



County Health
Rankings & Roadmaps

Webinar

The Time is Now: Transforming Rural Health

October 20, 2026

countyhealthrankings.org



University of Wisconsin
Population Health Institute
UNIVERSITY OF WISCONSIN
SCHOOL OF MEDICINE AND PUBLIC HEALTH

Support
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Guidelines

1
Share
successes and
lessons learned

2
Offer
resources

3
Build
knowledge

4
Listen
for multiple
perspectives

2



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Disclosures

- Views do not represent the University of Wisconsin Madison or the Robert Wood Johnson Foundation.
- Expertise of a CHR&R team of 30+ members is reflected and highly valued.
- Funding support from RWJF is appreciated.

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We value



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Collaboration

Innovation

Integrity

Courage

Inclusion

Excellence

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Join the conversation

Welcome to Q&A

Questions you ask will show up here. Only host and panelists will be able to see all questions.

Where can I find strategies to address children in poverty?

☐ Send anonymously

Who can see your questions?

Webinar Chat

Me to **Everyone**

JL Hi Everyone, I'm James, from Madison, WI.

Zoomhost CHRR to **Everyone**

Hello James and welcome to today's webinar.

Who can see your messages?

To: **Everyone**

Your text can be seen by panelists and other attendees

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Group agreements

1. Listen actively
2. Participate fully
3. Speak from your experience
4. Lead with curiosity
5. Be conscious of body language
6. Expect ambiguity
7. Be accountable

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Goals

- ✓ Provide CHR&R program updates
- ✓ Explore the rural health landscape
- ✓ Identify opportunities and challenges
- ✓ Consider what it takes to create lasting impact

Photo by [Bana.Mia](#) on Unsplash

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**New multi-
year funding
to continue
and adapt
CHR&R**



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The future of our work

- Continued access to trusted data
- Updates to What Works for Health
- New field building initiative for WI and MN

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Photo by [Rana Mia](#) on Unsplash

Grounding the Conversation

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Welcome



John Eich
Director
Wisconsin Office of Rural Health

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What We Do

Quality & Operational Improvement

- Rural hospitals, Rural Health Clinics, EMS
- Technical assistance, funded projects

Workforce Support

- Loan repayment, and physician recruiting

Reports and Maps

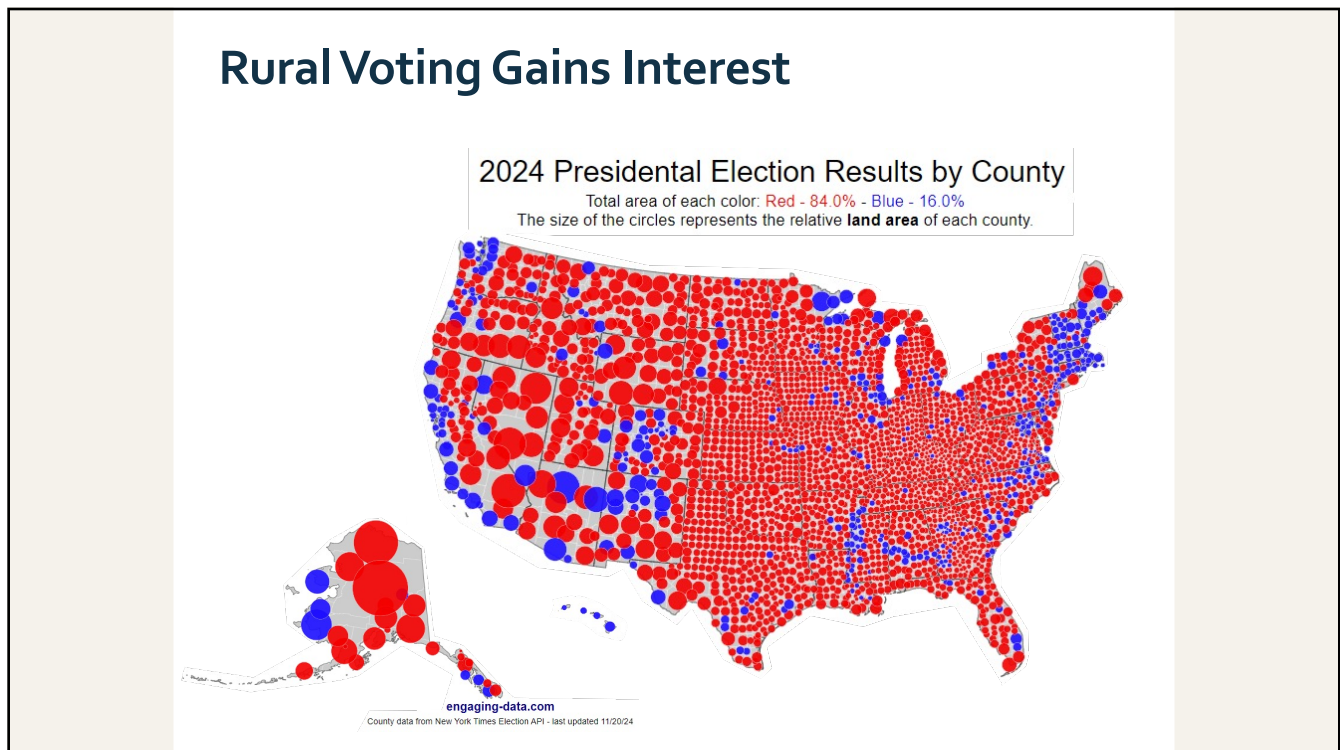
- Epidemiological, policy, and evaluation reports
- Shortage area maps, drive time to ER, rural definitions



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Rural Health Transformation Program

Strategic goals:

- Increase access through efficiency and sustainability
- Develop the workforce
- Fund innovative care models
- Foster the use of innovative technologies

Medicaid cuts estimated (CBO and KFF) at \$911 - \$991 billion over 10 years.

- Rural estimates (KFF) of \$137 - \$155 billion in rural areas
- RHTP funding totals \$50 billion.

Prohibited Expenditures by RHTP:

- Supplanting existing clinical funding (*eg, cuts to Medicaid*)

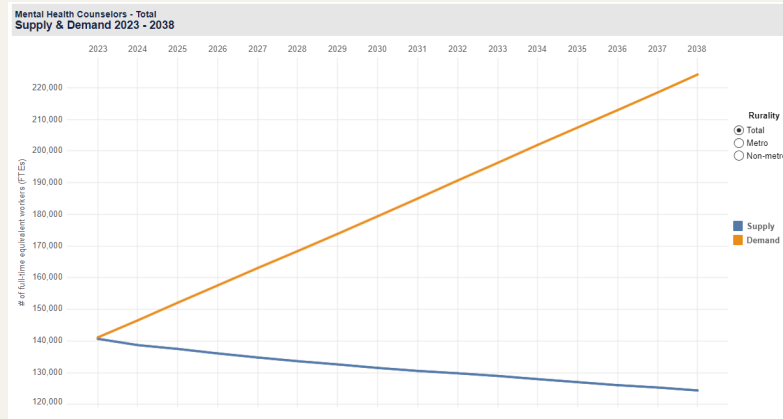
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Rural Healthcare Challenges

- **Workforce supply**
- **Reimbursement challenges** from payers
- **Lack of resources** amid heavy market pressures
 - Leading to joining larger systems, who prioritize system needs over local
- **A growing digital divide** with emerging technology like AI
 - Broadband, EHRs, and now AI

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Workforce Trends



Source: HRSA Data Warehouse, Workforce Projections

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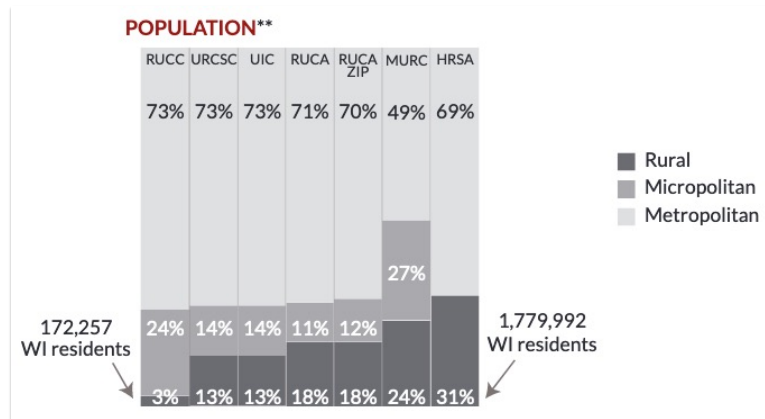
On the Other Hand



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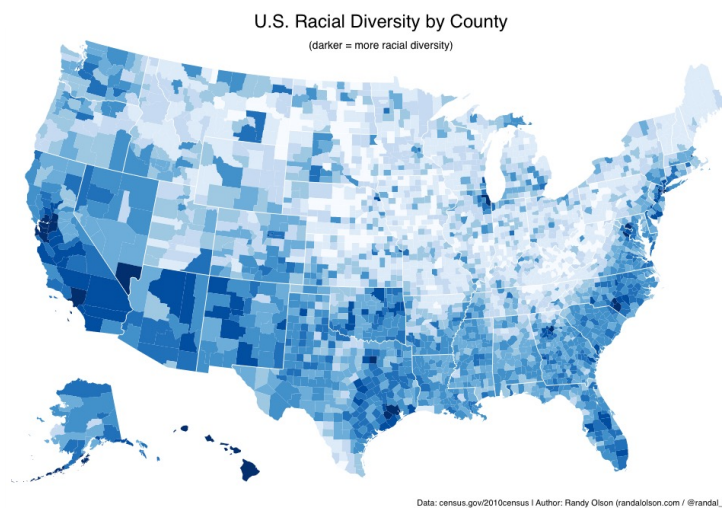
Rural Definitions

How you measure changes who gets funding



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Rural Populations Vary By Region



Data from 2010 Census. https://www.randalolson.com/assets/2014/04/US_racial_diversity_map.png

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State Contacts and RHTP Plans

- NOSORH association list of State Offices of Rural Health
 - <https://www.nosorhplus.org/network/sorhmembers>
- Rural Health Information Hub: <https://www.ruralhealthinfo.org/>
- Compilation of RHTP plans and contacts:
 - CMS version: <https://www.medicaid.gov/resources-for-states/rural-health>
 - RhiHub compilation: <https://www.ruralhealthinfo.org/resources/lists/rhtp>
 - Kaiser Family Fund: <https://kffhealthnews.org/rural-health/tracking-state-rural-health-transformation-plans/>

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Resources

- NOSORH <https://nosorh.org/>
- National Rural Health Assoc <https://www.ruralhealth.us/>
- Fed Office of Rural Health Policy <https://www.hrsa.gov/about/organization/bureaus/forhp>
- Rural Health Information Hub <https://www.ruralhealthinfo.org/>
- County Health Rankings & Roadmaps: “What Works for Health”:
 - <https://www.countyhealthrankings.org/strategies-and-solutions/what-works-for-health/strategies>
 - Including “What Works for Rural Health” report

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Thank you!

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Questions?



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Thank You!

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