Funding Opportunities for Healthcare Reform in Rural America: Claiming a Seat at the Table

Exploring funding opportunities to collaborate and improve access to care for rural communities
Agenda

- Introductions
- Overview of the impact of ACA reforms on rural America
- Are you ready to pursue funding opportunities?
- Finding Funding Opportunities for rural communities
- Trends
A Dose of Healthcare Reality

- Change has arrived
  - Widespread agreement that the spiraling cost of healthcare is unsustainable
  - Move toward patient-centered care through evidence-based medicine
  - Payment for value/outcomes, not quantity/effort
A look at the current reform landscape

- Medicaid Expansion
- Health Insurance Exchanges
- CMS Innovation Center
- Accountable Care Organizations
What is an ACO?

“An alliance of physicians, hospitals and other providers that coordinates care for a particular group of patients to improve quality and reduce costs.”

NCQA Definition of ACO
Geographic Distribution of MSSP ACO Assigned Patient Population

(Includes 2012 – 2014 starters)

Source: Laura Dash & Terri Postma, MSSP Accountable Care Organization, CMS, Medicare Learning Network (April 8, 2014)
Challenges and Opportunities

- CMS supporting innovation
- Increasing number of insured
- Breaking down geographic boundaries
- Technology infrastructure
- Technical support
- Funding
Are You Ready?

**Corporate Commitment - the trickle down effect**

- Setting organizational priorities
- Being proactive versus reactive
- Sharing the vision
- Providing resources and tools

**Managing People, Time and Expectations**

- Is this an organizational priority?
- Who needs to be involved? Do we need community partners?
- How much time and commitment will it take? What is our timeline of deliverables?
- What other projects are underway? What are their deadlines?
- What other resources do we need? Does the team need to be educated about the Federal Grant application process? Is the RFP a good fit for us? Are we ready to implement?
- Have we thought about our plans for Post Award?
Funding Opportunities

- **FCC Healthcare Connect Fund** - $400 million available annually

  - Goals of Healthcare Connect Fund
  - Health Care Benefits for Consumers
  - Key Features of New Healthcare Connect Fund
    - Supports broadband connectivity and broadband networks for HCPs
    - Encourages use of consortium to save costs, expand access to health care resources
    - Provides 65% discount on broadband services, equipment, connections to research and education networks, HCP-constructed and owned facilities if shown to be the most cost-effective option
    - Requires a 35% HCP contribution

Who is eligible to participate?

- Public or not-for-profit hospitals, rural health clinics, community health centers, health centers serving migrants, community mental health centers, local health departments or agencies, post-secondary educational institutions/teaching hospitals/medical schools, or a consortia of the above
- Non-rural HCPs may participate in Healthcare Connect Fund if they belong to a consortium that has a majority rural HCPs
- The largest HCPs (400+ patient beds) are eligible, but support is capped if non-rural
Funding Opportunities

HRSA Office for the Advancement of Telehealth

The Telehealth Network Grant Program (TNGP): The primary objective of the Telehealth Network Grant Program is to demonstrate how telehealth programs and networks can improve access to quality health care services in rural and underserved communities. Applicants are encouraged to develop innovative applications that meet new and emerging needs in a changing health care delivery system with a focus on value and improved health care outcomes.

TNGP networks are used to:

- Expand access to, coordinate, and improve the quality of health care services
- Improve and expand the training of health care providers
- Expand and improve the quality of health information available to health care providers, and patients and their families, for decision making
- Provide clinical services for which performance measures can be developed. In particular, an emphasis on clinical services that focus on one or more of the chronic disease states of high priority

Eligibility: Eligible applicants include rural or urban nonprofit entities that will provide services through a telehealth network. Each entity participating in the networks may be a nonprofit or for-profit entity. Faith-based, community-based organizations, and tribal organizations are eligible to apply. Services must be provided to rural communities, although the applicant can be located in an urban area. Click here for additional eligibility requirements
Funding Opportunities

HRSA Office of Rural Health

Rural Health Network Development Planning Grant - The purpose of this program is to expand access to, coordinate and improve the quality of essential health care services and enhance the delivery of health care, in rural areas. The Network Planning program provides one-year grants to support the planning and development of a formal health care network to improve health care delivery in rural areas. This program provides one-year grants up to $85,000 and allows applicants to develop a business or strategic plan, conduct a needs assessment, conduct health information technology readiness and ultimately form a network. Funds cannot be used for direct delivery of health care services. Successful grantees often apply for the three-year Network Development implementation grant to continue the work they started under the Network Planning grant.

Eligibility: Lead applicants must be:

- Located in a Rural County or Eligible Rural Census Tract within an urban county; and
- Public and non-profit entities including faith-based and community organizations; and
- In an explicit and/or legal network consortium with at least two additional organizations. Each member of the network must sign a Memorandum of Agreement or other formal collaborative agreement. These two other organizations can be rural, urban, non-profit or for-profit. The network should include three or more health care providers that provide or support the delivery of health care.
Funding Opportunities

► HRSA Office of Rural Health

► Rural Health Network Development Program (RHND): The primary objective of this program is to assist health oriented networks in developing and maintaining sustainable networks with self-generating revenue streams. These grants support rural providers who work in formal networks to integrate administrative, clinical, technological, and financial functions. Networks should have a significant history of organizational collaboration and must have a memorandum of understanding. This program is a three year grant program with individual grant awards limited to a maximum of $180,000 per year.

► Eligibility: Lead applicants must be:

Located in a Rural County or Eligible Rural Census Tract within an urban county; and

Public and non-profit entities including faith-based and community organizations; and

In an explicit and/or legal network consortium with at least two additional organizations. Each member of the network must sign a Memorandum of Agreement or other formal collaborative agreement. These two other organizations can be rural, urban, non-profit or for-profit. The network should include three or more health care providers that provide or support the delivery of health care.
Funding Opportunities

USDA

- **Distance Learning and Telemedicine Grant (DLT):** The primary objective of this program is to specifically meet the educational and health care needs of rural America. The DLT Grant is focused on providing equipment that operates via telecommunications to rural end-users of telemedicine and distance learning. Grant awards range from $50,000 - $500,000 and can only be used for telemedicine equipment, and associated costs such as technical support contracts with the vendor, etc.

- Applications are scored in objective and subjective categories. Objective criteria are generally straightforward indicators. Subjective criteria are comparative in the sense that the score of one application is based on comparison to other applications received that year. Applications are scored in the following categories: Rural Area (Rurality): Economic Need (NSLP): Matching Funds; Needs and Benefits: Innovativeness: Cost Effectiveness:

- **Eligibility:** Entities providing education and medical care via telecommunications including corporations or partnerships, Indian tribes or tribal organizations, state or local units of government, consortia, and private for-profit or not-for-profit corporations. In addition applicants must:
  
  - Meet very strict “rurality” guidelines measured by U.S. Census data (generally speaking any town of over 20,000 is ineligible, however the more rural a population center is, the higher the score and more competitive the application).
  
  - Provide a minimum of a 15% cash match
Links to funding resources:

- www.grants.gov
- www.hrsa.gov
- Foundation Directory Online
- www.bigdatabase.com
- http://www.foundationsearch.com
- http://www.guidestar.org/?gclid=CNeP8LmrkL8CFTMiMgodYBAAQQ
- http://www.grantselect.com/
Trends

- **Better Models of Patient Care:** Prevention and Wellness - Population Health Models versus traditional Inpatient Models

- **Better Patient Outcomes:** Improving patient adherence to their care plans; reduction in hospital readmissions; reduction in medication errors; improved quality of patient’s life

- **Lower Cost of Care:** Innovative approaches to addressing Better Models of Patient Care and Improved Patient Outcomes; Allowing medical practitioners to engage with patients at the upper limits of their licensing;

- **New Payment Models:** For both inpatient and outpatient services; ACO-MSSP, Bundled Payments, etc. are all examples of some of the models currently being piloted by CMS
For Additional Information about Funding Opportunities Contact:

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Innovative Funding Partners (IFP) is a leading health care consulting firm specializing in the identification, development, writing and submission of applications to federal, state, corporate, and private funding sources as well as providing expert support with research development and medical writing.
If you are interested in learning more about new care/payment models, please contact us.

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