



The Office of the National Coordinator for  
Health Information Technology



# Strengthening Rural Communities: Improving Access to Education, Healthcare & New Businesses

## AgOutlook Forum, Feb 21

**Leila Samy, MPH**

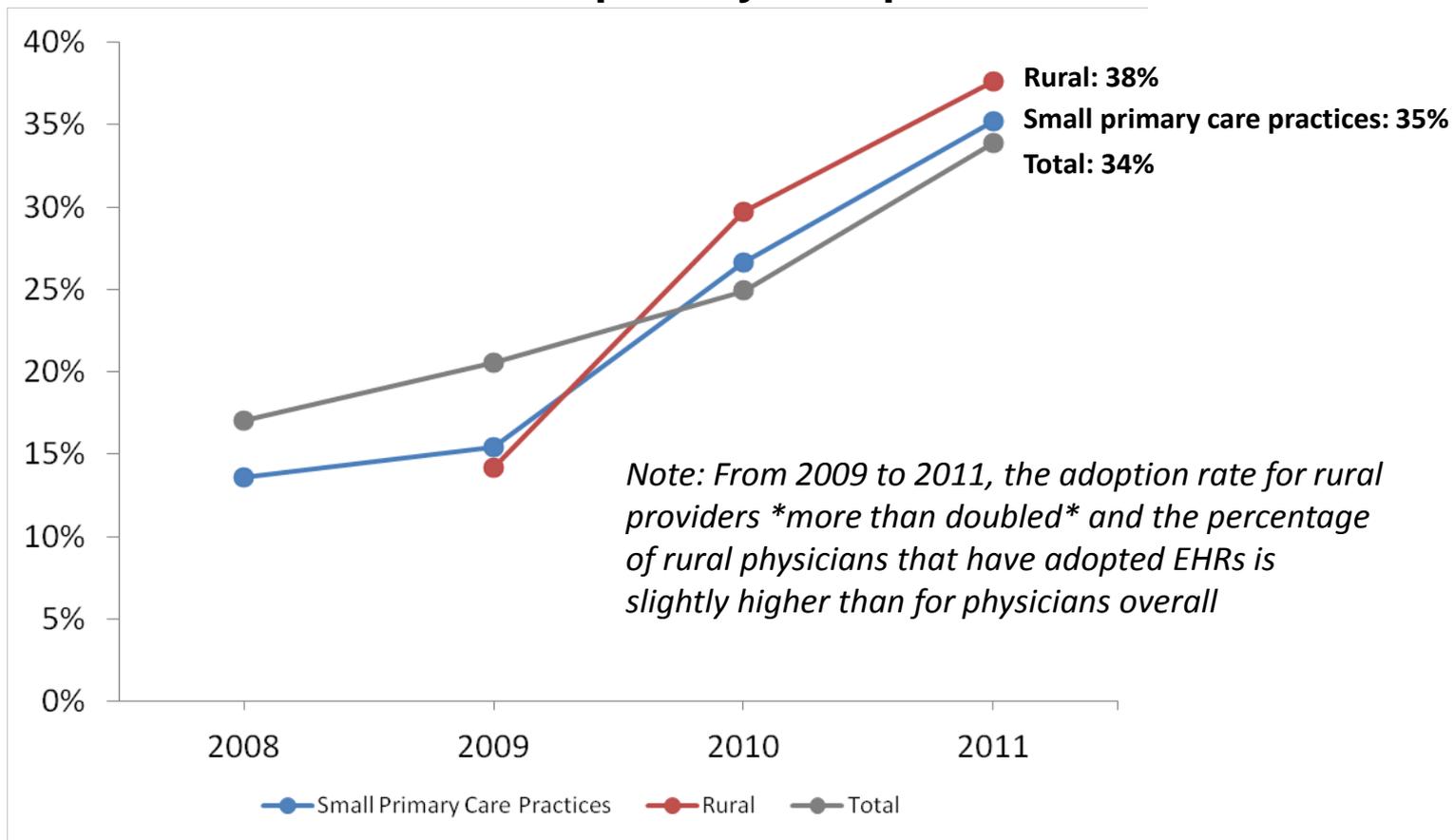
Rural Health IT Coordinator

Office of the National Coordinator for Health IT

Putting the **I** in **HealthIT**  
[www.HealthIT.gov](http://www.HealthIT.gov)

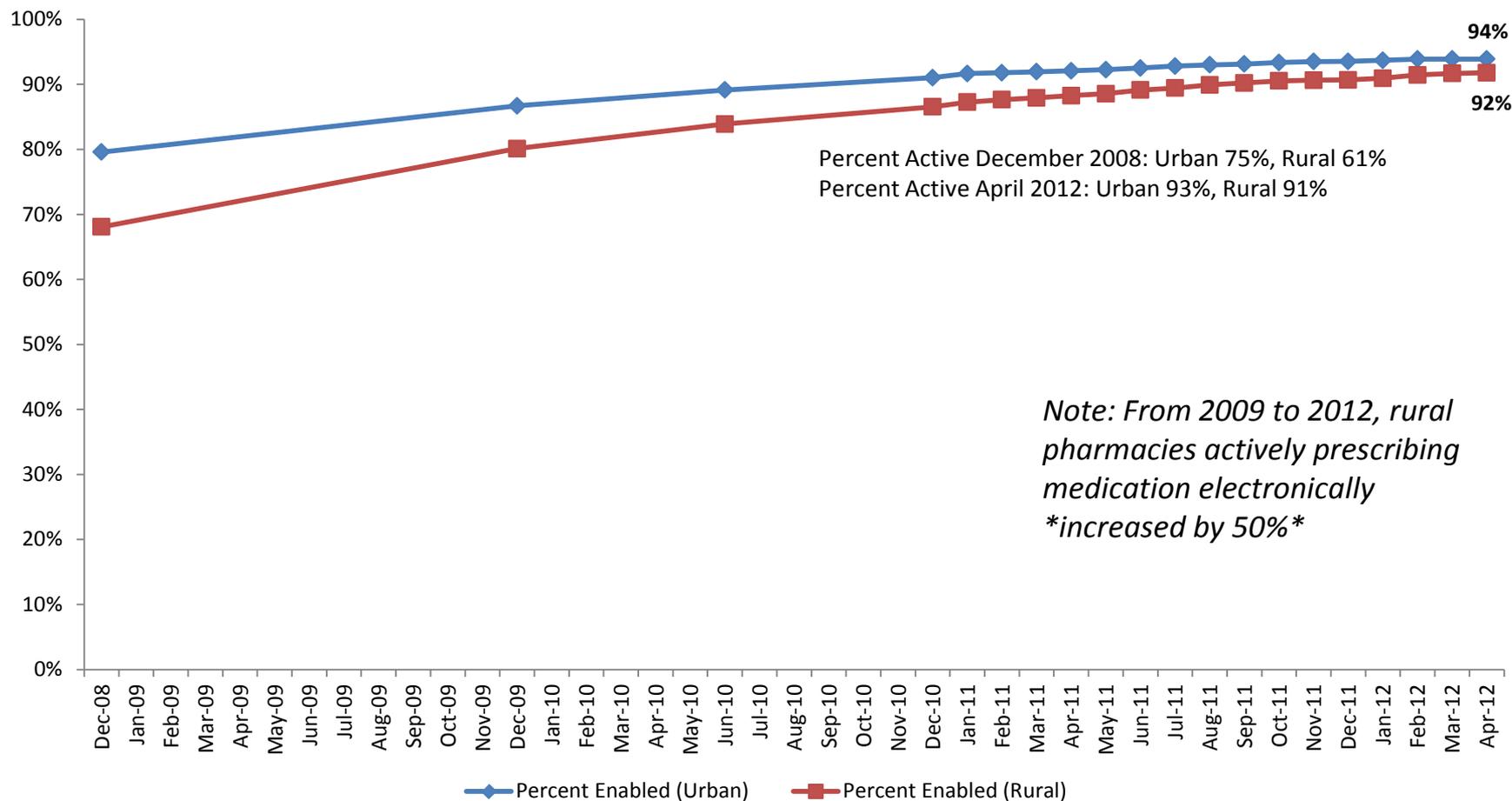


## Basic EHR adoption among office-based physicians in rural areas and small primary care practices



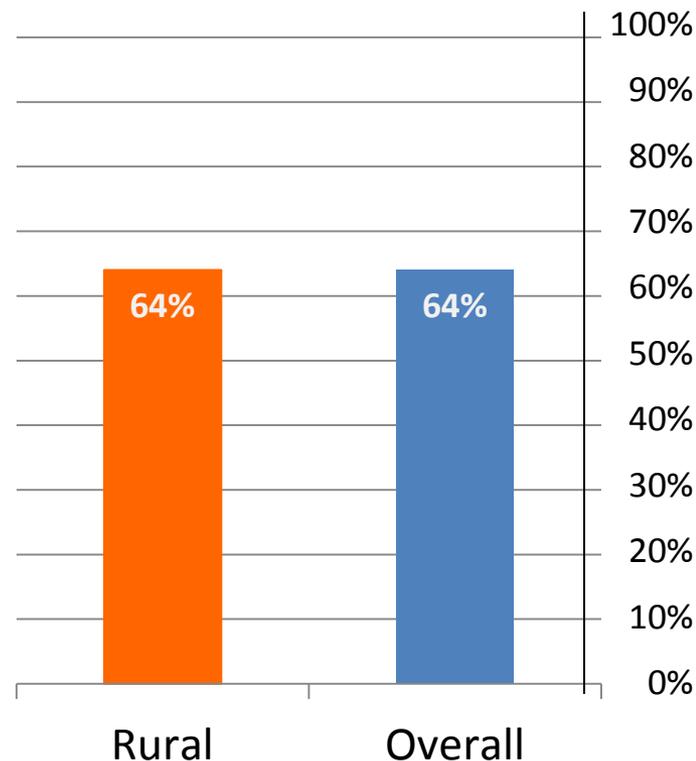
Rural refers to physicians in a county outside of a Metropolitan Statistical Area. Small primary care practices refer to primary care physicians in practices with 10 or fewer physicians. Data source: National Ambulatory Medical Care Survey (NAMCS) Electronic Health Record Supplement mail surveys, 2008-2011.

## Percent of Pharmacies in Urban and Rural Counties Enabled on the Surescripts Network

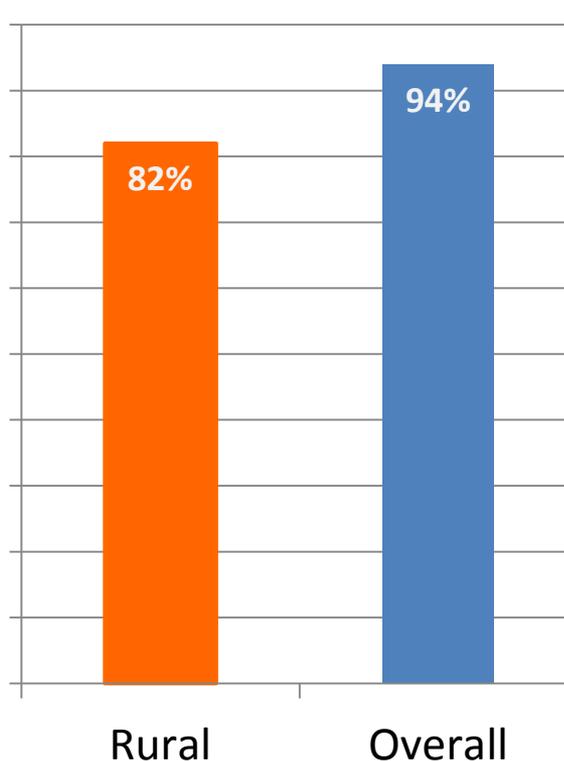


# Rural Rates Compared to Overall Rates for Providers and Hospitals Paid by Medicare or Medicaid

## Professionals



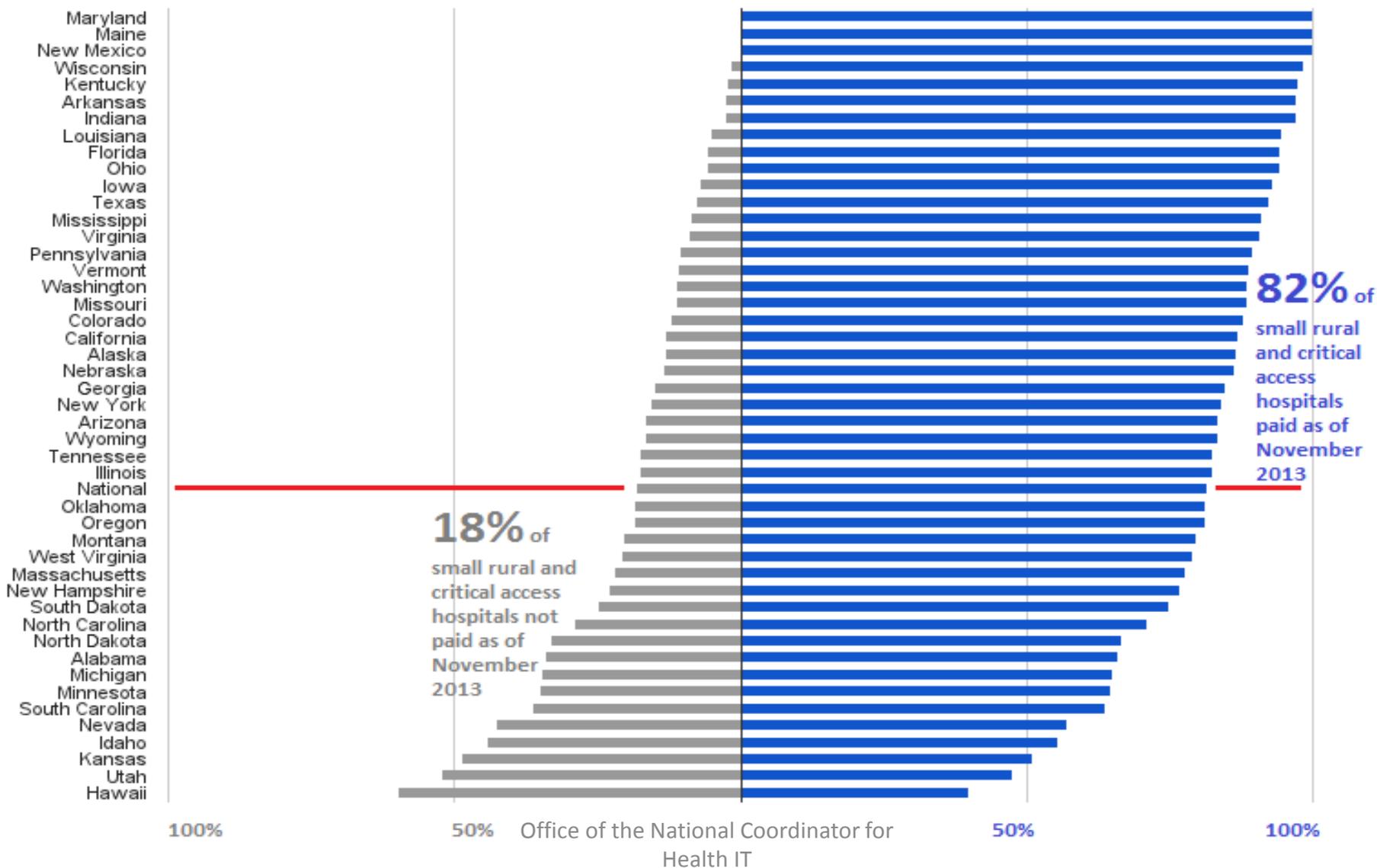
## Hospitals



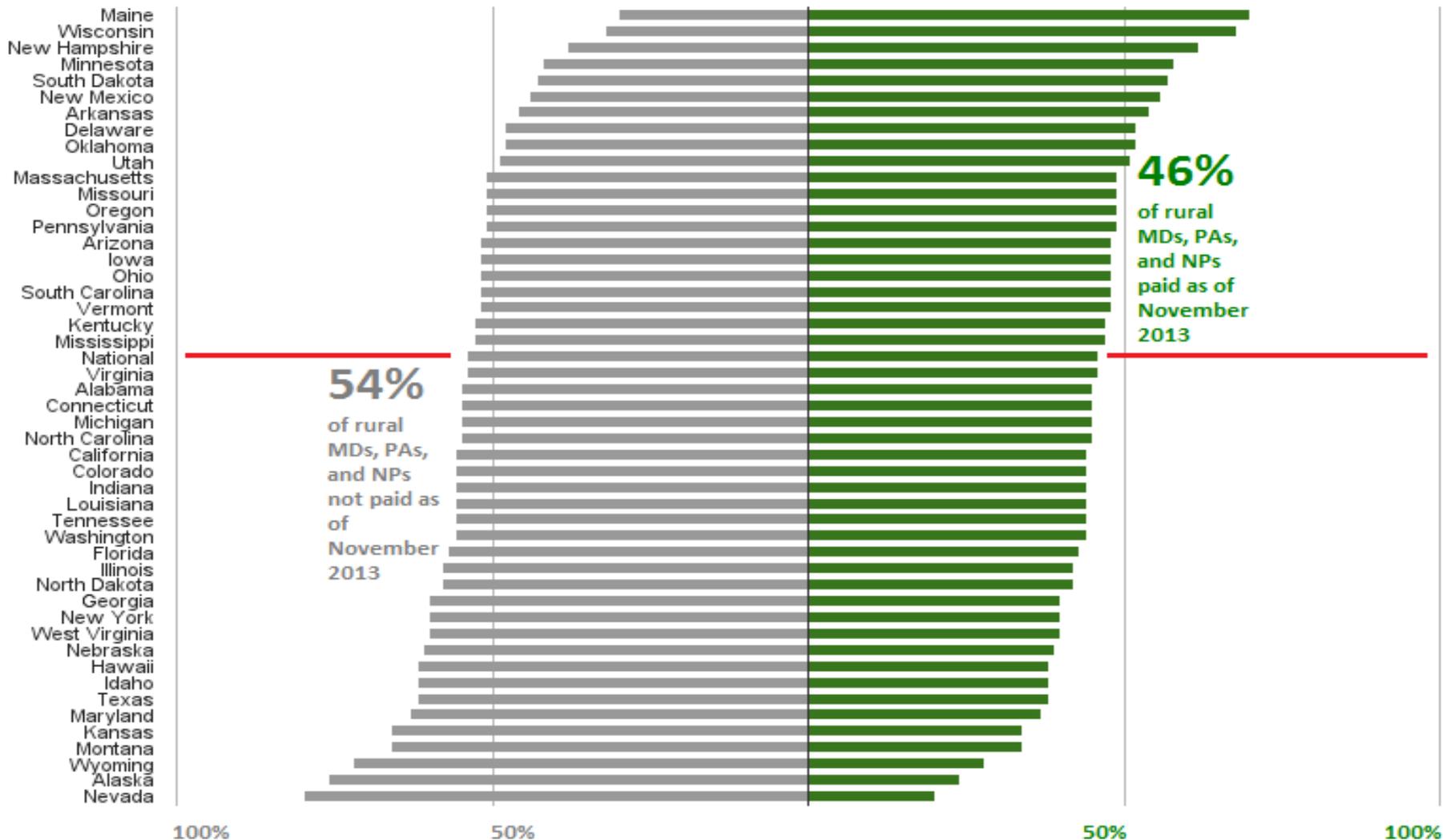
Rural professionals are participating in the EHR Incentive Programs at roughly the same rate as the national trend.

However, rural hospitals are lagging behind the overall trend.

# Percent of Small Rural and Critical Access Hospitals Paid By State as of November 2013

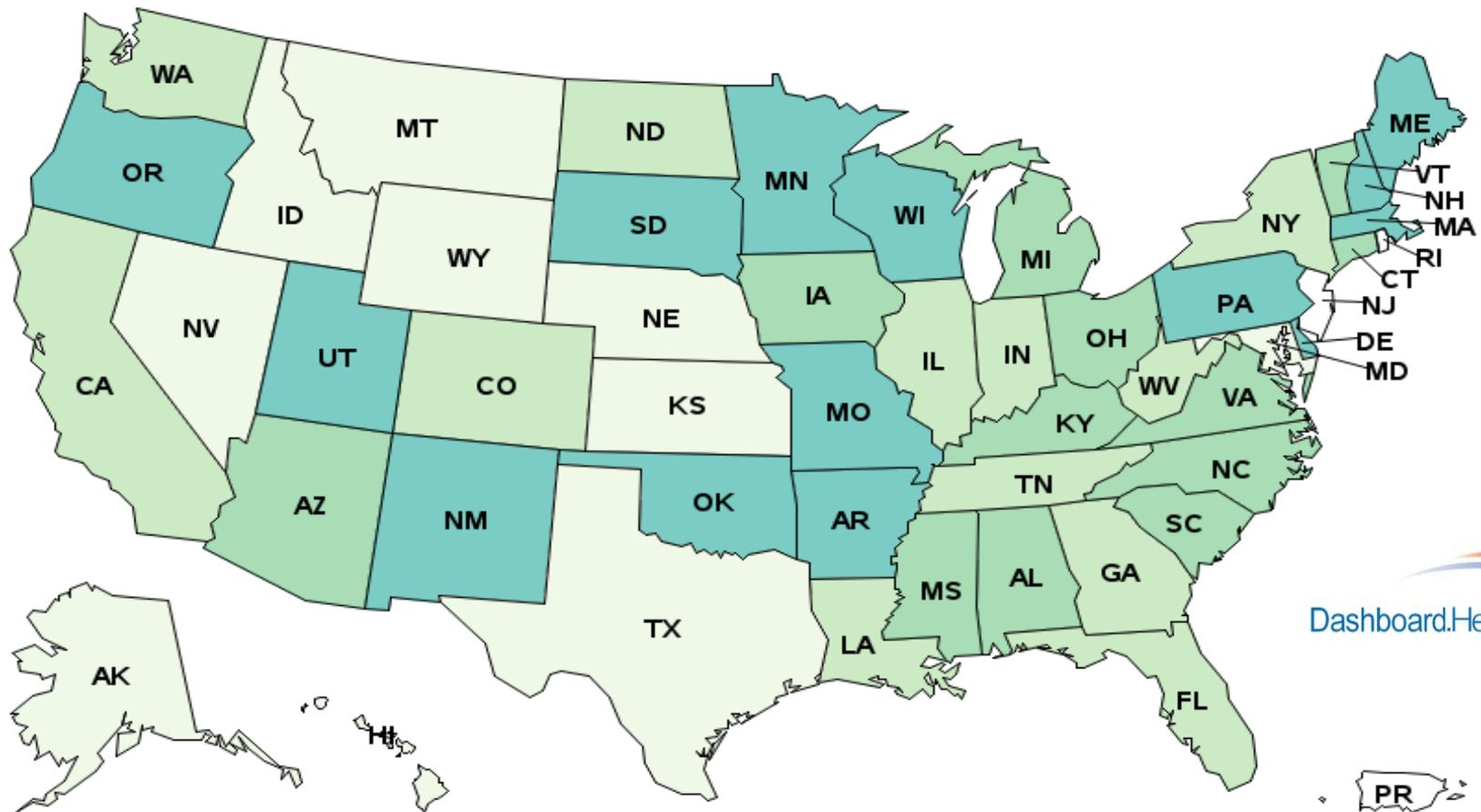


# Percent of Rural Physicians, Physician's Assistants and Nurse Practitioners Paid By State as of November 2013



# Percent of Rural Physicians, Physician's Assistants, and Nurse Practitioners Paid By State as of November 2013

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Share of Rural EPs Paid    20% - 39%    40% - 44%    45% - 48%    49% - 70%

Dashboard.HealthIT.gov

1. Accelerate adoption and use of health IT among rural and Critical Access Hospitals (CAH)
2. Collaborate with and Leverage Federal and private sector partners to streamline programs serving rural America
  1. Technical assistance
  2. Funding , broadband & workforce
  3. Serving rural Veterans
3. Convene Rural Community of Practice
  1. Convene leaders and experts from across the nation
  2. Maintain situational awareness
  3. Identify priority goals and tactics
  4. Develop tools and resources

# Accelerate Meaningful Use Among CAHs and Small Rural Hospitals

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## HealthIT Buzz

### Accelerating Progress on Adoption and Meaningful Use of Health IT among Critical Access Hospitals and Small Rural Hospitals

 **Chuck Christian** says:  
Thanks very much for ONC's interest in helping rural facilities provide critical services to their communities. It will allow them to move forward at a more rapid pace and address the challenges that the smaller facilities face. We will remove some of the barriers that have held them back.

 **Jon Mertz** says:  
This is a needed call to action for critical access hospitals in rural areas.

 **Scott** says:  
Refreshing to read this. This segment is so important.

 **Chris** says:  
Great article.

**"We need everyone rowing in sync, and everyone on the same page."**

 **Kevin Driesen** says:  
Meaningful Use is vital to improving care coordination and patient safety.

 **Mckune** says:  
Workforce Development is key.

## ONC CALLS FOR 'ALL HANDS ON DECK' TO HELP CRITICAL ACCESS HOSPITALS ACCELERATE MEANINGFUL USE

Meaningful Use is vital to improving care coordination and patient safety.

 **Dan Engle** says:  
This sounds remarkably like the 6th EMRAM from the National Rural Health Care Center.



**Jon Mertz** @jonmertz  
Join the convo! // Accelerating Progress > Meaningful Use of Health IT - #CAHs and Rural Hospitals [buff.ly/PHq3FT](#) via @HealthITgov



**CPSI** @cpsiehr  
Is @ONC\_healthit's 1,000 by 2014 goal achievable? #ruralhealth [bit.ly/158ndf0](#)

RazorInsights, a leading provider of IT solutions for rural, critical-access and community hospitals, has pledged to assist the Office of the National Coordinator (ONC) in achieving its goal of having 1,000 rural and critical-access hospitals adopt a certified EHR system by the end of 2014. The

### Healthcare Informatics *Healthcare IT Leadership, Vision & Strategy*

ONC Goal: 1,000 Rural Hospital Meaningful Users

### 2012 ModernHealthcare

ONC sets meaningful-use goal for rural providers

InformationWeek **Healthcare** **HealthLeaders** Media  
Meaningful Use Push for Rural Hospitals is On  
**Feds Want 1,000 Rural Hospitals On EHRs**

### iHealthBeat Reporting Technology's Impact on Health Care

**ONC Issues Challenge To Accelerate MU Among Critical Access Hospitals**

critical access hospitals for MU acceleration  
From Healthcare IT News

Officials from the Office of the National Coordinator for Health Information Technology (ONC) have issued a challenge to get 1,000 critical access and small rural hospitals to meaningful use by 2014.

Mat Kendall, director of the ONC Office of Provider Adoption Support, and Leila Samy, ONC's rural health IT coordinator have called for

# For This Critical Resource, The Path Is Not Easy

- **Very thin margins:**
  - CAHs often do not break even and lose money on patient care alone. In 2010, the median operating margin (operating expenses as a percent of revenue related to patient care) was 0.75
  - rural patients are more likely to be uninsured or insured through public programs (e.g., Medicare and Medicaid).
  - Their low patient-volume coupled with their extremely small operating margins do not permit them the flexibility to adjust their budget strategies.
- **They fail, communities fail:**
  - Rural community hospitals are typically the largest or second-largest employers in the community and often stand alone in their ability to offer highly skilled jobs.
- **Critical to rural health:**
  - CAHs offer inpatient, outpatient services – primary and specialty care. They often own and run the RHCs and skilled nursing homes. CAHs extend these services to places where they wouldn't otherwise be available.

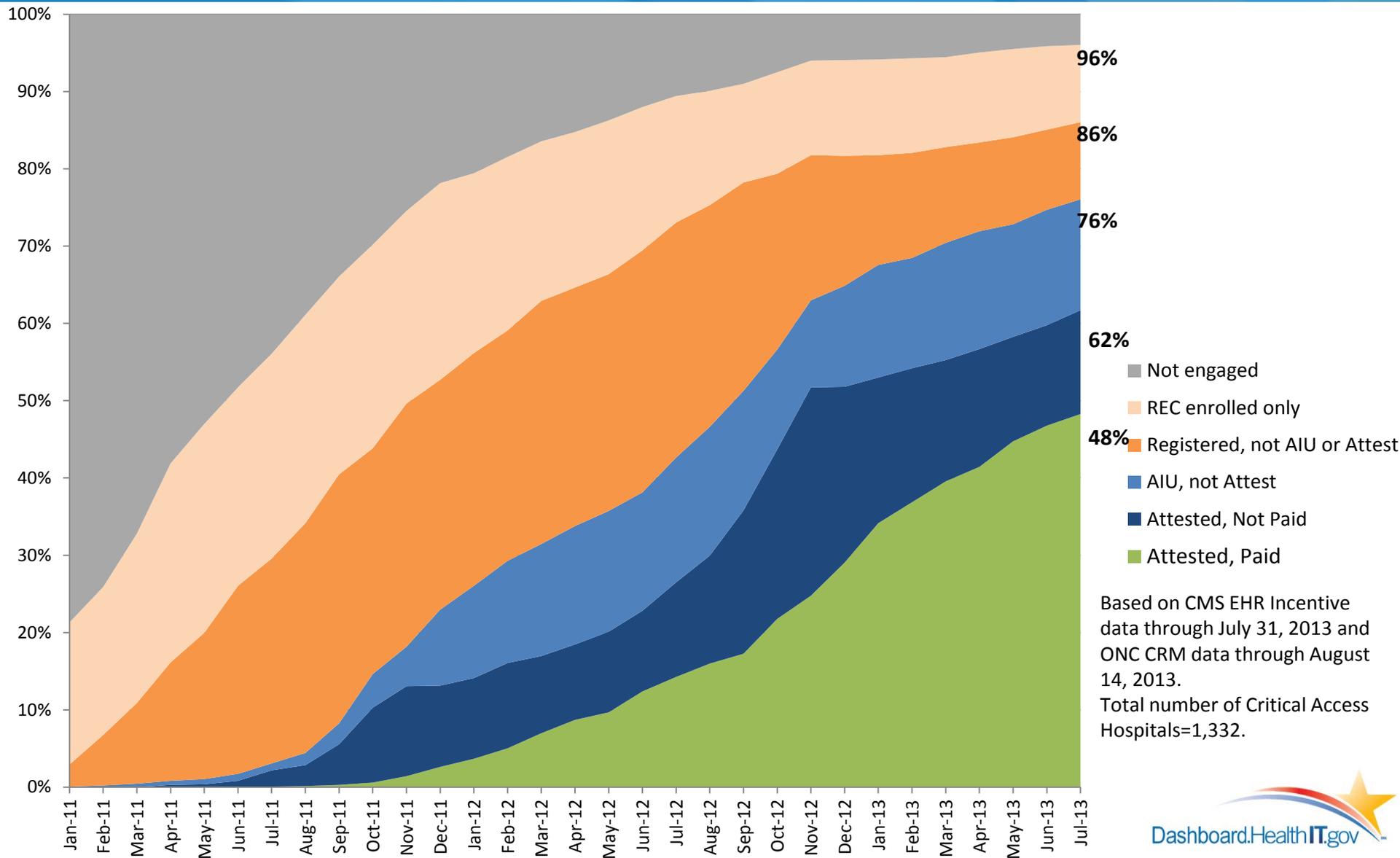


Wow! Over 1000 critical access and small, rural hospitals meet the Meaningful Use challenge!

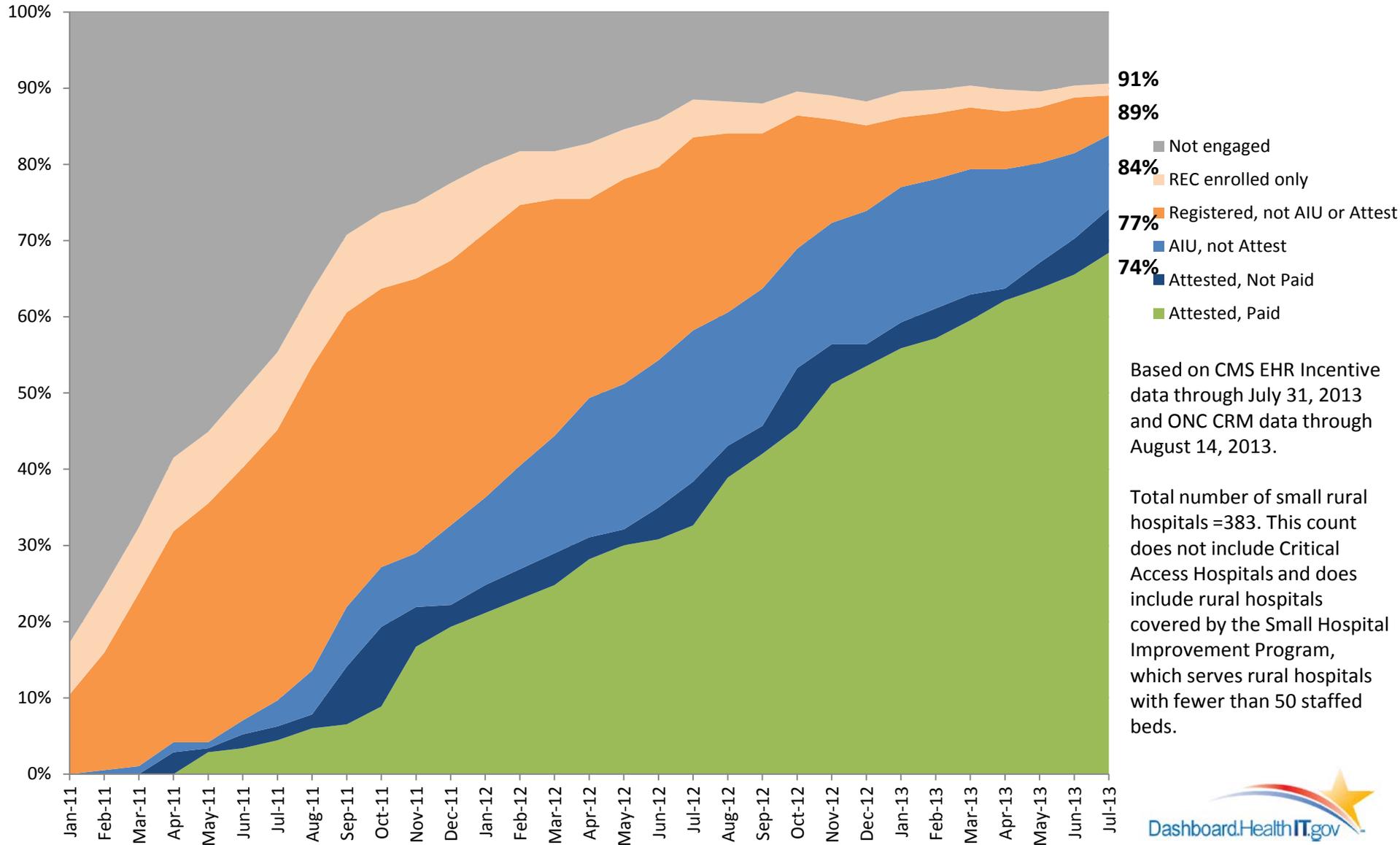
CAHs and other small, rural hospitals had achieved Meaningful Use

- Over 1,100 (65%) as of July 31, 2013
- Over 1,400 (82%) as of November 30, 2013

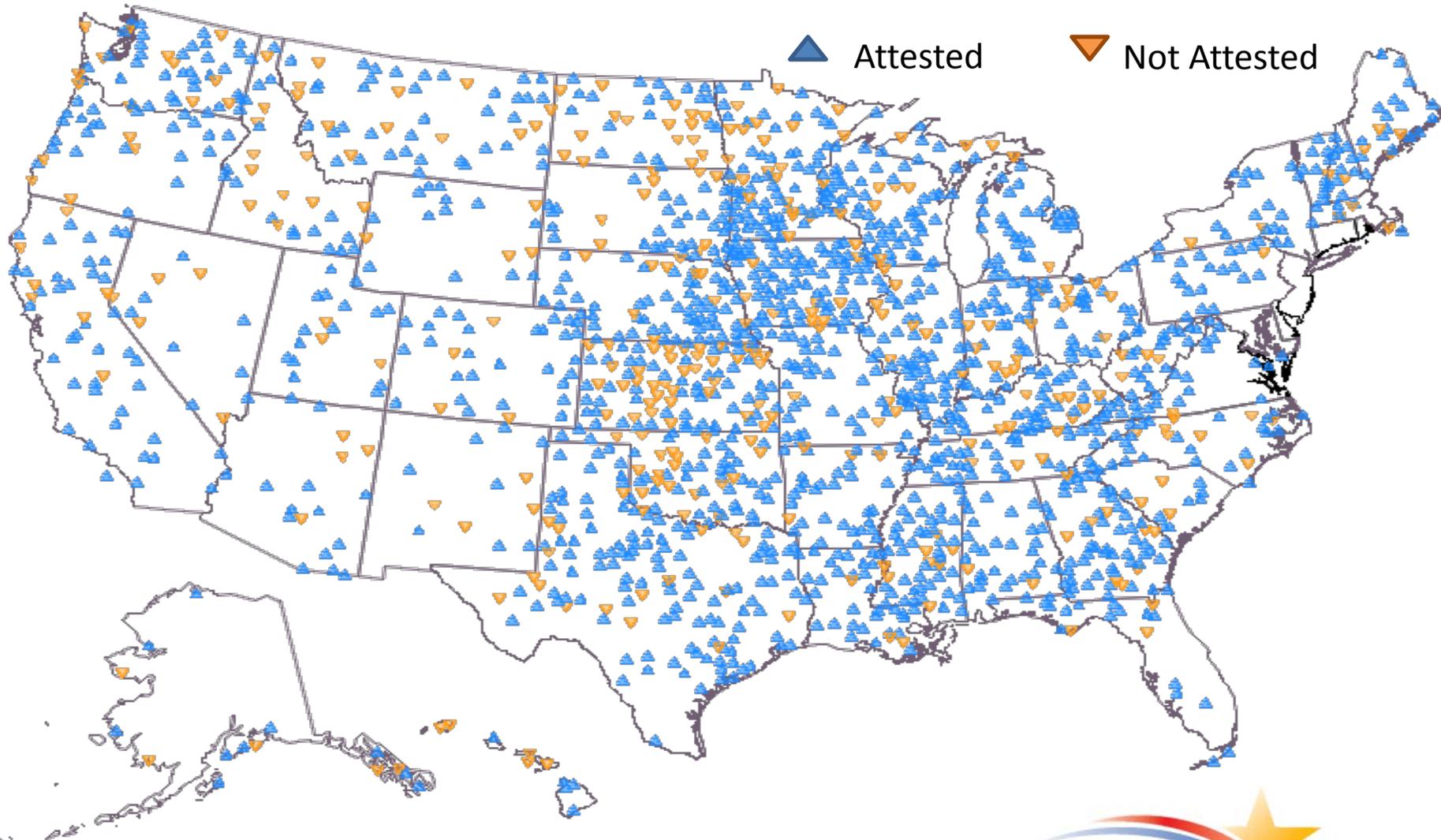
# Progress Over Time Among Critical Access Hospitals



# Progress Over Time Among Small Rural Hospitals (non Critical Access Hospitals)



# Location of Small Rural and Critical Access Hospitals By Attestation Status



# Collaborate with and Leverage Federal and private sector partners to streamline programs serving rural America



- White House Rural Council
- Streamline programs serving rural America
  1. Technical assistance
  2. Funding , Broadband & Workforce
  3. Serving Rural veterans

ONC and USDA Rural Development launched an initiative to expand funding for CAHs and rural hospitals.

FY 2013 Pilots: Over \$38 Million in funding to CAHs and rural hospitals across 4 states.

FY 2014: ONC and Rural Development are taking this initiative to scale in additional states.

Additional key partnership: **Rural Electric Coops**



# Henry County Health Center, Mount Pleasant, IA

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Health IT

## Project “VICTORhie”

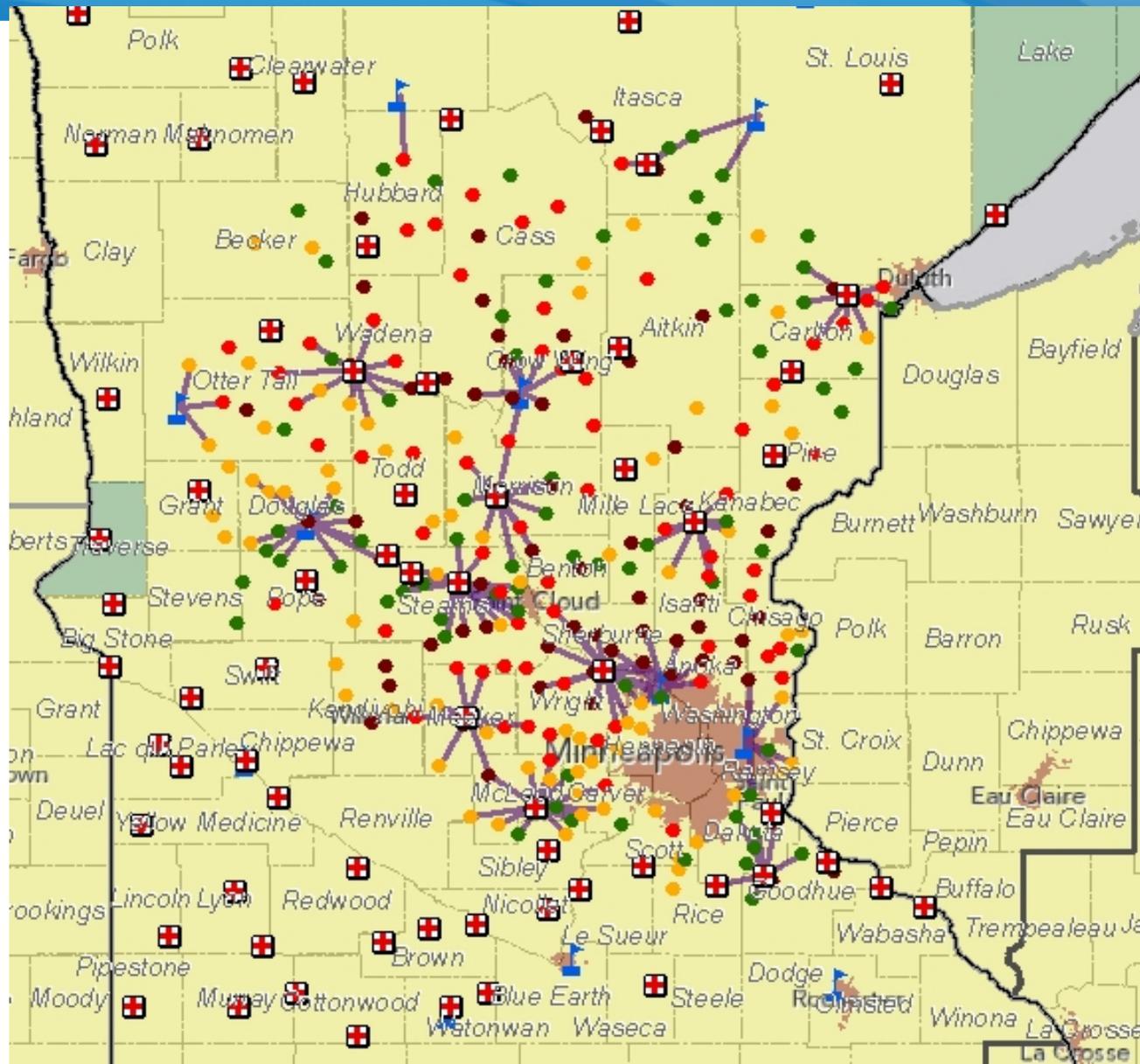
### The Veteran Initiated Coordination & Transformation of Rural Health Information Exchange

- ONC and VA’s Office of Rural Health launched an initiative to leverage Blue Button technology and health information exchange to improve care coordination and quality for rural veterans and highly rural veterans that wish to seek care both within the VHA system as well as at their local rural clinic or hospital.



Defining  
**EXCELLENCE**  
in the 21st Century

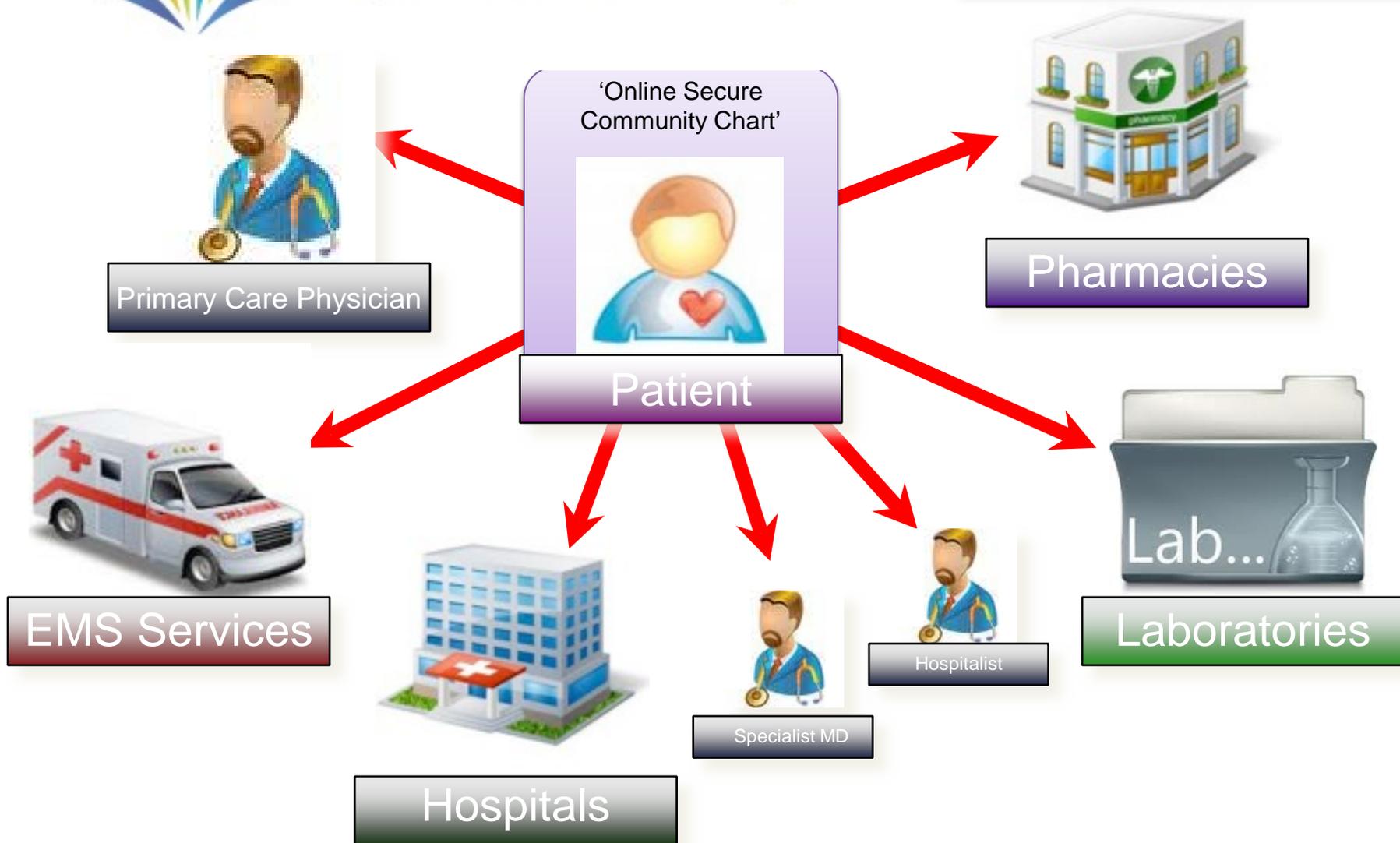
# Data driven approach to pilot site selection





# MyHealthStory

Florida Team  
Non-VA HIE Model



# Need for Interagency Efforts for Health Information Exchange and Health Care Coordination

- 90.5% of VA enrolled **rural** Veterans say they get at least some healthcare outside of the VA system—with no systematic way for their providers to exchange information to coordinate care
- 38% of Medicare-eligible Veterans who get meds from community pharmacies say they never discussed those medications with their VA providers
- Community providers feel the need for HIE with the VA
  - “With VA, we get nothing.... [W]e need something we have to call the VA or have the patient acquire it...[N]othing is ever sent automatically from VA....And most of the time I don’t even know that they see the VA... I don’t know they’re a VA patient.”
  - “What would be really ideal, is if there were an interface, between, the community, and the VA system, where if a patient gets lab work done, at the VA, or, diagnostic studies done at the VA, or a colonoscopy done at the VA, right? Then, that stuff would come in, and integrate, with my system.”

# 1. Convene Rural Community of Practice

1. Maintain situational awareness
2. Identify priority goals and tactics
3. Develop tools and resources

# Rural Community of Practice

## What happened last year?

- Prioritized MU Acceleration for CAHs and small, rural hospitals and set the stretch goal: 1000 CAHs and small, rural hospitals to Meaningful Use by 2014.
- Recruited leaders and experts from across the country to support the goal:
  - ONC grantees and HRSA grantees (e.g., RECs, Beacon Community of Inland Northwest, Community Health IT--a Rural Health IT Network Development grantee)
  - State hospital associations
  - CAH and RH CIOs and CEOs
  - Clinicians and IT experts, etc.
- Convened subcommittees:
  1. Tracking progress, needs and challenges
  2. Hospital leadership tools
  3. Adoption and MU roadmap and tools
  4. Vendor issues: Pilot vendor-specific MU acceleration efforts
  5. Workforce: Grow your own workforce!
  6. Access to capital
  7. Demonstrating quality improvement through health IT
  8. Consumer engagement: The patient in the center and empowered!
  9. Broadband
  10. Dissemination

# Rural CoP: Optimizing Rural Health IT

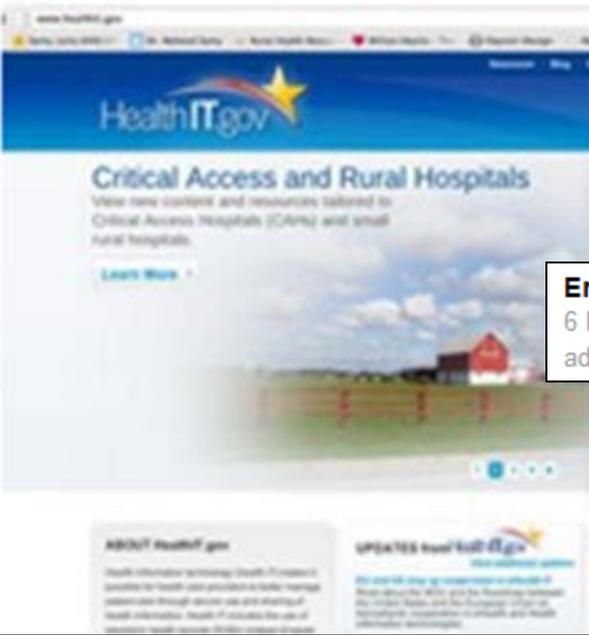


ONC makes resources available for CAHs, rural providers

Terrific homepage  
@ONC\_HealthIT :) #Rural  
#healthIT #CAH #rural  
@TammyFlick @WivodaRur  
@RHRC @kremersonian

**Marcia Cheadle** retweeted you  
20 Mar: @MarciaCheadle 1 of our new training modules is IT 2 remotely tap pharmacists' expertise 2 improve medical management

Huddle: Developing resources for critical access & rural hospitals to make available on #ONC2012



**Farzad Mostashari** @Farzad\_ONC  
Good! @LeilaSamy: @RHRC Practical #HIE resources for #CAHs & rural health provider networks



Rural Community of Practice tracks 10 key issues,



**Erik Pupo** retweeted you  
6 Mar: "@UKmmfiji: New #CAH/RH pages are live! Benefits of #HealthIT adoption in rural settings healthit.gov/providers-prof... #ruralHIMSS13"



**Sherry R** @Cascadia  
National Rural Health Resource Center @RHRC has a great #HIE toolkit ruralcenter.org/rhitnd/hie-too... Policy, Direct, ROI, thxs @LeilaSamy  
12 Mar

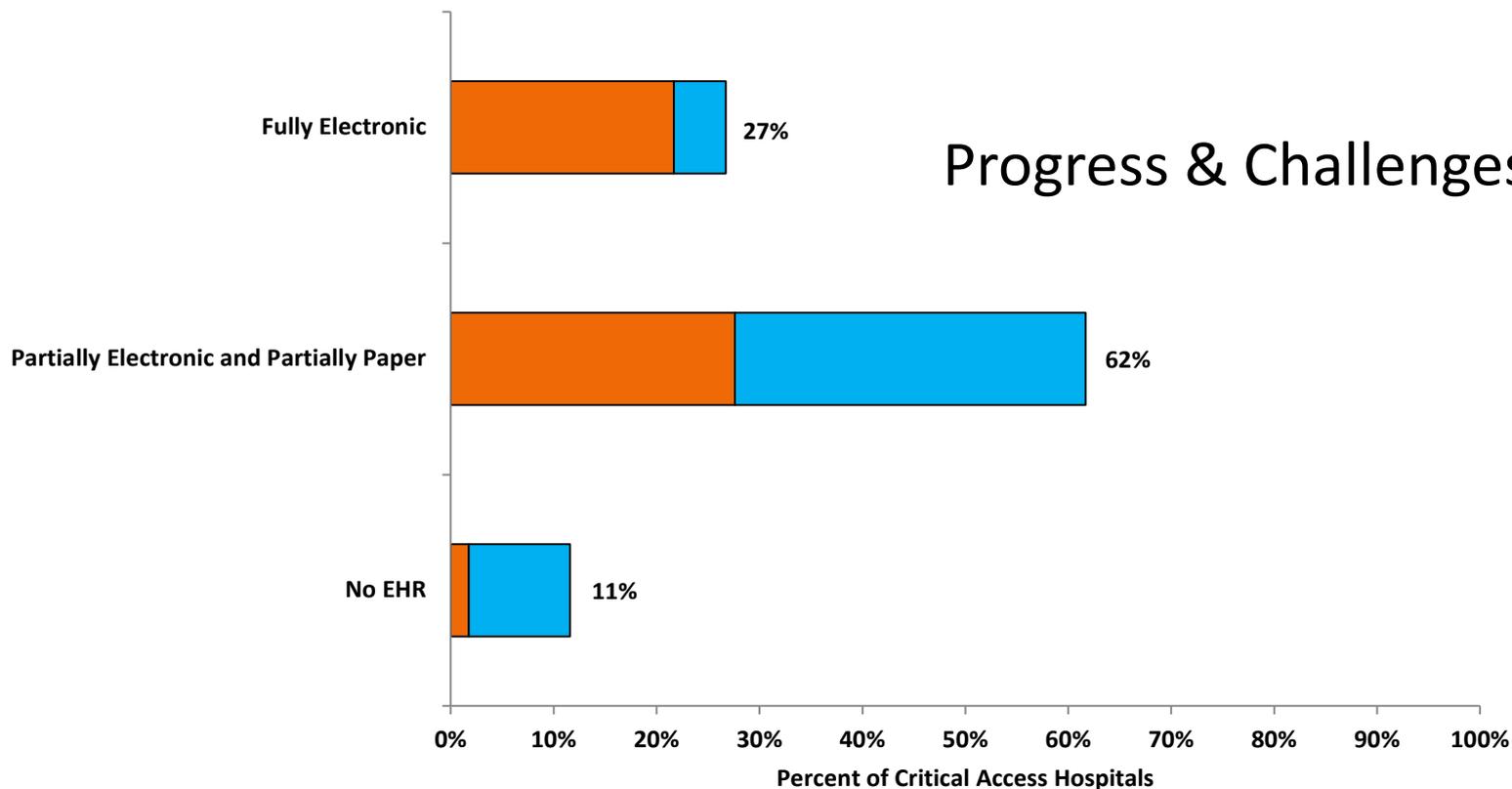
**Tammy Flick, REC Lead Health IT Advisor, Contributes to ONC Health IT Resources for Critical Access Hospitals and Small Rural Hospitals**

**Telligen HITREC and Tammy Flick** retweeted you  
5 Mar: Quick links & info on #MU for critical access hospitals & #rural hospitals: healthit.gov/providers-prof... #ruralHIMSS13

ONC has launched the first in a series of [web pages](#) tailored to meet the health IT needs of Critical Access Hospitals and small, rural hospitals. This effort is in support of the ONC goal to see 1000 CAHs and small, rural hospitals obtain Meaningful Use

**Erik Pupo** retweeted you  
4 Mar: Patient centered design: Kendra & Dr. David Willis on how/why booth714 CommunityHealthIT.org #ruralHIMSS13

### Progress & Challenges



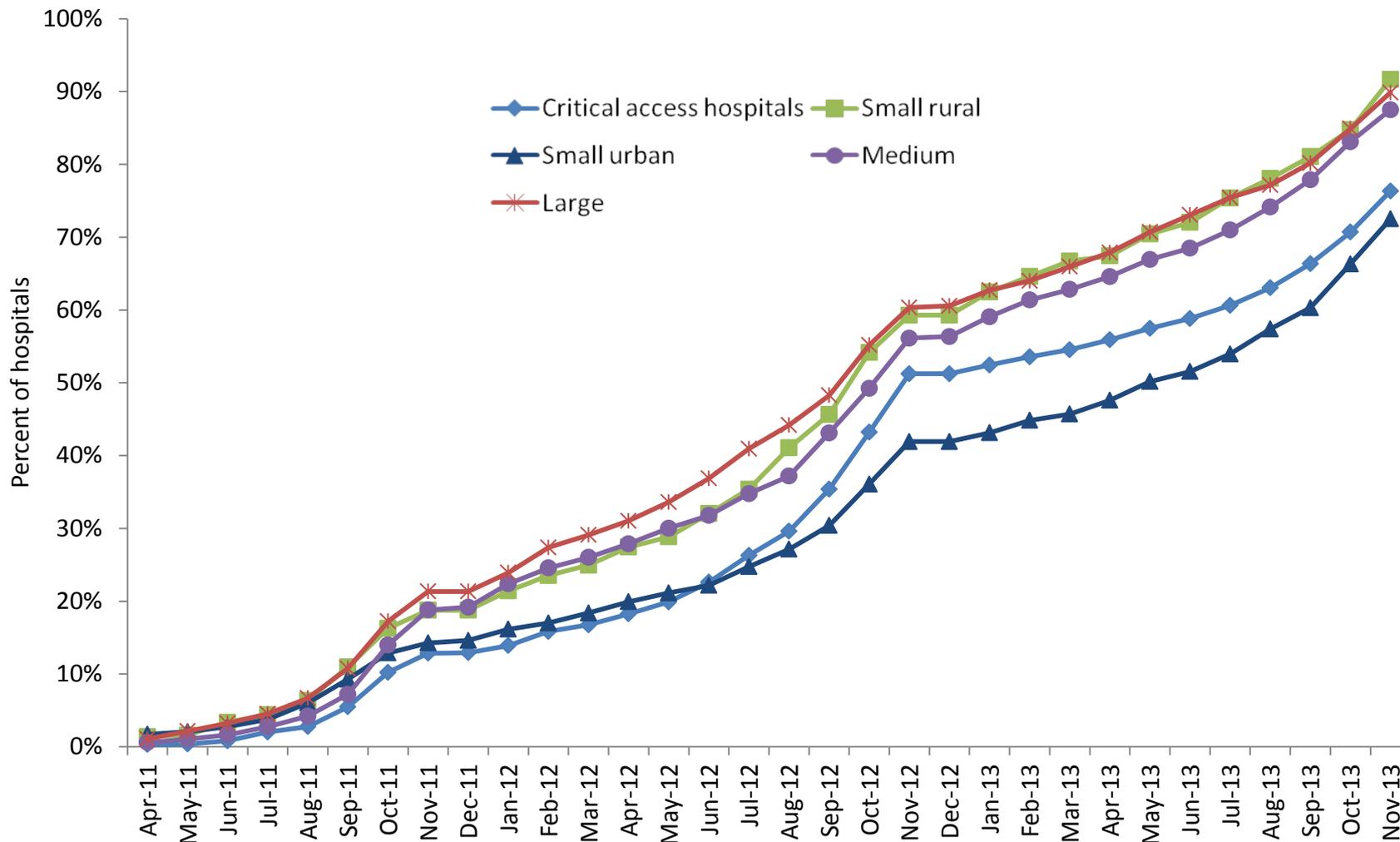
■ No Plans to Upgrade/Install a New EHR or Do Not Know    ■ Yes, Plans to Upgrade/Install a New EHR

# Rural Community of Practice 2014 Priority Goals Tactics

- 2014 BHAG
- Interoperability and exchange – efficient models that minimize costs for interfaces
- Best practices for electronic clinical quality reporting and clinical decision support

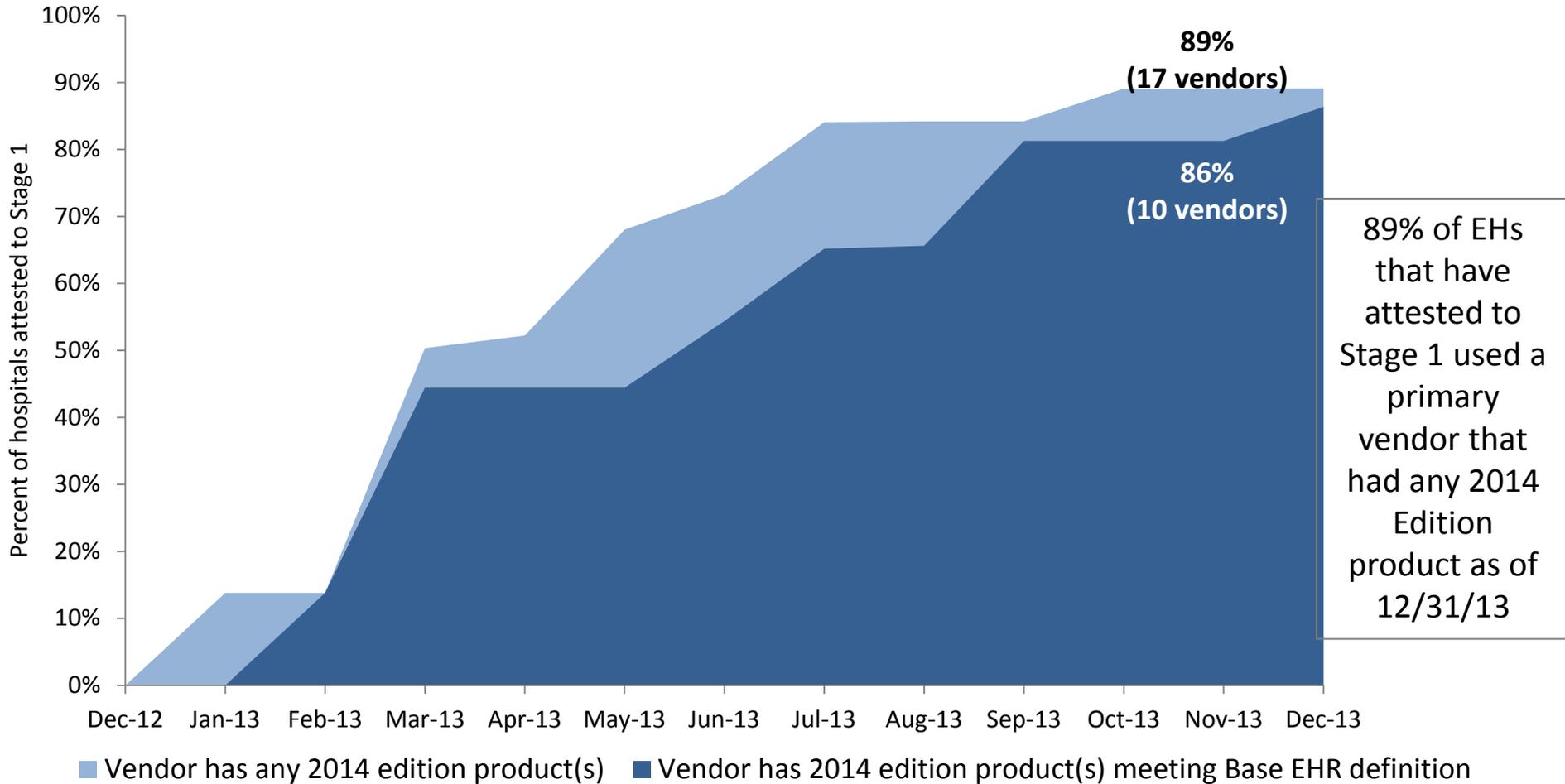
**1,000 CAHs/SRHs on 2014 certified platform by 2014?**

# Hospital Progress Overtime Attesting to Meaningful Use Through November 2013, By Type and Size



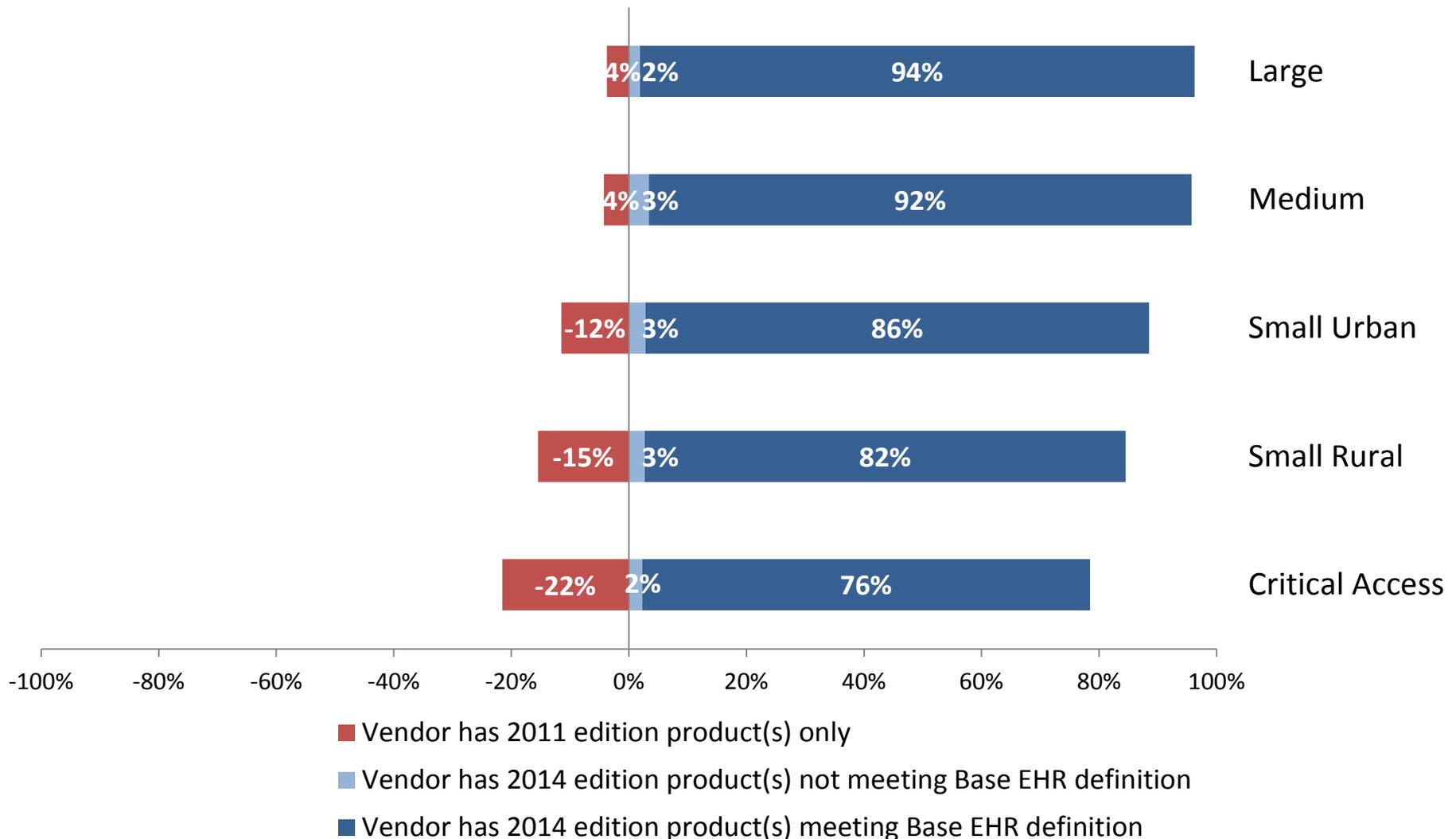
Note: Large = 400+ staffed beds; Medium = 100-399 staffed beds; Small = <100 staffed beds. Rural = non-metropolitan; Urban = metropolitan.

# Hospitals Attested By 2014 Edition Certification Status of Primary Vendor



Note: Primary EHR vendors are those whose products are certified to the most 2011 Edition certification criteria in the EHR system (in cases where a provider used certified products from multiple vendors to attest). Source: ONC Certified Health IT Product List (CHPL) 12/31/2013, CMS attestation data 11/30/2013.

# Hospitals Attested By Size, Type, Location and 2014 Edition Certification Status of Primary Vendor



Note: Primary EHR vendors are the vendors whose products are certified to the most 2011 Edition certification criteria in the provider's EHR system (in cases where a provider used certified products from multiple vendors to attest).

Sources: ONC Certified HIT Products List (CHPL) (12/31/2013), CMS Attestation Data (11/30/2013).

# Rural Community of Practice

## Develop tools and resources

[www.HealthIT.gov/RuralHealth](http://www.HealthIT.gov/RuralHealth)

The screenshot shows the HealthIT.gov website interface. At the top, there is a navigation bar with the HealthIT.gov logo and a search bar. Below the navigation bar, there are several menu items: 'Providers & Professionals', 'Patients & Families', and 'Policy Researchers & Implementers'. Under 'Providers & Professionals', there are sub-menus for 'Benefits of EHRs', 'How to Implement EHRs', 'Privacy & Security', 'EHR Incentives & Certification', and 'Health Information Exchange (HIE)'. The main content area is titled 'Rural Implementation Steps' and features a list of six numbered steps, each with a brief description and a 'Go to Step X' button.

The banner features the HealthIT.gov logo at the top left. Below the logo, there is a navigation path: 'HealthIT.gov > For Providers & Professionals > Help Center > Rural Health Resources'. The main heading is 'Rural Health Resources' in a large, bold, blue font.

## Resources for Critical Access Hospitals and Small Rural Hospitals

Learn more about the benefits of health IT and take the first step toward implementation and attaining meaningful use.

[How to Implement EHRs for CAHs and Rural Hospitals >](#)

- 1 Assess your Organization Readiness**  
The first step in EHR implementation is to conduct an assessment of your current organization and its goals, needs, and financial and technical readiness. With an accurate view of your level of preparedness, your organization can design an implementation plan that meets the specific needs of your organization.  
[Go to Step 1 >](#)
- 2 Plan Your Approach**  
Planning draws on the information gathered during the assessment phase, to outline the organization's EHR implementation plan.  
[Go to Step 2 >](#)
- 3 Select or Upgrade to a Certified EHR**  
There are a number of steps involved in choosing the right EHR system for your organization. Eligible health care professionals and eligible hospitals must use certified EHR technology in order to achieve meaningful use and qualify for incentive payments. Looking to make your current EHRs meaningful use compliant? Start here.  
[Go to Step 3 >](#)
- 4 Conduct Training & Implement an EHR System**  
EHR implementation involves the installation of the EHR system and associated activities, such as training, mock "go-live," and pilot testing.  
[Go to Step 4 >](#)
- 5 Achieve Meaningful Use**  
The final phase of EHR implementation includes successfully attesting to demonstrating meaningful use of EHRs, and reassessing what you have learned from training and everyday use of the system.  
[Go to Step 5 >](#)
- 6 Continue Quality Improvement**  
Emphasizes continuous evaluation of your organization's goals and needs post-EHR-implementation to continue improving workflows that achieve the individual organization's goals while leveraging the functionality of electronic health records (EHRs).  
[Go to Step 6 >](#)

## Get involved

### Contact:

Leila Samy, Rural Health IT Coordinator

[leila.samy@hhs.gov](mailto:leila.samy@hhs.gov)

### Share:

Tools, resources and best practices

[www.healthit.gov/ruralhealth](http://www.healthit.gov/ruralhealth)

## Review report card for 2011-2013

ONC efforts and collaborative initiatives in support of rural health IT: [www.healthit.gov/buzz-blog/rural-health/onc-orhp-rural-health/](http://www.healthit.gov/buzz-blog/rural-health/onc-orhp-rural-health/)

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*Thank you!*

*Questions?*

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