

Draft

Virginia Rural Health Transformation

Healthcare Stakeholder Kick-off

AUGUST 27, 2025



Agenda

Secretary Kelly to welcome the group and give brief remarks on content for Rural Health Transformation program

BCG to provide overview on:

- **CMS guidance** on Virginia Rural Health Transformation program
- **Timeline** for developing Virginia's strategy and application
- **Stakeholder engagement plan** to inform strategy
- **Next steps** and additional opportunities for stakeholder feedback

Context | H.R. 1 for the Rural Health Transformation Program



H.R. 1, the One Big Beautiful Bill Act, creates a **\$50B Rural Health Transformation Program** — allocating \$10B per year between 2026-2030 to strengthen rural healthcare nationwide



50% of funds are non-competitive: distributed equally to states with approved applications by December 2025



50% of funds are competitive: awarded by CMS based on need and quality of application (e.g., rural population share)



Single application for both non-competitive and competitive funding - requires a cohesive plan



Governor Glenn Youngkin issued Executive Directive 12 direct Virginia health agencies to develop a plan to leverage Rural Health Care Transformation Fund Program funds



Quick turnaround for application but major funding opportunity to deliver transformative solutions for Virginia's rural communities — a top priority for state health agencies



Virginia is **committed to prioritizing stakeholder voices** — families, providers, and communities — to shape the strategy

**Multiple agencies
collaborating on
Rural Health
Transformation
strategy**



Office of the Governor and Secretary of
Health and Human Resources



Virginia Department of Medical Assistance
Services (DMAS)



Virginia Department of Health

5 strategic funding opportunities prioritized by CMS with focus on innovation to improve rural health outcomes



CMS-prioritized funding opportunities

- 1 Make Rural America Healthy Again (i.e., chronic disease prevention / management programs, behavioral health)
- 2 Sustainable access (e.g., appropriate care availability, provider payments)
- 3 Workforce development
- 4 Innovative care models
- 5 Tech innovation (e.g, consumer tech solutions, training and technical assistance, IT advances)

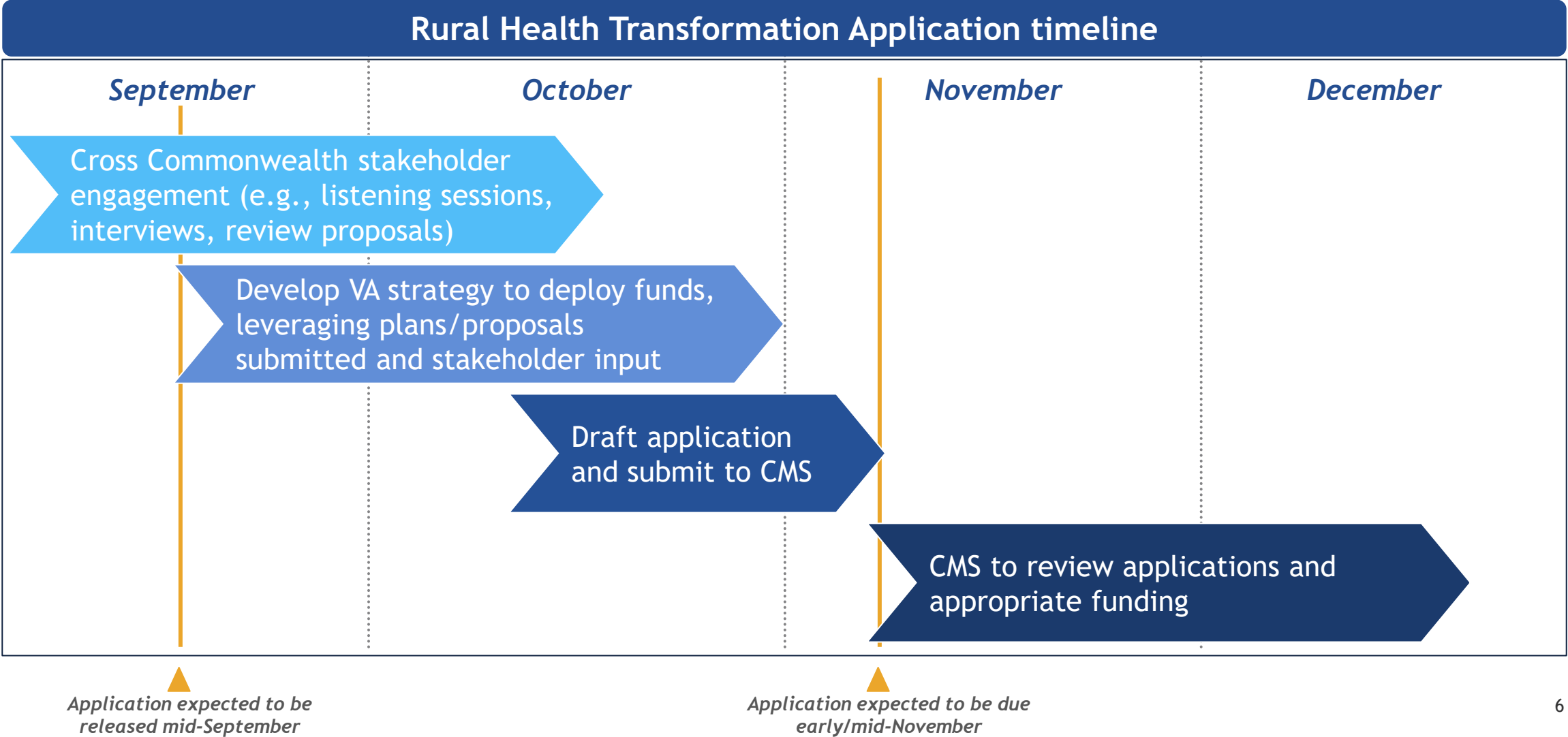


Use cases for funding deployment

1. Chronic disease prevention / management programs
2. Payments to providers for healthcare services or items
3. Consumer-facing technology for chronic diseases
4. Rural care delivery technology adoption (e.g., AI, robotics)
5. Rural workforce recruitment / retention (committed 5+ yrs)
6. IT to improve efficiency, cybersecurity, & patient outcomes
7. Adjusting rural healthcare delivery systems / service lines
8. Support substance use treatment & mental health services
9. Innovative care models and payment systems
10. Other CMS Administrator-approved activities promoting rural healthcare

CMS expects a 5-year workplan with measurable outcomes to track progress against focus areas - We seek to collaborate with stakeholders to guide priorities and solutions

Quick turnaround to submit applications to CMS, with September focused on gathering input from stakeholders and rural communities



12 listening sessions to be hosted across rural Virginia to collect perspectives and input from key stakeholders on transformation strategy

Secretary Kelly, DMAS and VDH leadership will *convene listening sessions in September* to hear community members, health care experts and local legislators in rural communities:



What we want to hear from you:

- Largest **health care challenges** rural families face in your community today
- **Barriers to access** — such as workforce shortages, transportation, affordability, or technology
- **Day-to-day supports and resources** that would most help rural clinics and providers sustain care delivery
- Promising **strategies, models, or partnerships** that could improve health outcomes in the long-term

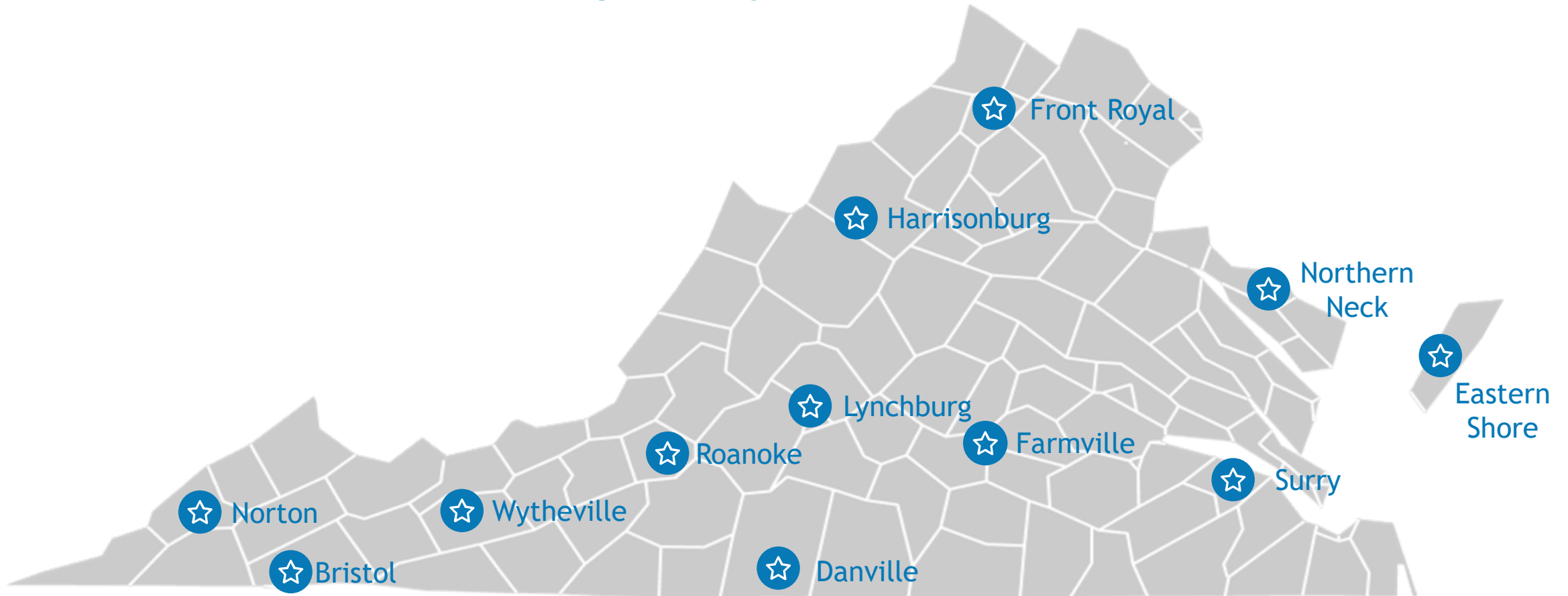


Expectations for listening sessions:

- **Productive discussions** that generate actionable insights by focusing on solutions and next steps
- **Representative of unique community needs** by ensuring conversations reflect local priorities and lived experiences
- **Leveraging existing community assets** by building on local providers, organizations, and resources making an impact

We also encourage input outside of these listening sessions via our email inbox:
ruraltransformation@governor.virginia.gov

Locations for listening sessions, additional details on dates, times and venues to be shared in the upcoming weeks



Note: Due to time constraints, some sessions may be virtual

A follow-up survey will be sent after this session to collect stakeholder contact information for listening sessions

*Questions and additional commentary
can be submitted via email:*



ruraltransformation@governor.virginia.gov

We welcome your input by September 15th:

- **Proposals** to improve rural healthcare delivery or access based in national best practices
- **Community perspectives** from patients, providers, or caregivers
- **Data or studies** that may inform our understanding of rural needs
- **Partnership ideas** for piloting or scaling solutions

Guidance for Rural Health Transformation proposals

Detailed proposals - please constrain to no more than 10 pages each and submit by Sept 15:

1. **Program Summary:** Brief overview of your proposed initiative and its goals for transforming rural health in Virginia
2. **Program Details:** Outline your target health outcomes, planned activities, and focus geographies/populations; identify which of the 10 CMS-approved activity areas your proposal addresses
3. **Implementation Plan:** Outline how the program will be carried out, including implementation milestones, key organizations or partners involved, roles and responsibilities for leading and supporting the work, and high-level investment needs
4. **Measuring Success:** Define metrics to track progress and outcomes (short- and long-term)
5. **Sustainability Plan:** Explain how the program will be sustainable beyond 5 years; if a proposed pilot, note plans to track success and scale

Existing plans and analysis:

- Please share any existing rural health reports, strategic plans, or data analyses your organization has developed

Please submit proposals to ruraltransformation@governor.virginia.gov

