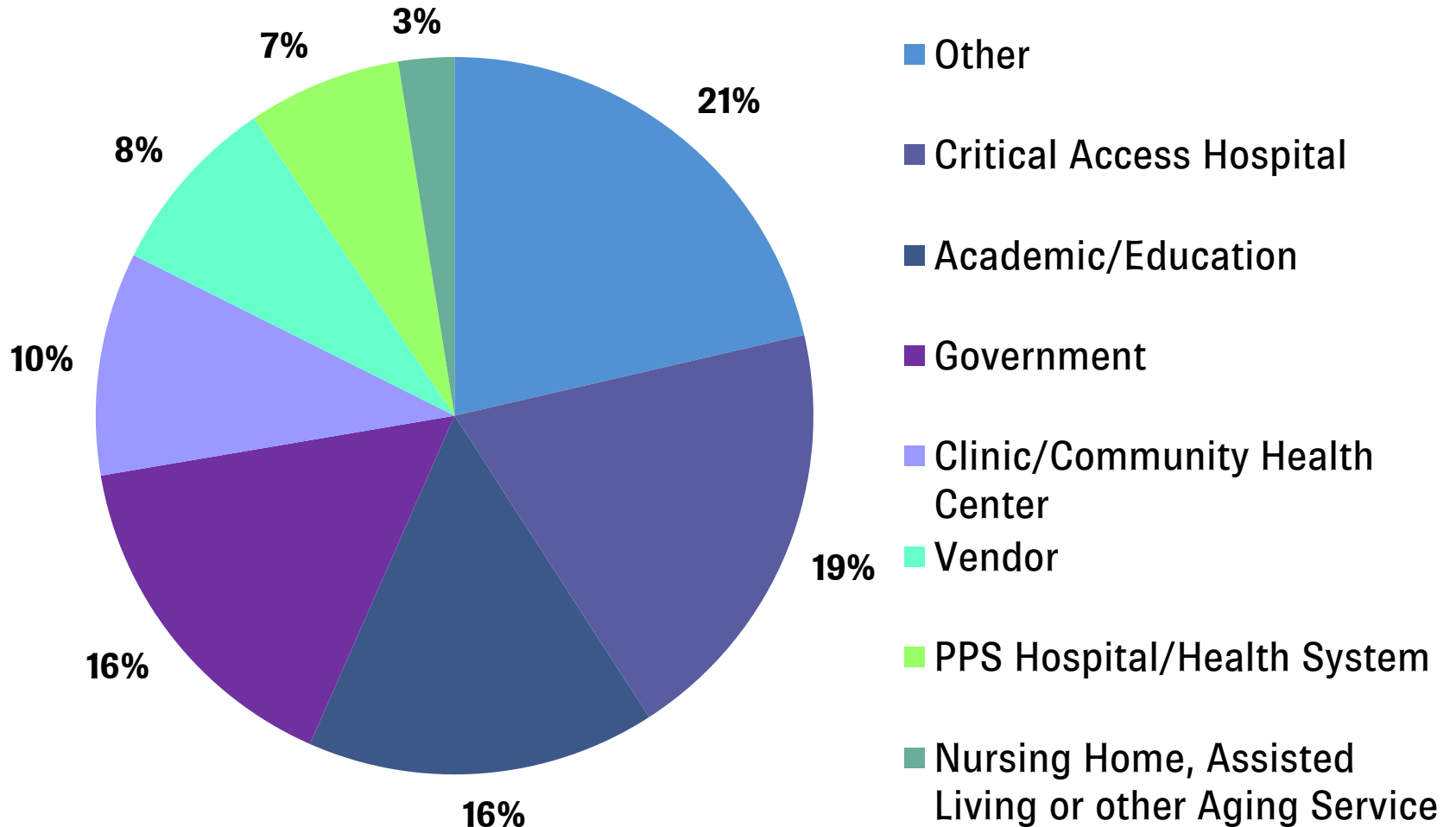
# Meet Your Panelists...

**Facilitator:** Julie Zenner

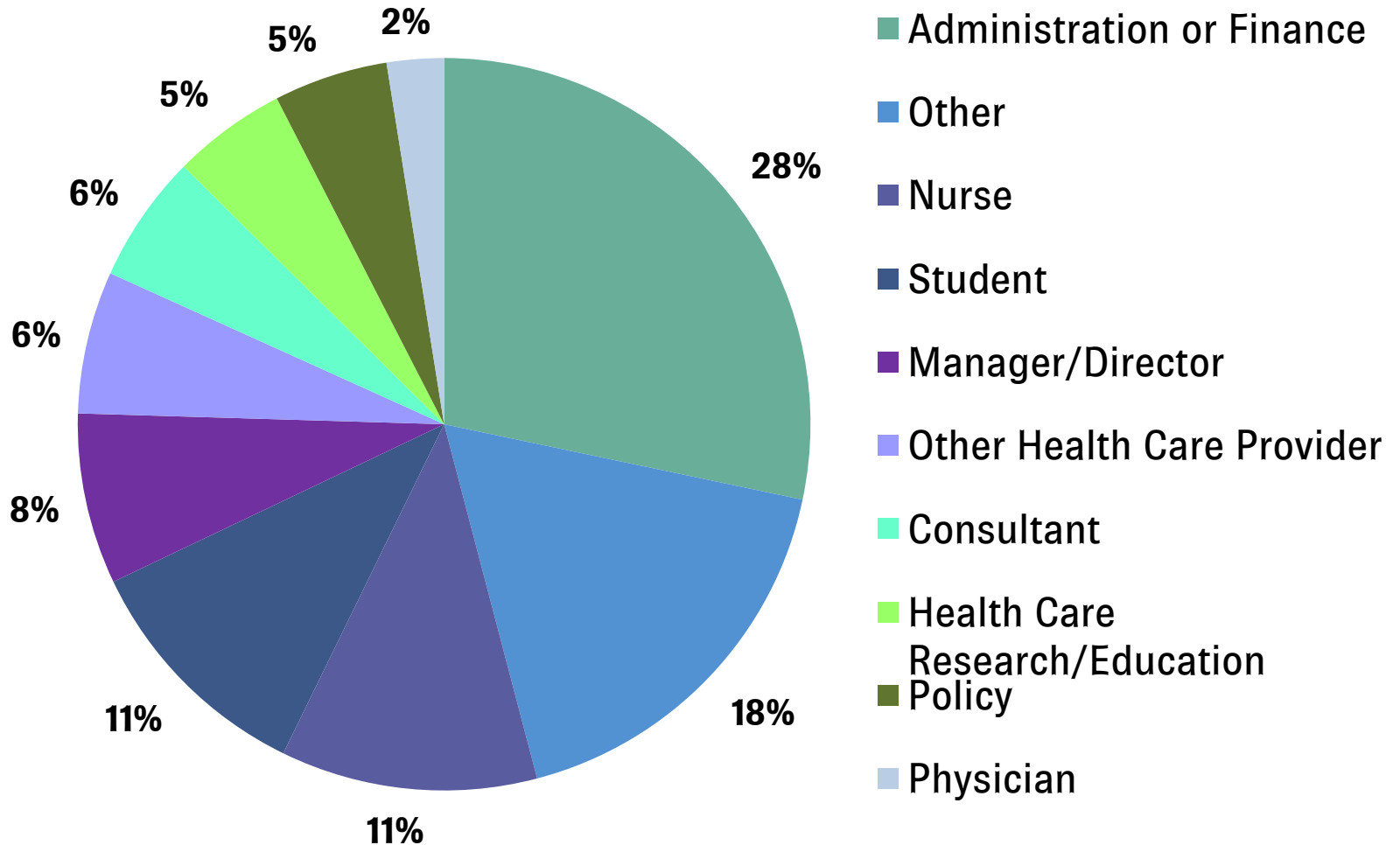
**Panelists:**

- Ray Christensen MD
- Jennifer Lundblad, PhD, MBA
- Representative Tom Huntley, PhD
- Kari Thurlow, JD

# Survey Respondents Demographics



# What Is Your Job Role?



# Top Policy and Program Concerns in Minnesota

- Adequate workforce (48%)
- Behavioral health services access (37%)
- Reimbursement/payment changes (46%)
- Care redesign, reform and transformation (30%)
- Health Reform (25%)

# Successful Strategies to Address Rural Health Issues

- Health delivery changes (care coordination, health care homes, etc.) (57%)
- Economic and/or community planning support (39%)
- Incentive programs (e.g., broadband, HIT meaningful use, health professional loan forgiveness, etc.) (35%)

## Successful Strategies to Address Rural Health Issues, cont.

- Regulatory changes (e.g., CAH, telehealth credentialing, health professional licensing, etc.) (34%)
- Population health (31%)
- Grants or low interest loans targeting rural (30%)
- Value based reimbursement (24%)

# Causes for Concern in MN

- Cuts to reimbursement/reimbursement changes
- Shortage of primary care physicians
- Mental/behavioral provider shortages & system design
- Increasing reporting requirements
- Mergers and acquisitions
- Payment structure changes
- Fewer resources to care for low-income populations
- Aging population in rural Minnesota





# Trends That Inspire Optimism

- Changing of delivery models (rural & other)
- Collaborative nature of rural facilities and communities
- Innovative use of technology (telemedicine, HIT, HIE)
- Quality of care
- Preventative and population health improvements
- Recognition of the need for change
- People who care and are concerned

