

Rural Health Research Resources

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Agenda

- The Rural Population Health Atlas
- Emerging issues in Rural Health Research
- Other resources of note



The Rural Population Health Atlas



Goals

 2023 Rural Population Health Chartbook: https://www.shepscenter.unc.edu/download/25553/

- 1. Explain the contents of the chartbook.
- 2. Show you how to read the charts and use them in your state.



Finding the right data to share the rural story

Many chartbooks out there in addition to ours. These are some examples of national chartbooks. They provide definitions, methods, and sometimes goals and strategies. But many of them don't stratify for rural.

- CDC Health, United States Annual Report (2020-21) https://www.cdc.gov/nchs/data/hus/hus20-21.pdf
- Additional Resources not chartbooks
 - RWJ County Health Rankings & Roadmaps https://www.countyhealthrankings.org/explore-health-rankings
 - Office of Minority Health Minority Population Profiles https://www.minorityhealth.hhs.gov/omh/browse.aspx?lvl=2&lvlid=26
 - Health People 2030 https://health.gov/healthypeople/objectives-and-data
 - State Centers for Health Statistics



Yay! Rural Data – Wait, which one is right for me?

National Rural-Urban Comparisons

- 2021 AHRQ Chartbook on Rural Healthcare: National Healthcare Quality and Disparities Report
 https://www.ahrq.gov/sites/default/files/wysiwyg/research/findings/nhqrdr/chartbooks/2019-qdr-rural-chartbook.pdf
- 2014 Update of the Rural-Urban Chartbook https://ruralhealth.und.edu/projects/health-reform-policy-research-center/pdf/2014-rural-urban-chartbook-update.pdf

Regional rural health data tools

- 2021 Rural Border Health Chartbook https://www.ruralhealth.us/NRHA/media/Emerge NRHA/PDFs/2021-Rural-Border-Health-Chartbook-compressed.pdf
- 2021 Rural Delta Region Map Tool https://www.shepscenter.unc.edu/programs-projects/rural-health/projects/delta-region-map-tool/

Individual state rural health chartbooks

- 2020 Northern Border Regional Commission State and Region Chartbooks: A Health-Focused Landscape Analysis (ME, NH, NY, VT)
 https://www.ruralhealthresearch.org/projects/990
- **2022** Rural Health Care in Minnesota: Data Highlights MN Rural Health Care Chartbook https://www.health.state.mn.us/facilities/ruralhealth/docs/summaries/ruralhealthcb2022.pdf

County and state-level rural data

- RHIhub's Rural Health Data Explorer https://www.ruralhealthinfo.org/data-explorer (data 2006-2009) provides downloadable county and state level data, stratified by rural and urban
- 2022 NORC at the University of Chicago Rural Health Mapping Tool https://ruralhealthmap.norc.org/ (includes COVID-19)





What makes our chartbook different?

- 1. Focus on county-level data to show variation within states.
- 2. Emphasize **distribution/range** of county rates for each indicator in each state (vs focusing on averages).
- 3. Compare each state's county rates to all U.S. county rates.
- 4. Show how population health indicators vary across the country, by region, and by state.
- 5. Compare rural and urban.
- 6. Designed to allow for single-page compilations (i.e., you can create a smaller chart pack for your state).



Uses for chartbook

Chartbook is organized to help distill a large amount of data into useful bites to help:

- **Focus on pressing issues** See which issues might be more urgent compared to others.
- **Identify disparities** Identify areas where rural residents have poorer health outcomes compared to their urban counterparts.
- Position your state among other states See how your states rates compare to other states for the same indicator.
- Look for regional patterns Determine if you want to work with similar counties in other states.



Data in the chartbook

We used public-use data sources. Each provides county-level data.

- 1. County Health Rankings & Roadmaps, 2012-2016. University of Wisconsin Population Health Institute. Available at: www.countyhealthrankings.org.
- 2. **Provider of Services**, 2016. Centers for Medicare & Medicaid Services. Available at: https://www.cms.gov/Research-Statistics-Data-and-Systems/Downloadable-Public-Use-Files/Provider-of-Services.
- 3. American Community Survey, 2012-2016. U.S. Census Bureau. Available at: https://www.census.gov/programs-surveys/acs/data.html.
- 4. **Housing and Transportation** (H+T®) Affordability Index, 2017. The Center for Neighborhood Technology. Available at: https://htaindex.cnt.org/.
- 5. Compressed Mortality File, 2012-2016. CDC Wonder. Centers for Disease Control and Prevention. Available at: https://wonder.cdc.gov/mortsql.html.
- 6. **Rural Atlas**, 2011-2015. Economic Research Service, U.S. Department of Agriculture. Available at: https://www.ers.usda.gov/data-products/atlas-of-rural-and-small-town-America.



Data in the chartbook continued

Rural definition = non-metro counties

The Office of Management and Budget (OMB) designates counties as Metropolitan, Micropolitan, or Neither.

Area or County	Rural or Not Rural
Metro area (urban core of 50,000 or more people)	Not rural
Micro area (urban core of 10,000-49,9999 people)	Rural
Counties outside of Metro or Micro Areas	Rural

https://www.hrsa.gov/rural-health/about-us/what-is-rural

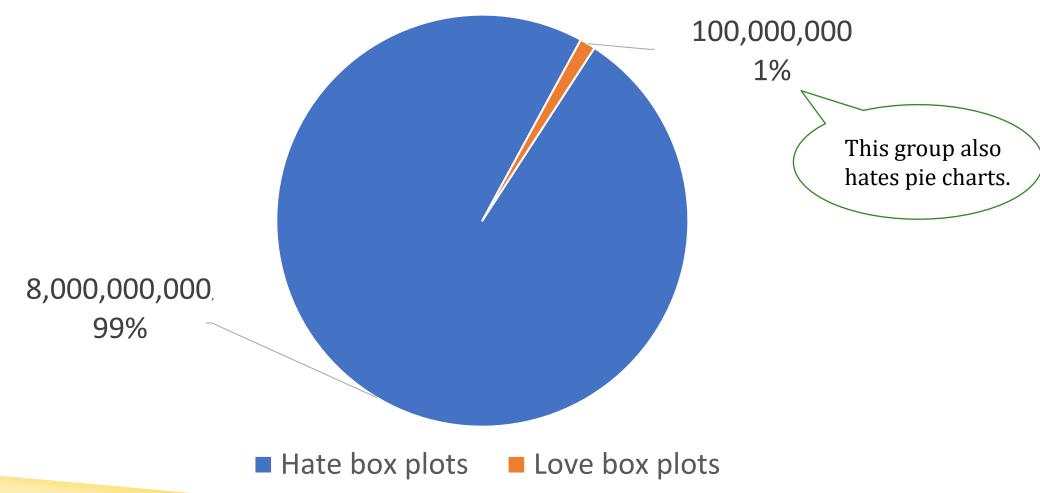
- 33 indicators
- 5 health domains
 - Access,
 - Health Risk & Outcomes,
 - Mortality,
 - Social Determinants of Health,
 - Socioeconomic
 - 3,142 U.S. counties
 - 1,962 rural
 - 1,180 urban
- > 103,686 data points
 (33 indicators x 3,142 counties)



What's a great way to condense and display a large amount of data without obscuring the details?



Two kinds of people in the world

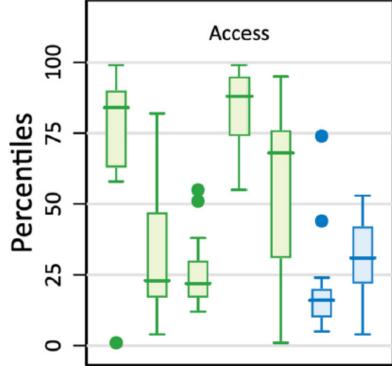




OMG – SO.MANY.BOX.PLOTS!

- We use a ridiculous amount of box plots.
 - 78 pages with 33-45 box plots per page
 - We think this is a good thing.



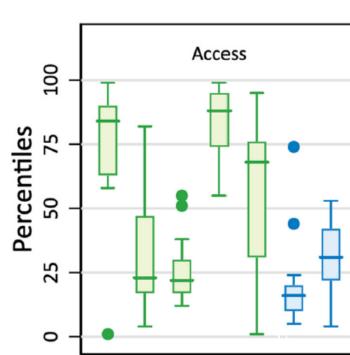




Box plots allow us to

- See distribution/range of data-not just the avg.
 - Average alone might hide counties doing poorly or exceptionally well.
- See the spread of data (how far rates are from center of distribution).
 - How far from "normal" are some of the rates?
- Identify skewness of data is it centered?
 - Are county rates in my state "normal" or more likely to "above or below normal"?
- Compare distributions/ranges of multiple sets of data
 - How does my state compare to others?
- Note unusual observations (outliers)
 - Are some of counties in my state a lot less healthy or exceptionally healthy? Some values are abnormally far from the middle of the data.





State summary box plots

What are the most pressing issues in my state?

Rural—urban disparity bar charts - (Iollipop charts)

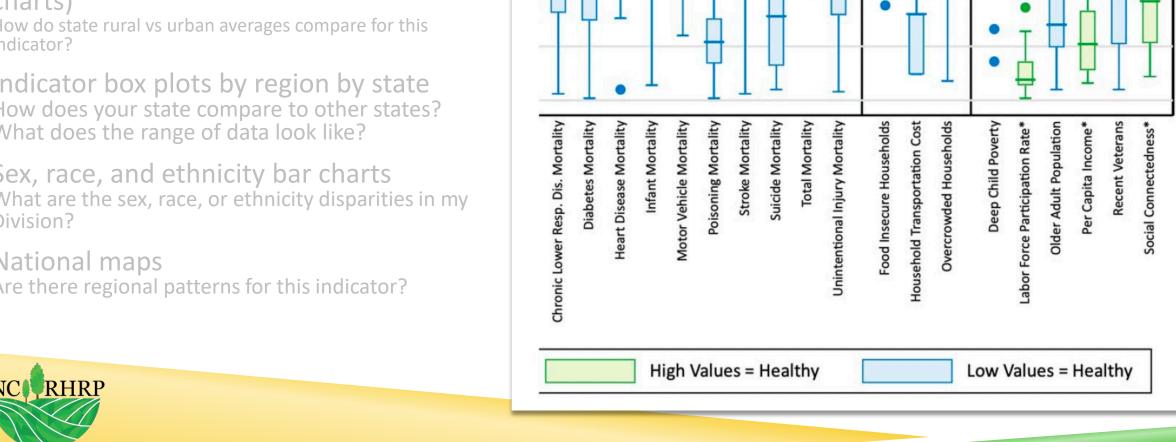
How do state rural vs urban averages compare for this indicator?

Indicator box plots by region by state How does your state compare to other states? What does the range of data look like?

Sex, race, and ethnicity bar charts What are the sex, race, or ethnicity disparities in my Division?

National maps

Are there regional patterns for this indicator?



Mortality



SocioEconomics

Soc Det

State summary box plots

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How do state rural vs urban averages compare for this indicator?

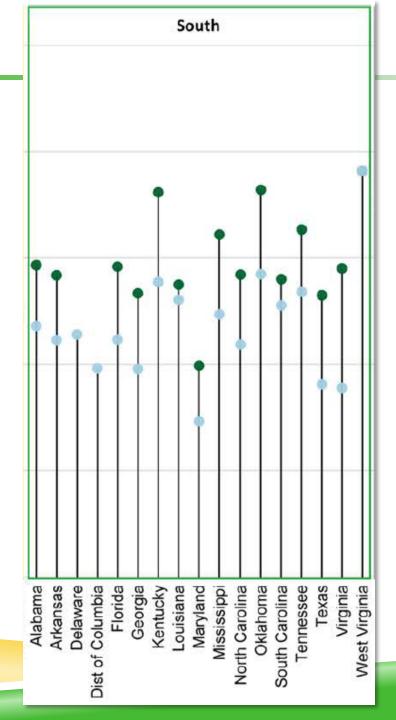
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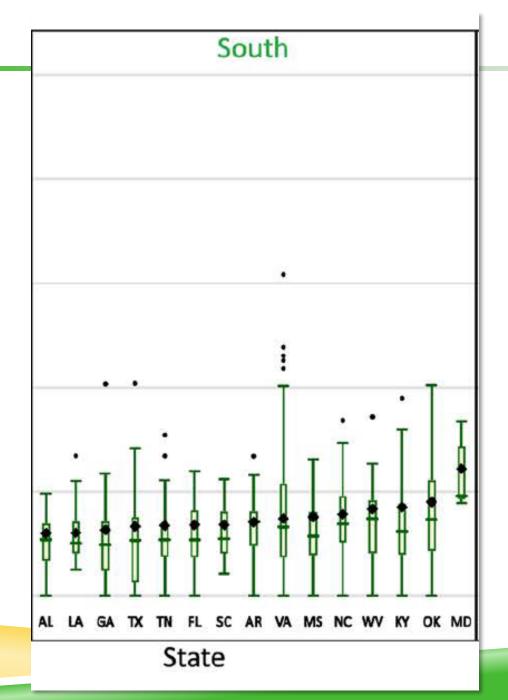
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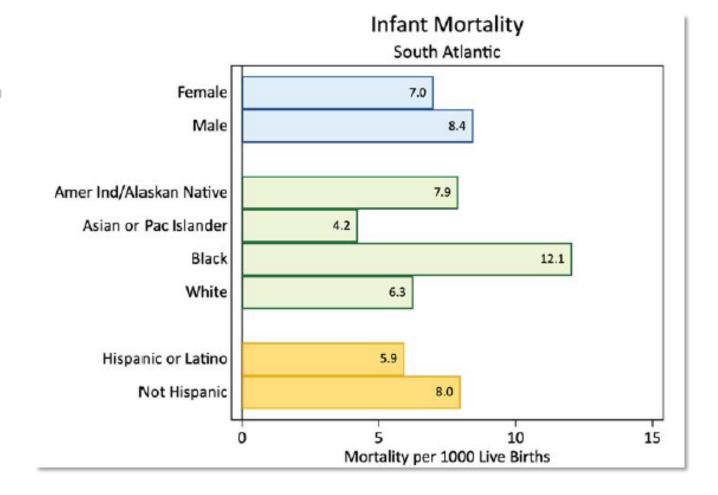
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National maps
Are there regional patterns for this indicator?





Urban area – map doesn't show value

State summary box plots

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Indicators by region by state

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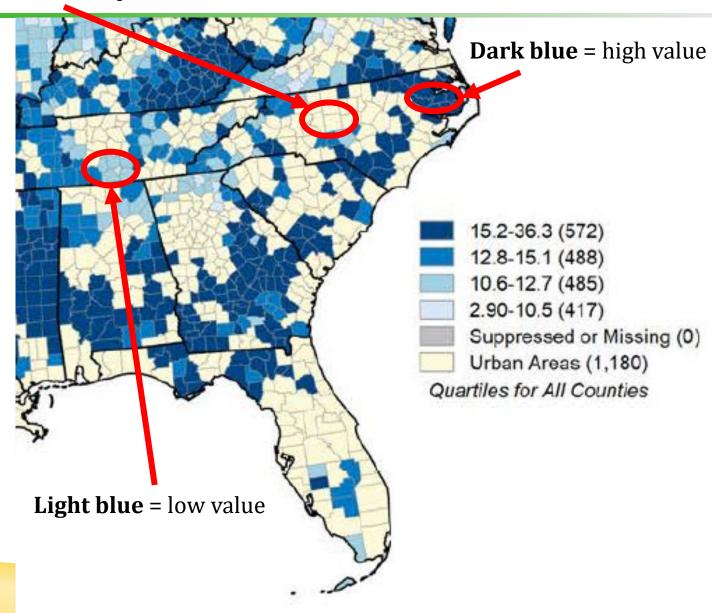
Sex, race, and ethnicity

What are the sex, race, or ethnicity disparities in my Division?

National maps

Are there regional patterns for this indicator?





Using the charts



Let's see how we might use the chartbook for rural North Carolina





What are the most pressing issues in my state?

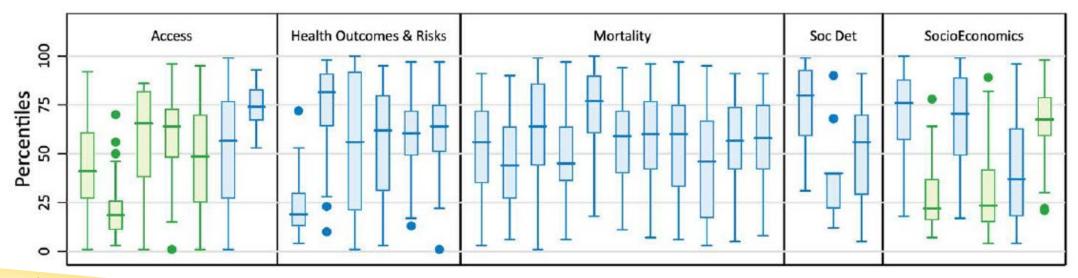
Do we have rural-urban health disparities? How does my state compare to the rest of the country?

Are we part of a regional issue?

Are there differences based on sex, race, and ethnicity in my region?

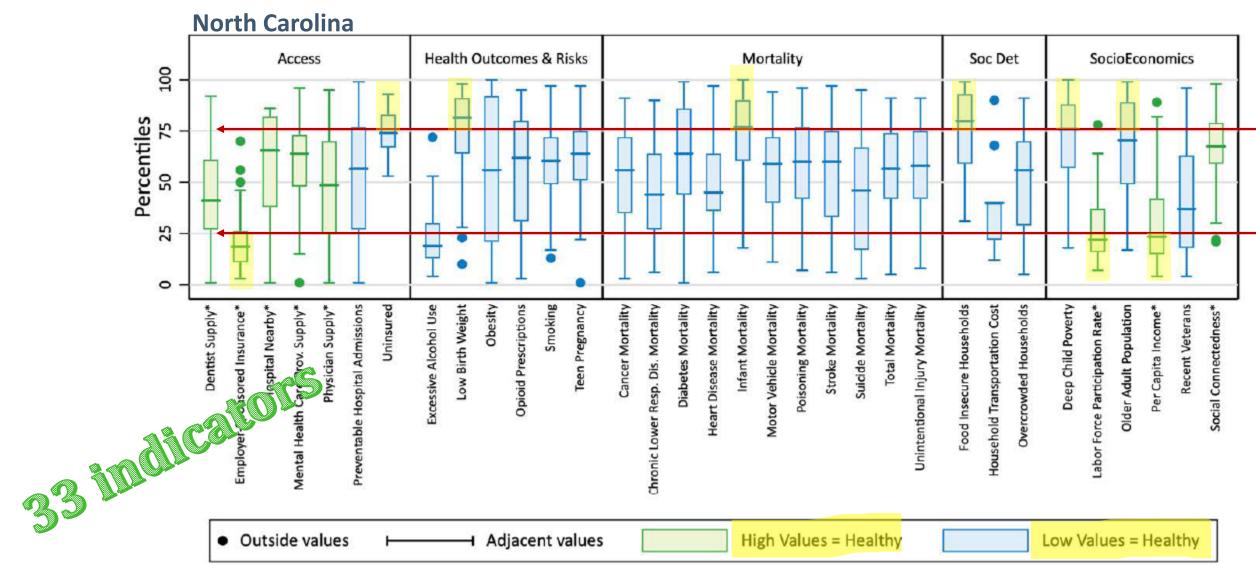
State summary box plots

What are the most pressing issues in my state?





State summary box plot – the Rural county data range for each indicator



Note: Blue boxes are for indicators where higher values denote worse health.

Green indicators, also denoted with a * in the label, are indicators where higher values denote better health.

Pressing Issues for Rural North Carolina

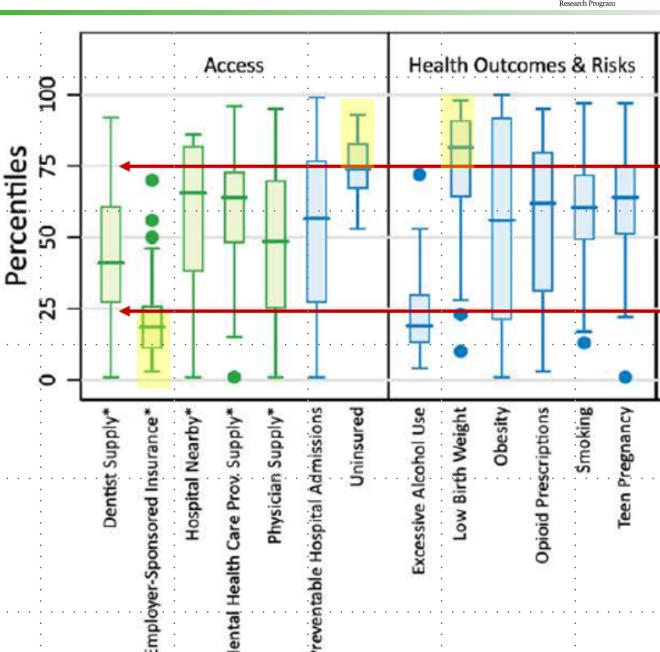


In rural North Carolina, highlighted indicators have less healthy rates = most pressing based on those above national 75th percentile.

- 1. Employer sponsored insurance rates ~ 75% rural NC county rates among lowest in U.S.
- 2. Uninsured rates ~ 50% of rural NC counties are among the highest 25% of uninsured rates. All rural NC counties have uninsured rates above national median (>50% of all U.S. counties).
- 3. Low birth weight > half rural NC counties have high LBW rates. Not all rural counties face this problem--outliers are below 25th percentile.

<u>RANGE</u> For some there is wide variation. In access

- Dentist supply, hospital nearby, physician supply, preventable readmissions
- For these indicators, there are counties at both extremes.
- Insurance has a narrow spread not much variation.



Pressing Issues for Rural North Carolina

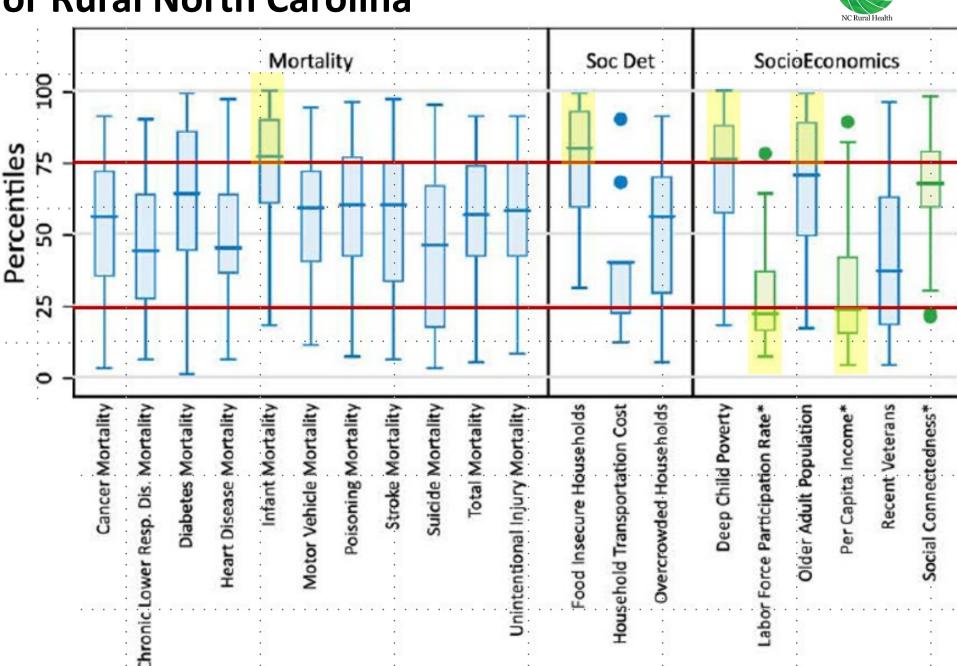


In rural NC, highlighted indicators have less healthy rates than most other counties.

- 1. Infant mortality
- 2. Food insecurity
- 3. Child poverty
- 4. Labor force
- 5. Per capita income
- 6. Employer sponsored insurance
- 7. Uninsured
- 8. Low birth weight

RANGE – most have broad range with some counties in Q 1 and Q4. Exceptions: Food insecurity (no Q1)

NEXT STEP: Look at other charts to see how some of these pressing issues look.



National Maps

Rural and urban counties are shown Look for regional patterns Are there Issues that cross borders?



Reading the maps

National maps

Are there regional patterns for this indicator?

Blues = rural counties with data

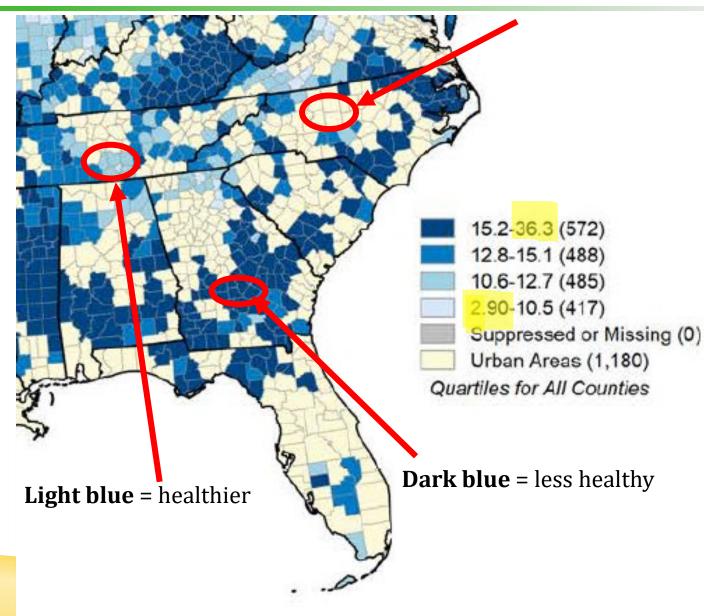
Darker blue represents in the least healthy quartile (less healthy than 75% of U.S. county values)

Lighter blues are more healthy

Yellow counties are urban (no values shown)

Grey counties have suppressed data

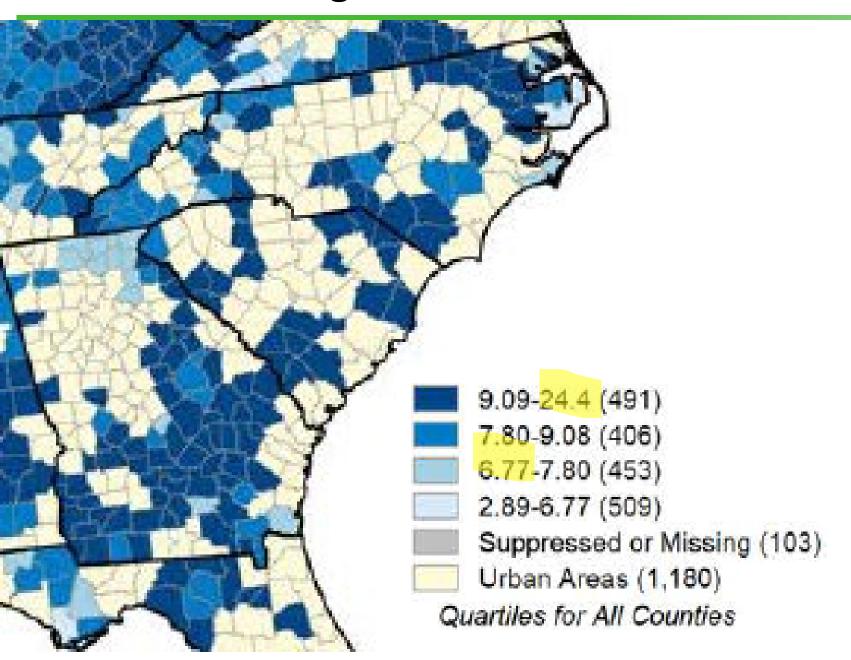
U.S. data range in legend - 2.90 - 36.3





Low birth weight in NC





28 rural NC counties in 4th quartile (9.09-13.4% LBW).

16 rural NC counties in 3rd quartile.

5 in Q2

1 in Q1

No missing or suppressed data

Summary

What are the most pressing issues in my state?

Do we have rural-urban health disparities?

How does my state compare to the rest of the country?

Are we part of a regional issue?

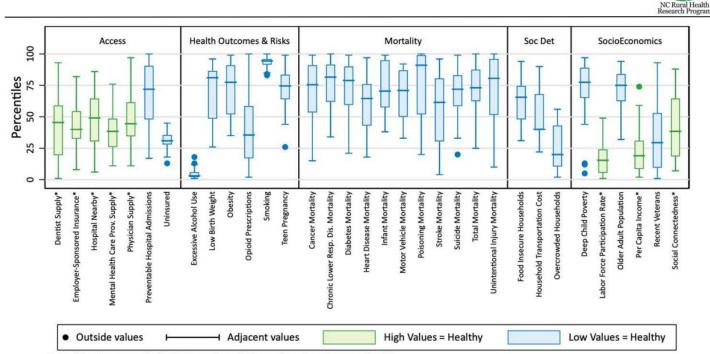
Are there differences based on sex, race, and ethnicity in my region?



Summary – What are our most pressing issues?

NC RHRP

West Virginia Summary



Note: Blue boxes are for indicators where higher values denote worse health. Green indicators, also denoted with a * in the label, are indicators where higher values denote better health.

State summary charts – all indicators

- ► Remember gray horizontal lines are national quartiles —shows you how you rank compared to other counties in U.S.
- ▶ Do you have indicators in 25th and 75th percentiles?
- Depending on indicator, having data in upper or lower quartiles means you have some county rates that are among the best or worst nationally.
- Helps identify pressing issues and consider range of state data.

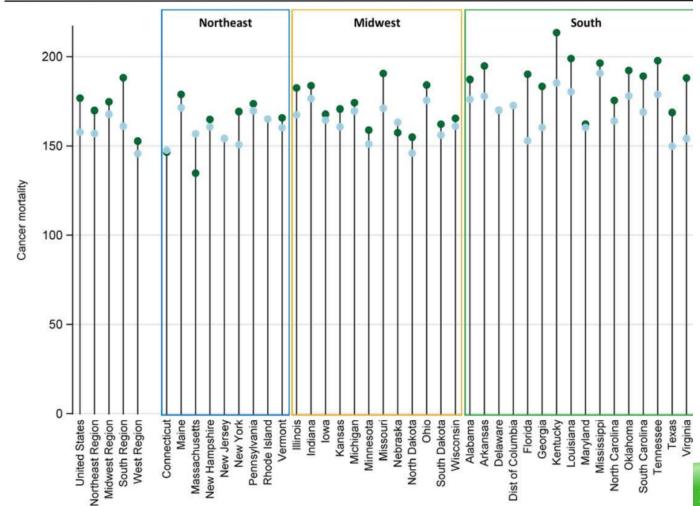


Summary – Do we have a rural-urban disparity?

- Which indicators have the largest disparities in your state?
- How does your state's disparity compare to other states for the indicators? Are you similar to other states in your region?
- How does your rural state average compare to other states?

Cancer Mortality

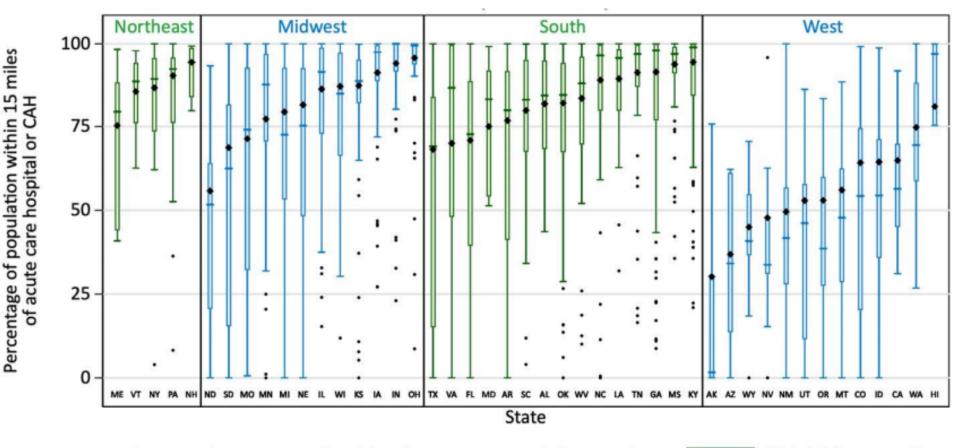
Five-year average all-cancer mortality per 100,000 (2012-2016)





Summary – How does my state's rural data compare to other states?

- How does your rural data compare with other states?
- What does your rural data range look like?
 - Broad or narrow?
 - Centered or skewed?
- Do you have counties in the upper or lower quartiles?





State rural average

Outside values

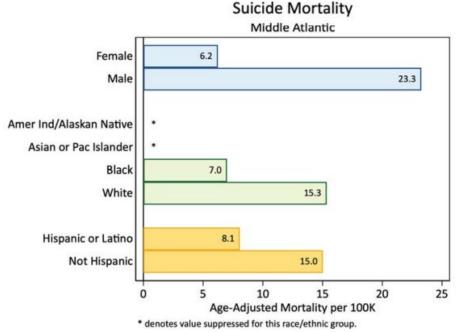
Adjacent values

25th/75th percentiles

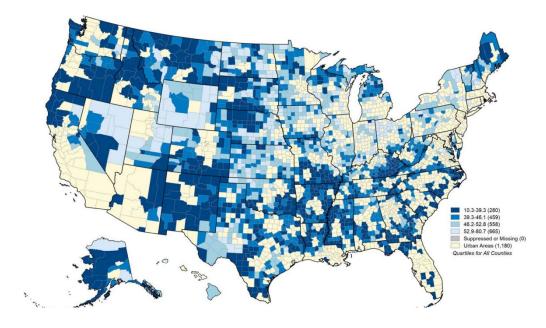
Note: States sorted by rural average within region.

Summary

 Are there sex, race, or ethnicity disparities among the mortality indicators in your Census division?



- Are there geographic patterns among counties in your state?
- Do you share challenges with neighboring states?





Chartbook uses

- Focus on pressing issues See which issues might be more urgent compared to others.
- **Identify disparities** Identify areas where rural residents have poorer health outcomes compared to their urban counterparts.
- Position your state among other states See how your states rates compare to other states for the same indicator.
- Look for regional patterns Determine if you want to work with similar counties in other states.
- Monitor progress Track changes in health outcomes and identify areas where improvements are needed.
- **Target resources** By identifying the health issues that are most prevalent in rural areas, funding agencies can prioritize funding and resources to address these issues.
- **Educate stakeholders** Educate stakeholders, including policymakers, health care providers, and community leaders, about the health issues facing rural populations.
- Inform decision making Inform policy decisions and resource allocation.



Emerging (and Emerged!) Rural Health Issues



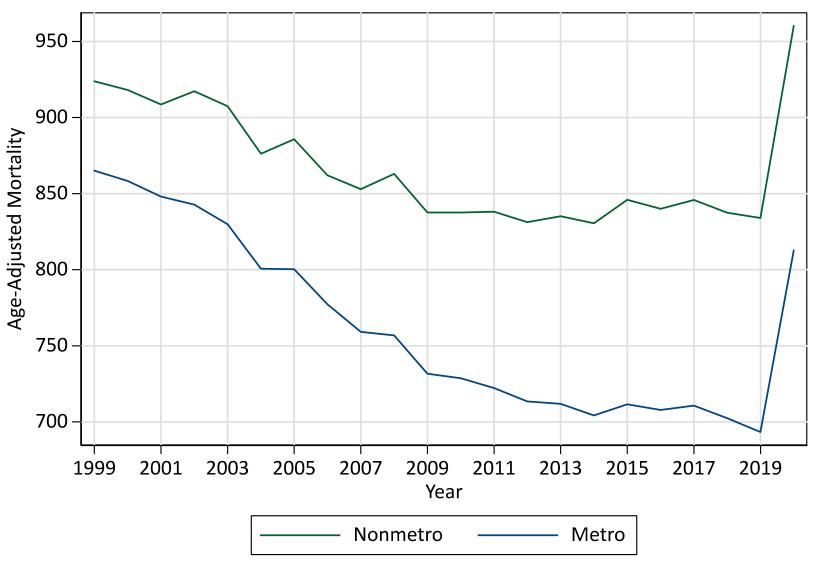
Start from the lodestar

- My research largely focuses on the "supply side"
 - Workforce
 - Hospitals
 - Clinics
 - Insurance plans
- But ultimately what really matters is the health of the population
 - And the ultimate measure of population health is mortality
- So what has happened to mortality among rural populations?



Rural communities have higher mortality and the disparity has grown Rural communities have higher mortality and the disparity has grown

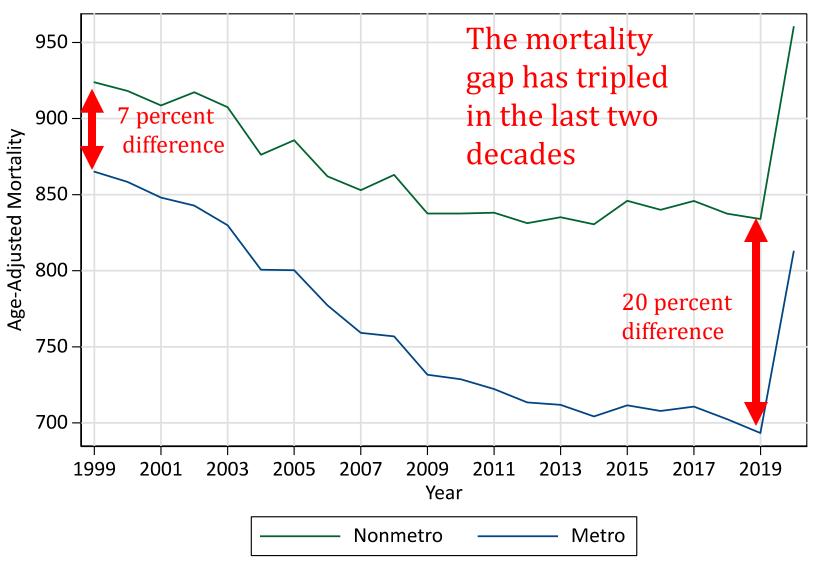




Source: CDC Multiple Cause of Death. 2013 Metro status.

Rural communities have higher mortality and the disparity has grown Rural regard to the disparity has grown Regard Program





Source: CDC Multiple Cause of Death. 2013 Metro status.

Emerging / emerged issues in rural health

- 1. Rural hospital closures
- 2. Long-term profitability
- 3. Peri-pandemic period
- 4. The REH
- 5. Workforce

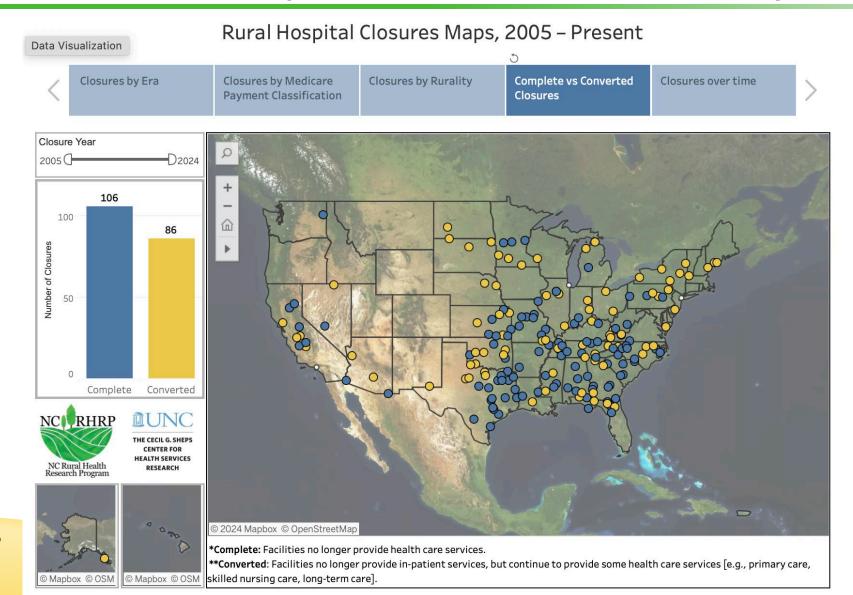


1. Rural hospital closures fell during COVID but they are beginning to resume





192 Rural Hospital Closures* since January 2005



NC Rural Health Research Program

Plug: rural hospital closure updates

O Perry, Julie <perryjr@email.unc.edu>

2005-2023 Rural Ho...

Download • Preview

Rural Hospital Closure Update





PJ

Anson General Hospital - Officially converted to a Rural Emergency Hospital (REH), effective 3/27/23. The hospital closure date has been changed to 3/26/23 per QCOR data. This is the third Texas hospital to convert to an REH and the fourth overall in the nation.

Reopening

De Queen Medical Center, previously a closed CAH in De Queen, AR has reopened in a new facility. The hospital closed in May of 2019 due to insurmountable financial difficulties. The community approved a tax increase to reopen the hospital but could not use the closed facility due to liens on the property from creditors of the previous owner, Jorge Perez, tied to alleged health care billing fraud. The old facility was also too close to nearby hospitals (CMS's 35-mile rule) to be a Critical Access Hospital (CAH) so they built the new facility 4 miles away but still in same rural community. The hospital, named Sevier County Medical Center, opened on January 23, 2023 and is working to achieve CAH status soon.

Currently Closed Rural Hospitals – Totals by Year

Year	Hospitals
2005	8



2. Long-term unprofitability has not gone away



Findings Brief NC Rural Health Research Program

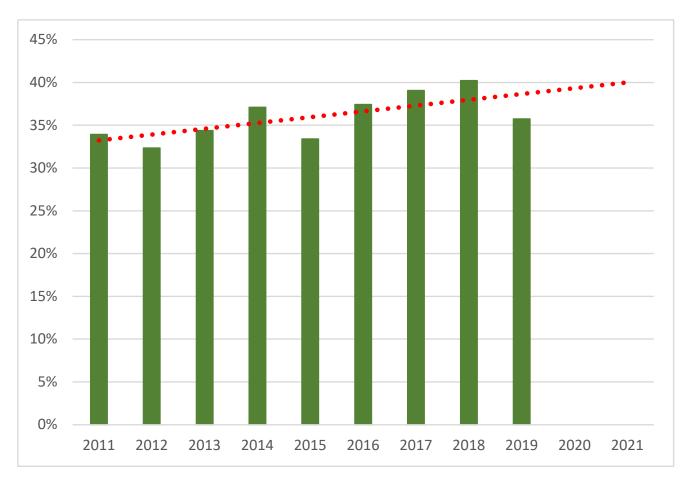
March 2022

Rural Hospital Profitability during the Global COVID-19 Pandemic Requires Careful Interpretation

George Pink, PhD; Susie Gurzenda, MS; Mark Holmes, PhD



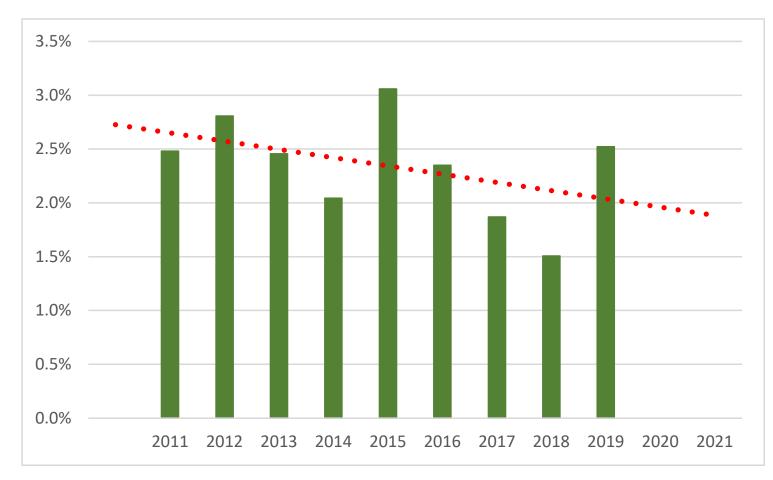
The percentage of rural hospitals with a negative total margin was trending upward before COVID funding



PRF and other **COVID** funding probably provided a lifeline for many rural hospitals



The median total margin of rural hospitals was trending downward before COVID funding



Longterm unprofitability has not gone away



Rural hospital profitability increased during COVID but...

Table 1. Estimated Distribution of Provider Relief Funding to Hospitals as of February 2021 (millions)

			General distribution		General, safety-net, rural, and tribal distribution		General, safety-net, rural, tribal, and high-impact distribution	
Hospital type	Number of hospitals	Number of beds (thousands)	Total funding	Funding as a share of FY 2018 operating expenses	Total funding	Funding as a share of FY 2018 operating expenses	Total funding	Funding as a share of FY 2018 Operating expenses
Urban	3,567	567.8	\$18,643	2.0%	\$30,305	3.3%	\$49,273	5.3%
Rural	2,454	102.5	\$2,433	1.9%	\$14,261	11.0%	\$14,967	11.5%
Total	6,021	670.3	\$21,077	2.0%	\$44,566	4.2%	\$64,241	6.1%

Source: COVID Relief Funding for Medicaid Providers, MACPAC Issue Brief February 2021. (https://www.macpac.gov/wp-content/uploads/2021/02/COVID-Relief-Funding-for-Medicaid-Providers.pdf)

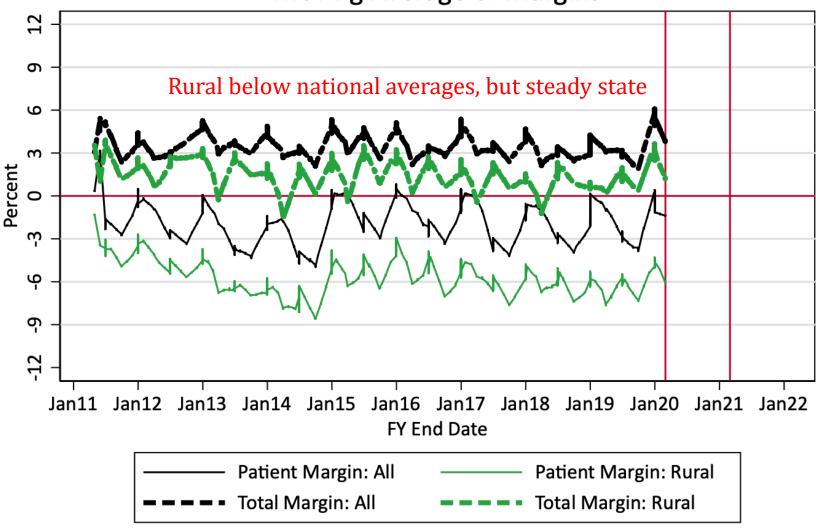
 The Provide Relief Funds, Paycheck Protection Program, and timing differences in reporting could temporarily distort reported profitability measures and conceal the long-term financial challenges facing rural hospitals.



3. Trends pre- and peri- pandemic



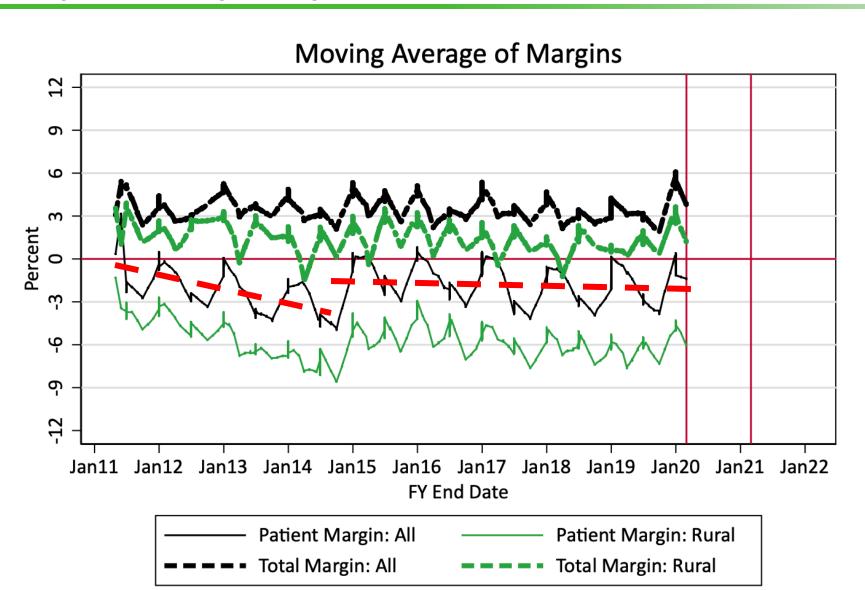




Red vertical lines denote 3/1/2020 and 3/1/2021

Trends pre- and peri- pandemic



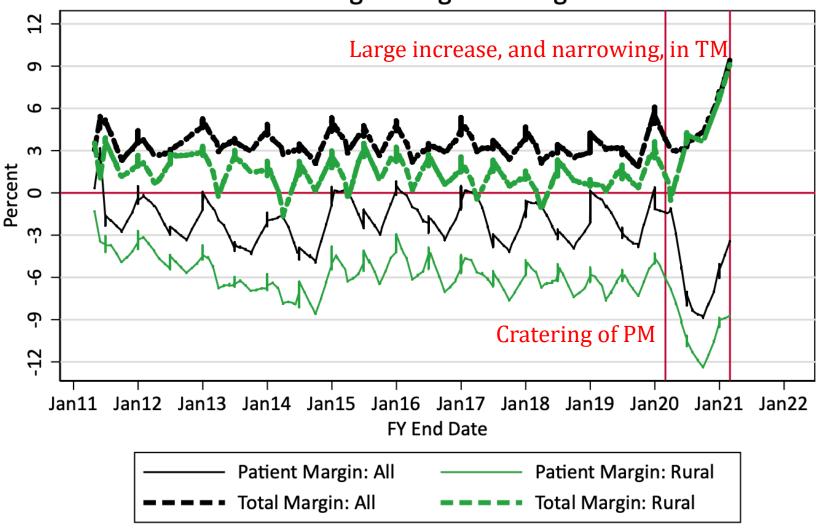


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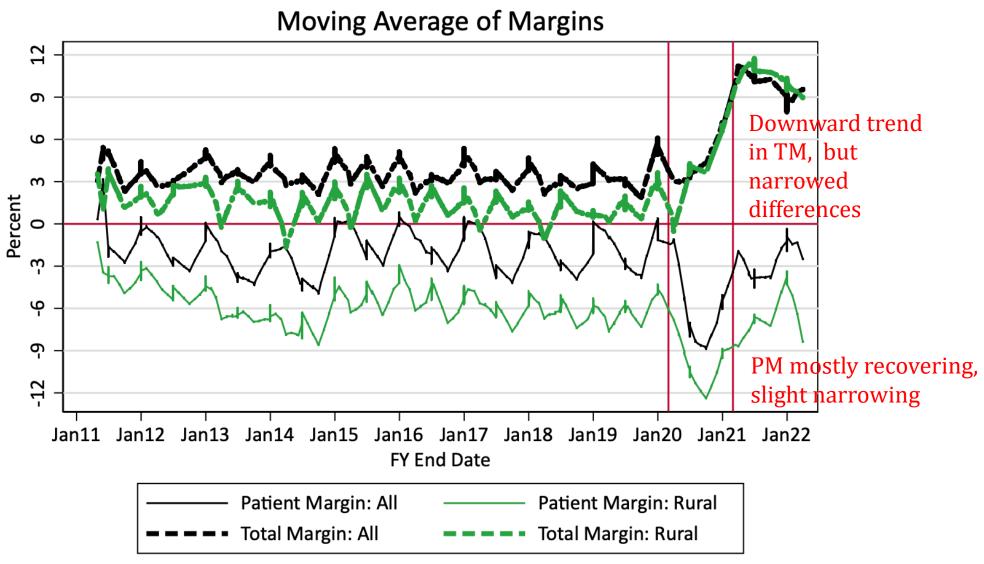




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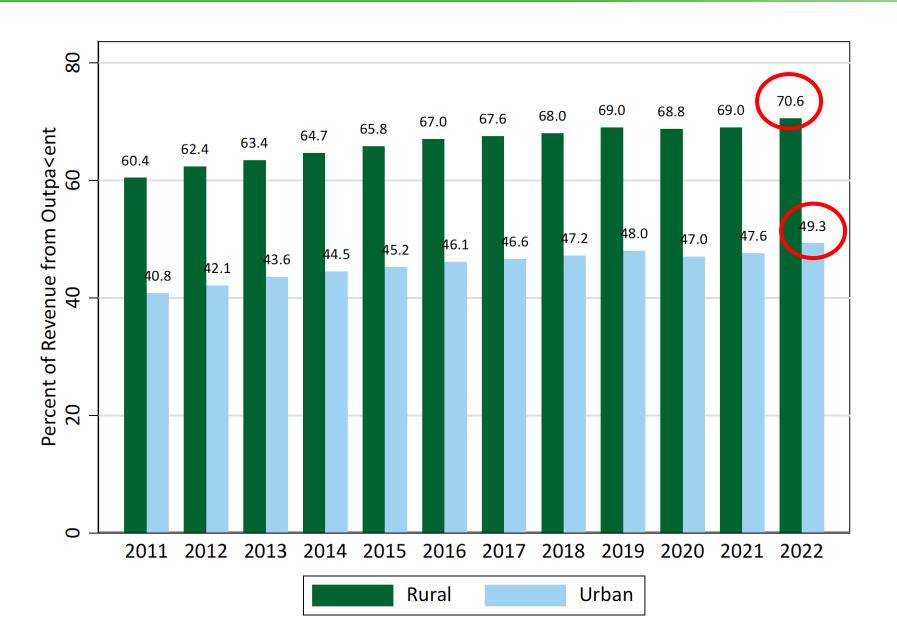
Trends pre- and peri- pandemic





Rural hospitals are primarily outpatient-based facilities





Although both rural and urban hospitals are seeing increases, almost 71 percent of revenue for rural hospitals come from outpatient services (vs. 50 percent in urban)

So where does that leave us?

- Hospital closures and unprofitability set to resume after COVID funding disappears
- Inpatient care will continue to decline, and outpatient care will continue to increase
- Patient bypass is uncertain but demographic trends towards older and sicker patients will continue

Need for a new model based on outpatient and emergency services – Rural Emergency Hospital (REH)



4. The Rural Emergency Hospital

- New provider type enabled by CAA (Dec 2020)
- Big Idea:
 - No inpatient care (including swing bed)
 - Additional Facility Payment of \$3.2m
 - OPPS at 105% fee schedule
- Sweet spot? A low-volume rural hospital with few options?



RURAL EMERGENCY HOSPITAL

POLICY BRIEF AND RECOMMENDATIONS TO THE SECRETARY

OCTOBER 2021

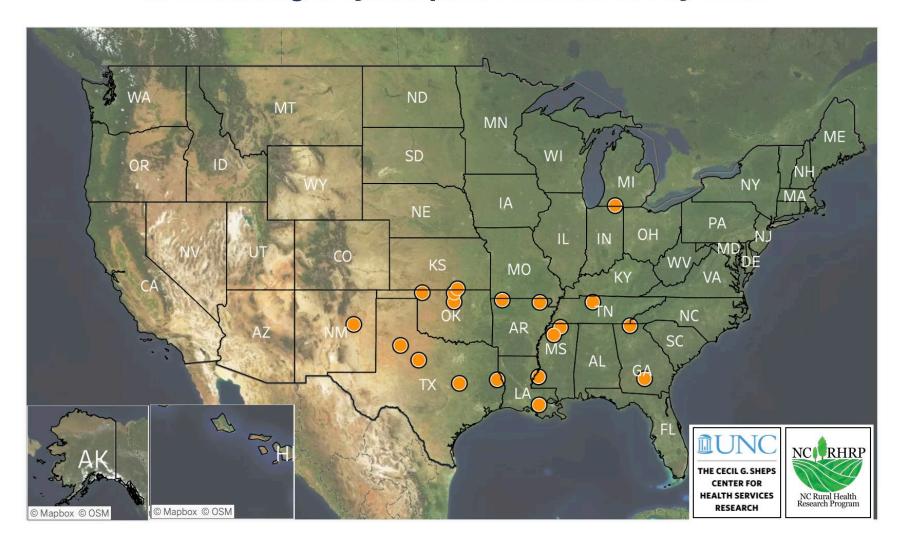




Where are hospitals converting to REHs?



19 Hospitals Have Converted to Rural Emergency Hospitals since January 2023



Importance of the REH model





- Not enough AFP
- ► Needs big capital upfit
- Would leave big service gaps
- Would the community view it as a "real" ED?
- Would this allow closures of otherwise healthy providers?



- Recognizes that some communities cannot support inpatient services
- Closer to a frontier model stabilize and transfer
- Better than complete closure
- \$3.2m in AFP double some early estimates
- Is this just the opening gambit?

5. Workforce

- "I've been studying health workforce for 22 years, and for 21 years no one cared" (E. Fraher)
- Pandemic showed the world the importance of workforce and the fragility of rural staffing



5. Workforce, some topics

- RRPD: massive investment by HRSA to foster new rural residencies (ruralgme.org)
 - Disappointing rural-ness to slot expansion
- Increased openness to staffing models, partly born from innovation during pandemic and new provider types
- Return to pre-pandemic nurse staffing models (albeit at higher wages)?
- New provisions for Family Therapists and LPCs



Other resources of note



Other rural health research resources

 Some examples of rural health research tools / websites of note that may be useful for this Committee



Rural Health Research Gateway

- Dissemination for all Rural Health Research Center products
- Funded by HRSA
- Can search by topic, center

Subscribe to alerts!







Rural Health Research Recaps

- Access brief summaries on key rural health issues
- Key findings from the work of the Rural Health Research Centers



Research Alerts Re

- Email notifications when new research products are completed
 See five most recent
- See five most recent alerts



Research Publications

 Access policy briefs, chartbooks, journal articles, and other products developed under the Centers'



Research Centers

- Learn about the Rural Health Research Centers Program
- View list of currently funded research centers
- Learn about their areas of



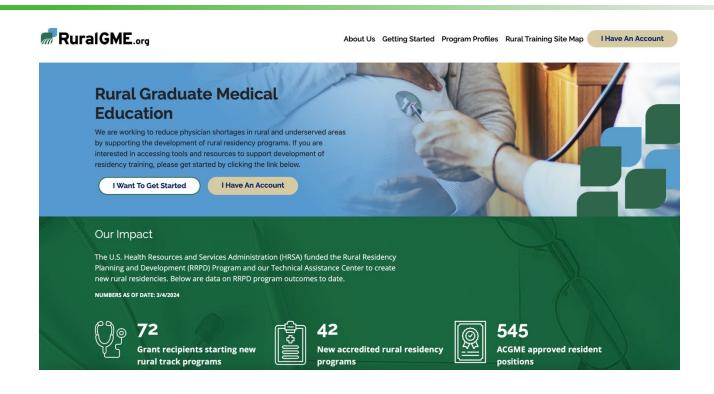
<u>Dissemination</u> <u>Toolkit</u>

- Learn how to create health research products
- Tips for developing policy briefs, fact sheets, journal articles and more



Rural GME and THC GME

- Two Technical Assistance
 Centers funded by HRSA
- Focus on GME but portal has many toolkits of note









NAC for Rural Health and Human Services

- Advises Secretary on rural matters
- Often looks at workforce (or workforceadjacent) topics



MATERNAL AND OBSTETRIC CARE CHALLENGES IN RURAL AMERICA

POLICY BRIEF AND RECOMMENDATIONS TO THE SECRETARY

MAY 2020





PRISM / 3RNET

- Partnership between BHW, FORHP, 3RNET & UNC to track experience of sites and participants in NHSC, SLRP, and other programs
- More than ten years, lots of participants, 85K questionnaires completed.
- Helps states and HRSA understand and support sites and participants and provide context on clinical experience in safety net settings most of which are NHSC sites



Overall Work and Practice Satisfaction of Licensed Clinical Social Workers in the National Health Service Corps Loan Repayment Program

Jonathan Yun, Lisa de Saxe Zerden, Gary Cuddeback, Thomas Konrad, and Donald E. Pathman







A Report From The Provider Retention & Information System Management Collaborative

Coordinating Organizations: 3RNET, Cecil G. Sheps Center for Health Services Research









ORIGINAL ARTICLE

Preparing behavioral health clinicians for success and retention in rural safety net practices

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First published: 05 February 2024 | https://doi.org/10.1111/jrh.12

North Carolina Rural Health Research Program

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Cecil G. Sheps Center for Health Services Research

University of North Carolina at Chapel Hill

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Resources

North Carolina Rural Health Research Program

http://www.shepscenter.unc.edu/programs-projects/rural-health/

Rural Health Research Gateway

www.ruralhealthresearch.org

Rural Health Information Hub (RHIhub)

https://www.ruralhealthinfo.org/

National Rural Health Association

www.ruralhealthweb.org

National Organization of State Offices of Rural Health

www.nosorh.org



For more than 30 years, the Rural Health Research Centers have been conducting research on healthcare in rural areas.



The Rural Health Research Gateway ensures this research lands in the hands of our rural leaders.



