



Assisting Rural Consumers

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Today's Agenda

- About CMS OMH
- Rural Challenges and Opportunities
- CMS Frameworks
 - Health Equity
 - Advancing Health Care in Rural, Tribal, and Geographically Isolated Communities
- Working With Rural Consumers: Tips for Assisters and Navigators

Rural Challenges and Opportunities



Rural Challenges

Challenges faced by rural residents include:

- **Higher rates of poverty** and unemployment
- **Higher rates of uninsurance** or underinsurance
- **Longer travel times** to health care practitioners
- **Limited access** to modern technology and high-speed internet



Rural Opportunities

Opportunities include:

- **Growing Diversity**
- **Natural Resources**
- **Innovation, Adaption, and Resiliency**
- **Community Social Capital**

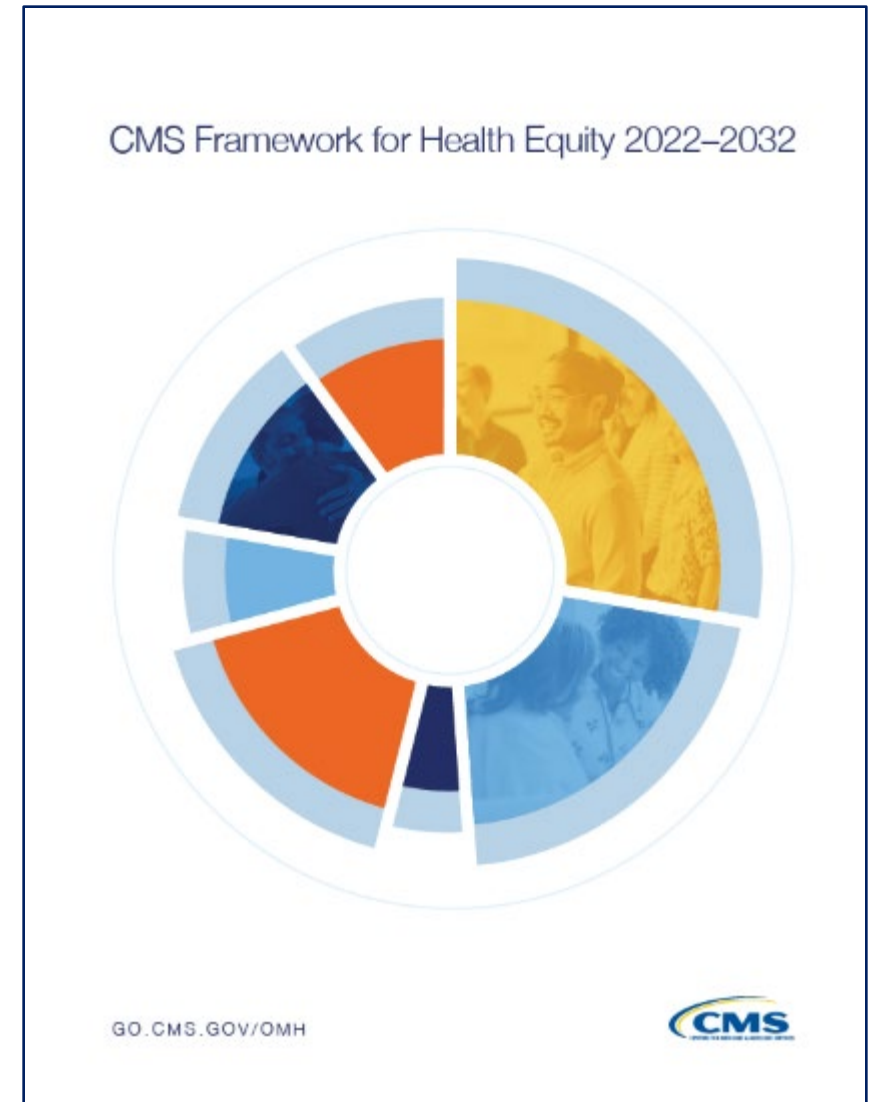
CMS Framework for:

- Health Equity
- Advancing Health Care in Rural, Tribal, and Geographically Isolated Communities

CMS Framework for Health Equity

- Allows a framework for CMS to operationalize health equity
- Expands on the existing CMS Equity Plan to include all CMS programs: Medicare, Marketplace, and Medicaid and CHIP
- Identifies 5 priority areas
- Evidence-based

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CMS Framework for Health Equity: 5 Priority Areas



Priority 1: Expand the Collection, Reporting, and Analysis of Standardized Data



Priority 2: Assess Causes of Disparities Within CMS Programs, and Address Inequities in Policies and Operations to Close Gaps



Priority 3: Build Capacity of Health Care Organizations and the Workforce to Reduce Health and Health Care Disparities



Priority 4: Advance Language Access, Health Literacy, and the Provision of Culturally Tailored Services

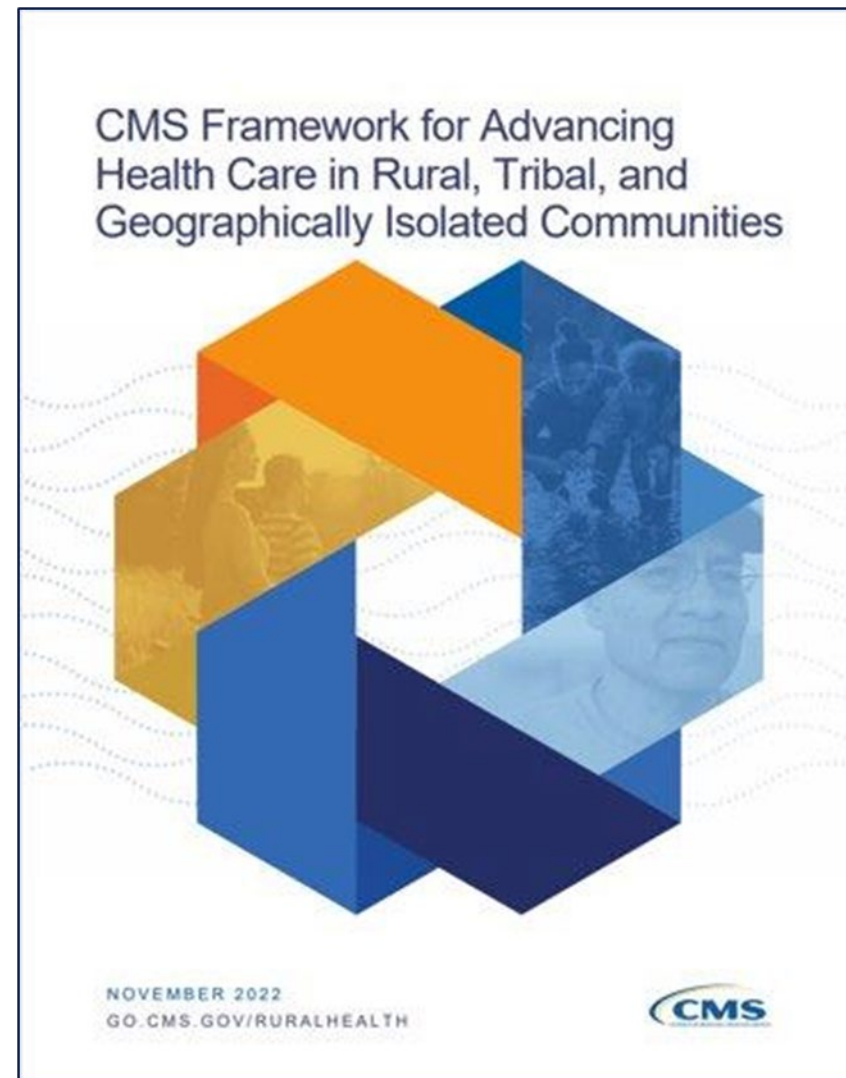


Priority 5: Increase All Forms of Accessibility to Health Care Services & Coverage

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CMS Framework for Advancing Health Care in Rural, Tribal, and Geographically Isolated Communities

- Builds upon and expands original CMS Rural Health Strategy
- Assists CMS in operationalizing efforts for and across diverse geographies
- Identifies 6 priorities
- Evidence based and community informed



Six Priority Areas



Priority 1: Apply a Community-Informed Geographic Lens to CMS Programs and Policies



Priority 2: Increase Collection and Use of Standardized Data to Improve Health Care for Rural, Tribal, and Geographically Isolated Communities



Priority 3: Strengthen and Support Health Care Professionals in Rural, Tribal, and Geographically Isolated Communities



Priority 4: Optimize Medical and Communication Technology for Rural, Tribal, and Geographically Isolated Communities



Priority 5: Expand Access to Comprehensive Health Care Coverage, Benefits, and Services and Supports for Individuals in Rural, Tribal, and Geographically Isolated Communities



Priority 6: Drive Innovation and Value-Based Care in Rural, Tribal, and Geographically Isolated Communities



Priority 1: Apply a Community-Informed Geographic Lens to CMS Programs and Policies

- Deepen relationships with rural partners to reflect rural perspectives in discussions and policy considerations
- Examine impacts of CMS policies on rural communities to remove systemic barriers to access
- Provide direct communication and outreach that meets rural communities where they are

Priority 2: Increase Collection and Use of Standardized Data to Improve Health Care for Rural, Tribal, and Geographically Isolated Communities



Trends in Racial, Ethnic, Sex, and Rural-Urban Inequities in Health Care in Medicare Advantage: 2009-2018



Rural-Urban Disparities in Health Care in Medicare



The Path Forward: Improving Data to Advance Health Equity Solutions

Priority 3: Strengthen and Support Health Care Professionals in Rural, Tribal, and Geographically Isolated Communities

Supporting health care professionals with rural health resources



Rural Health Centers & Federally Qualified Health Centers Resource Hub



Quality Payment Program



Connected Care Campaign

Priority 4: Optimize Medical and Communication Technology for Rural, Tribal, and Geographically Isolated Communities

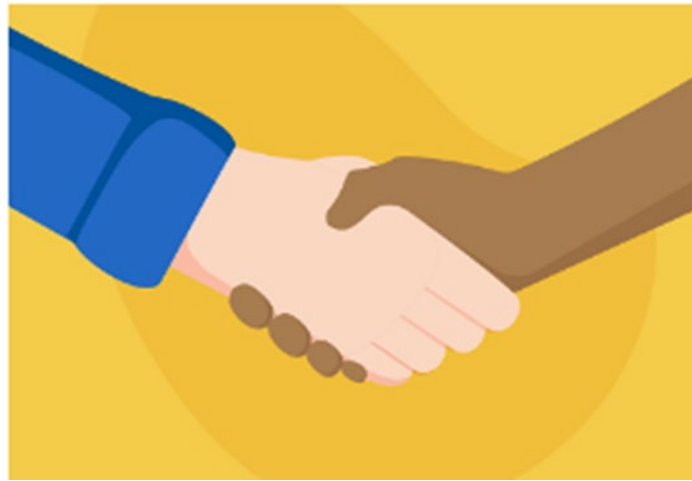
1. Find opportunities to enhance uptake and coverage of telehealth
2. Amplify efforts to expand broadband access
3. Support health care providers with resources and health information technology



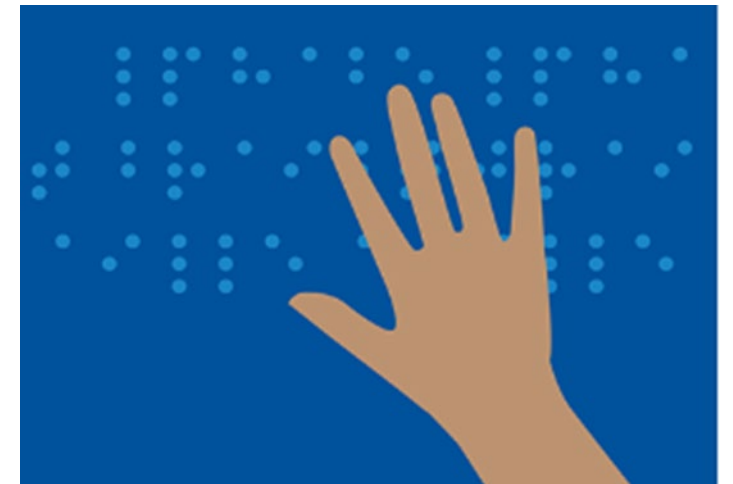
Priority 5: Expand Access to Comprehensive Health Care Coverage, Benefits, and Services and Supports for Individuals in Rural, Tribal, and Geographically Isolated Communities



Consider opportunities to expand health coverage and benefits



Establish partnerships to address SDOH risk factors & other unmet social needs



Improve access to long-term services for individuals with disabilities and older adults



Priority 6: Drive Innovation and Value-Based Care in Rural, Tribal, and Geographically Isolated Communities

- Key activities:
 - Test and scale innovations in rural health care delivery
 - Include rural health care providers in CMS models, programs, and quality improvement initiatives
 - Support agencies to prepare and respond to public health emergencies

Working with Rural Consumers: Tips for Assisters & Navigators

Barrier / Need	Tactics for Assisters & Navigators
Limited Choice	<p>If provider networks are limited, consumer may want help comparing costs to visit out-of-network providers they already see, or who are locally available and open to new patients.</p> <p>If there are limited local providers, consumers may find it useful to get help looking at plan options for covering health related social needs and alternatives to hospital based care (eg: home based service coverage) or telemedicine visits. Consumers may also find it helpful to talk through cost-sharing for these services so they can consider total costs for the plan that's right for them.</p>
Affordability	<p>If premium costs are high, consumers may find it helpful to talk through other cost-sharing aspects of plans including co-pays, coinsurance, out of pocket maximums, and costs for out of network services, for help considering how to balance high premiums.</p>

Working with Rural Consumers: Tips for Assisters & Navigators

Barrier / Need	Tactics for Assisters & Navigators
Limited Communication	<p>Consumers may find it useful to talk through what their usual ways of communicating are – whether they communicate via email or prefer to call a helpline for information, or whether they have to go to a location outside their home for cell phone or internet access.</p> <p>Consumers may also find it helpful to talk through a comparison of available plan options for audio-only telehealth, or options for services and cost-sharing arrangements, that lead to the fewest barriers based on their own needs.</p>
Transportation	<p>Consumers may find it useful to have help considering coverage for health related social needs, including transportation, offered by available plans.</p> <p>Consumers may also find it useful to have help exploring available plans' coverage for home-based services or specialist, hospital based, urgent, or chronic care management services that can be accessed in local settings to minimize transportation barriers</p>

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