



MARYLAND RURAL HEALTH ASSOCIATION

**Educating and advocating for
the optimal health of rural
communities and their residents.**

Maryland Rural Health Association

MACo Summer Conference

Friday, August 17, 2018

“Improving the Health of Rural Maryland”

❖ Mission:

- The Maryland Rural Health Association (MRHA) is a non-profit membership organization whose mission is to educate and advocate for the optimal health and wellness of rural communities and their residents.

❖ Vision Statement:

- MRHA envisions a rural Maryland where the health needs of communities are met with quality, access, and affordable care.

2018 Maryland Rural Health Plan

- ❖ Focus Groups and collected data from all 18 state-designated rural counties in Maryland
- ❖ Collaborative project with:
 - State Office of Rural Health, MDH
 - Rural Maryland Council
 - Robert Wood Johnson Foundation

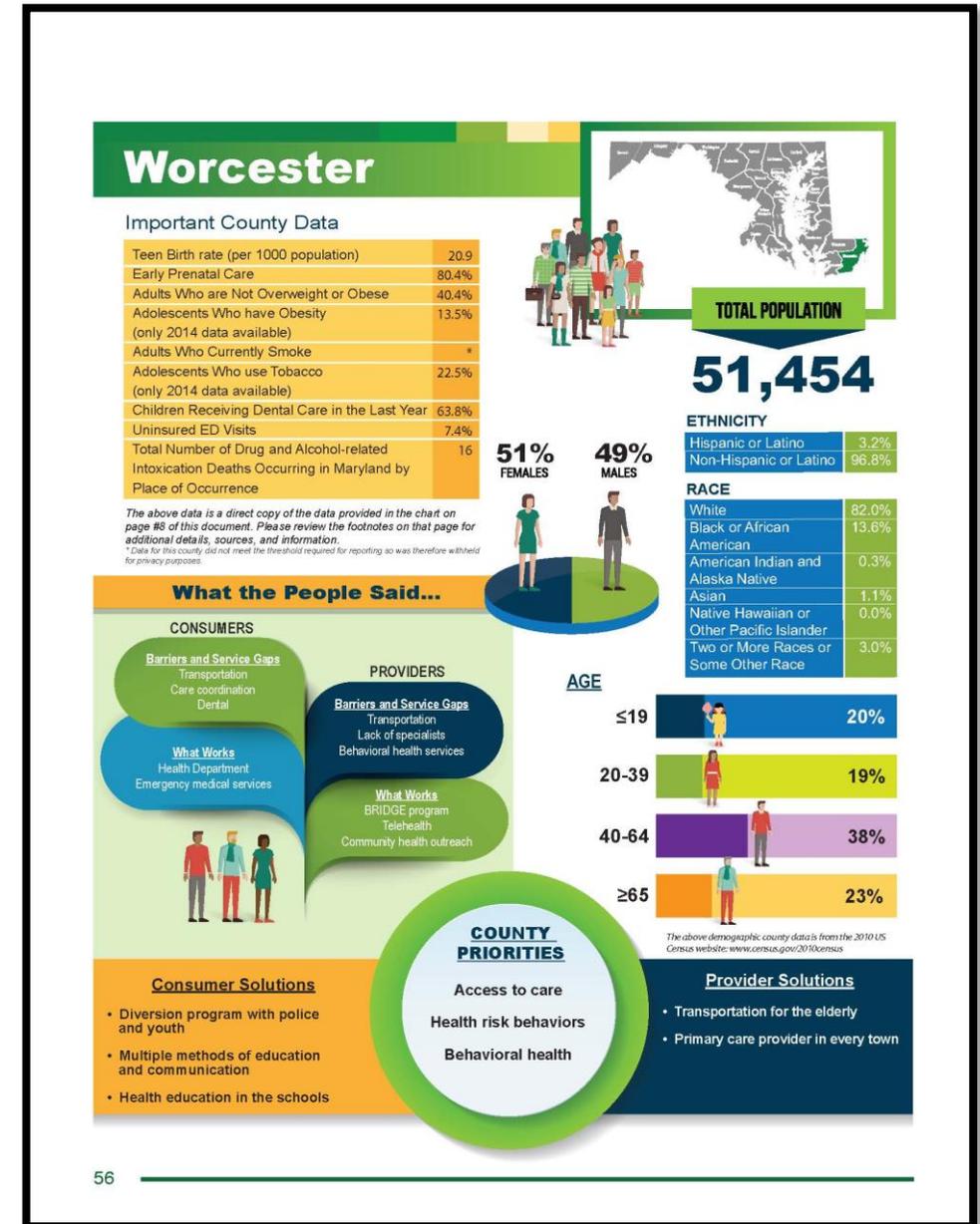


Rural Health Challenges in Maryland

1. Access to care
2. Sustainable funding mechanisms for health services
3. Care coordination
4. Chronic disease prevention and management
5. Health literacy and health insurance literacy
6. Outreach and education

County Profiles

- ❖ County specific data
- ❖ County demographics
- ❖ Summary of findings from county focus groups – consumers and providers
- ❖ County priorities from the Community Health Needs Assessment



www.MDRuralHealthPlan.org

The screenshot displays the website for the Maryland Rural Health Plan. At the top, the title "Maryland Rural Health Plan" is centered, with Facebook and Twitter icons to its right. Below the title is a horizontal navigation menu with buttons for "Home", "About the Plan", "Findings", "Recommendations", "Rural County Reports", "Resources", and "MRHA".

On the left side, there is a vertical sidebar with icons for Facebook, Twitter, Print, Email, and a plus sign for additional options. The main content area is divided into several sections:

- County Data:** A map of Maryland with counties highlighted in green and grey.
- Report Findings:** An icon showing three stylized human figures.
- Recommendations:** A green icon of a clipboard with a pencil.
- MARYLAND RURAL HEALTH ASSOCIATION:** The organization's logo, featuring a stylized sun and the text "MARYLAND RURAL HEALTH ASSOCIATION".
- Join Our Community:** A social media widget for Facebook, showing the "Maryland Rural Health Association" page with 118 likes and a post from Tuesday. The post text reads: "Looking for a new behavioral health career where you will care for the most vulnerable? Join MRHA's..."
- Have a Question?:** A banner image of a diverse group of smiling people.
- View Rural Health Plan:** A banner for the "2018 MARYLAND Rural Health Plan".
- County Profiles:** A detailed infographic for Wicomico County, including vital statistics (Total Population: 98,733), age distribution (Under 18: 22%, 18-64: 65%, 65+: 13%), and county priorities.

2018 TOP ADVOCACY PRIORITIES

MRHA's mission is to educate and advocate for the optimal health of rural communities and their residents.

Legislative Goals:

- ◆ Support measures that improve the rural health landscape
- ◆ Support the elimination of health care workforce shortages and the creation of a rural workforce pipeline
- ◆ Advocate for \$6M to the Rural Maryland Prosperity Investment Fund
- ◆ Support MAERDAF as budget request priority to enhance resources to rural nonprofits and increase capacity building
- ◆ Support full funding of the Maryland Community Health Resources Commission
- ◆ Support rural Maryland investments and economic stability
- ◆ Support efforts of both expansion and reimbursement for telehealth
- ◆ Advocate for reinstatement and preservation of appropriate federal rural designations across the state
- ◆ Advocate to maintain and increase funding to ensure access to health care services in rural Maryland

Vital Partners:

- ◆ Local Health Departments (LHD) & Local Health Improvement Coalitions (LHIC)
- ◆ Area Health Education Centers (AHEC)
- ◆ Federally Qualified Health Centers (FQHC)
- ◆ Maryland State Office of Rural Health (SORH)
- ◆ Rural Maryland Council (RMC)
- ◆ Maryland Community Health Resources Commission (CHRC)
- ◆ Maryland Hospital Association (MHA)
- ◆ Rural Community Hospitals, Primary Care Physician Offices, and Urgent Care Centers
- ◆ Health Enterprise Zones (HEZ)
- ◆ Rural Maryland Prosperity Invest Fund (RMPIF)
- ◆ Maryland Agricultural Education and Rural Development Assistance Fund (MAERDAF)

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2018 Maryland Rural Health Conference

- ❖ Hyatt Regency Chesapeake Bay in Cambridge, MD
- ❖ October 22-23, 2018
- ❖ Telehealth Pre-Conference
Sunday afternoon, October 21st

Gathers rural health leaders in the public, private, and non-profit sectors to discuss the major health issues facing rural Maryland.



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