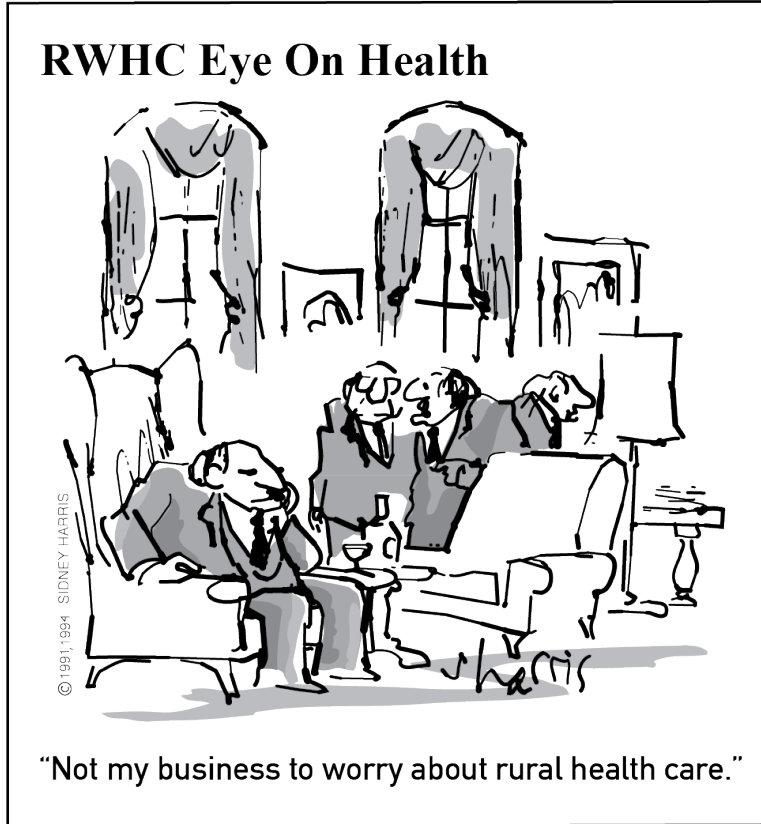


Three Rural Opportunities



Tim Size
Executive Director
Rural Wisconsin
Health Cooperative

Wisconsin Rural
Health Conference

Green Bay, WI

June 16, 2022

Conflict of Interest Disclosure

Tim Size reports no relevant financial relationships or relationships he has with ineligible companies of any amount during the past 24 months apart from working for 44 rural hospitals.

Presentation Outline

Brief Overview of RWHC

1-The **Workforce** Crisis Beyond Covid

2-Anti-Rural **Health Plan** Behaviors

3-Community Economic **Development**



Brief Overview of RWHC

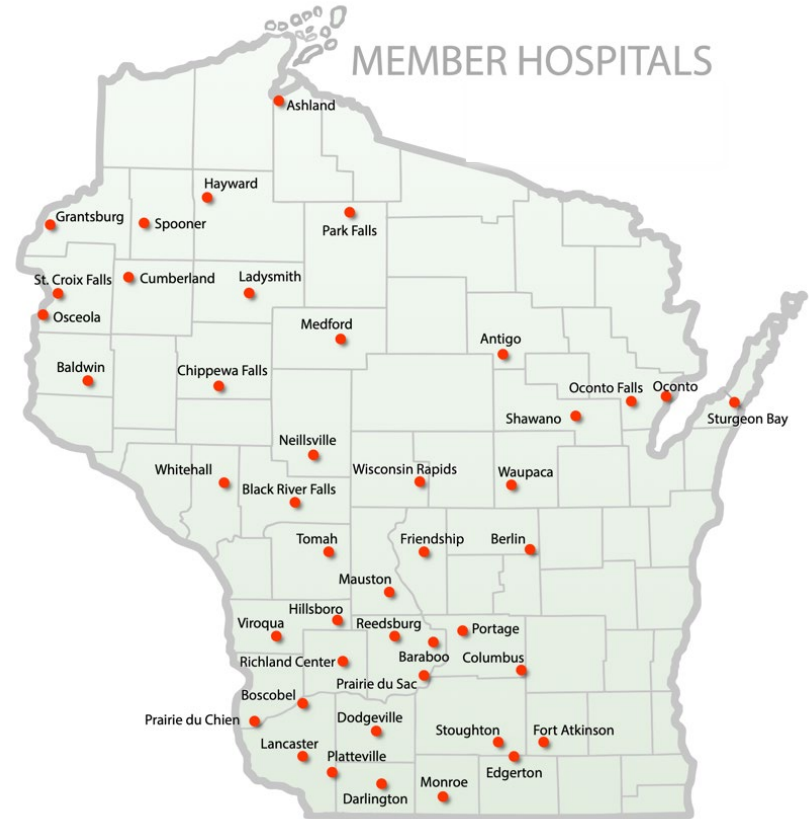
RWHC is a **strong** and **innovative** cooperative of diversified **rural hospitals**.

“**Rural advocate** of choice” for our hospital owners.

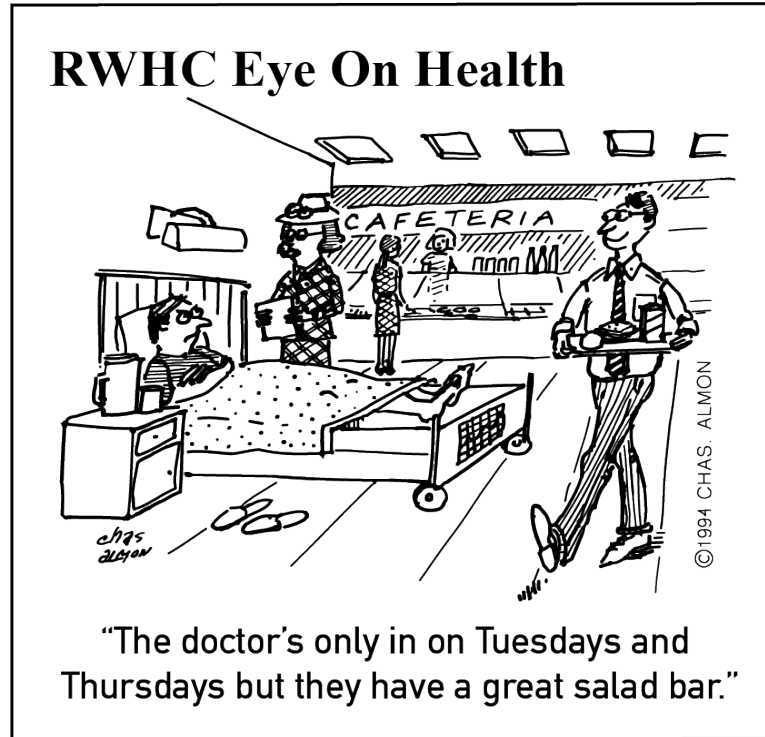
Develop and manage a variety of **services**.

RWHC at 10,000 Feet

- Founded in **1979** by 5 rural hospital CEOs
- Cooperative of **44 rural hospitals** who create over **\$3 B** in economic activity, and **25,000 community jobs**.
- **8 PPS & 36 CAH**; 20 independent & 24 affiliated.
- RWHC Employees: **70**.
- RWHC Budget: **\$16 M**; 70% member services, 20% non-member services, 6% dues & 4% grants.



Opportunity #1: Facing The Workforce Crisis



Baby boomers retiring into being patients creates a supply & demand **challenge** for healthcare **workforce** that will dwarf the pandemic.

Thx to Wisconsin's Healthcare Workforce Data Geeks

Maria del Pilar Casal, Research Analyst Senior ,
WI Department of Workforce Development

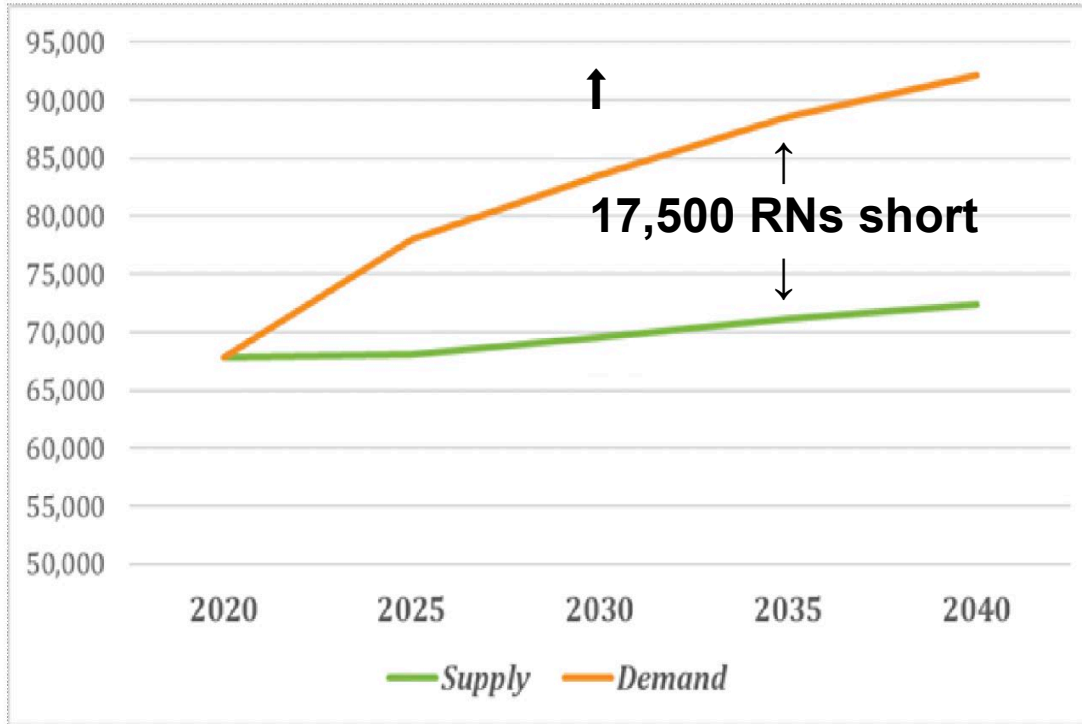
George Quinn, WCMEW Executive Director

Tom Walsh, Labor Market Economist,
WI Department of Workforce Development

Linda Young, Dean Emerita/Professor, College of
Nursing and Health Sciences, UW-Eau Claire

Ann Zenk, WHA, Senior Vice President Workforce

WI DWD 2035 Forecast: “A Crisis in the Making”



“The nursing shortage is a crisis in the making, and to avert it, we must see it and treat it as such.”

DWD: 5/27/22

WCMEW's 2035 Forecast

	Registered Nurses	All Others	Totals
Supply			
2020 Supply (1)	60,822	39,869	100,691
Newentrants, 2020-2035 (2)	36,539	26,591	63,130
Attrition, 2020-2035 (3)	-37,115	-21,289	-58,404
Change in work patterns (4)	-3,602	-3,203	-6,805
Projected supply, 2035	56,644	41,969	98,613
Total Change, 2020-2035	-4,178	2,100	-2,078
% change, 2020-2035	-7%	5%	-2%
Dem and			
2020 Dem and	60,822	40,061	100,883
Projected dem and, 2035 (5)	72,575	51,480	124,055
Total change, 2020-2035	11,753	11,419	23,172
% change, 2020-2035	19%	29%	23%
Adequacy of Supply, 2035			
Total Projected Supply minus Dem and	-15,931	-9,511	-25,442

Includes: RNs,
LPNs, APNPs,
Pharmacists,
PAs and
Physicians.

The Role of WCMEW

- Governed by **WHA, WMS & RWHC** and partners with others directly engaged in workforce planning.
- WCMEW facilitates various work groups re workforce **data**, **forecasts** and **educational events**
- WCMEW seeks to find **common ground** on the changes that need to be promoted and look to its **partners to realize that shared vision.**

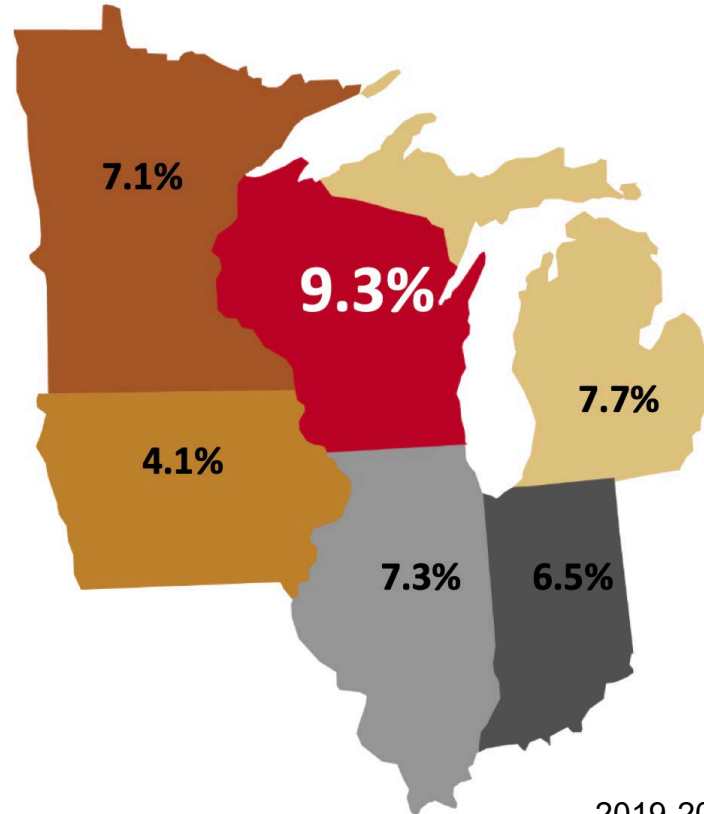
Rural Workforce Problem Highlights

1. Need for **greater urgency** to close the gap.
2. Workforce shortages will **worsen rural disparities**.
3. Need for greater emphasis on **workforce retention**.
- 4. Insufficient resources** devoted to education and training.
5. Need for **innovation** in education and training.
- 6. Lack of coordination** among all participants in pipeline.
- 7. Insufficient data** on our workforce in general.
8. Uncertainty about long-term **effects of the pandemic**.

WCMEW's Four Recommended Strategies

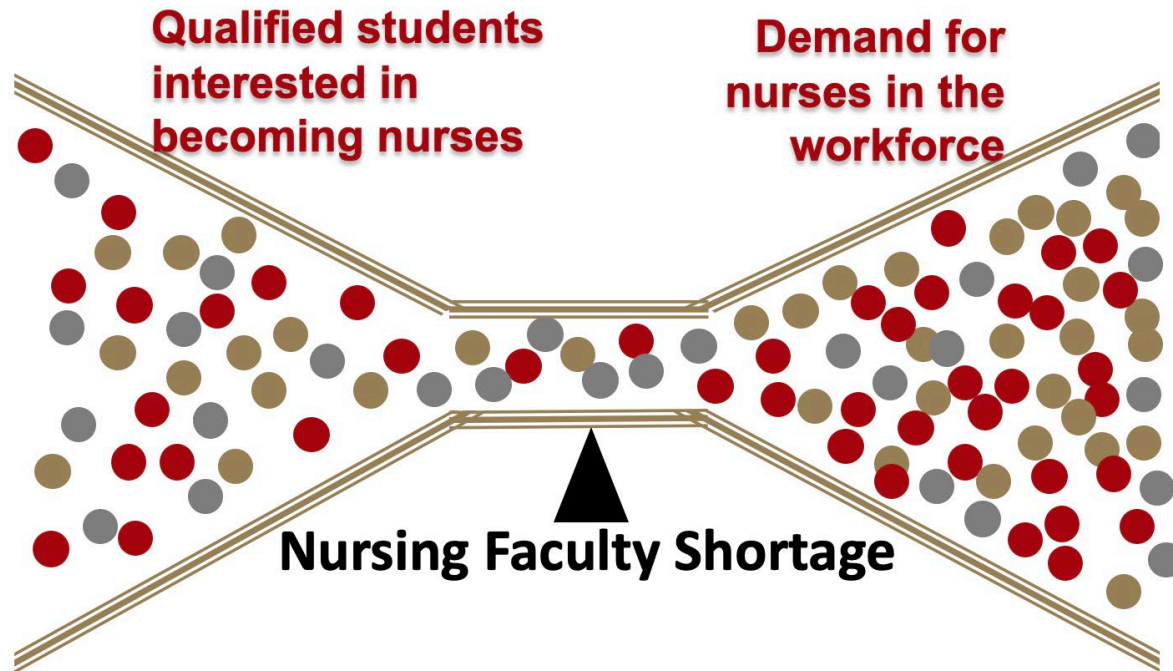
- **Awareness** (need broad multi-sector buy-in)
- **Promote Healthcare Careers** (AHEC, RRHC, scrub clubs)
- **Invest In Education/Training** (as well GME & clinical sites)
- **Retain Workforce** (share work place best practices)

Full-Time Nurse Faculty Vacancy Rates



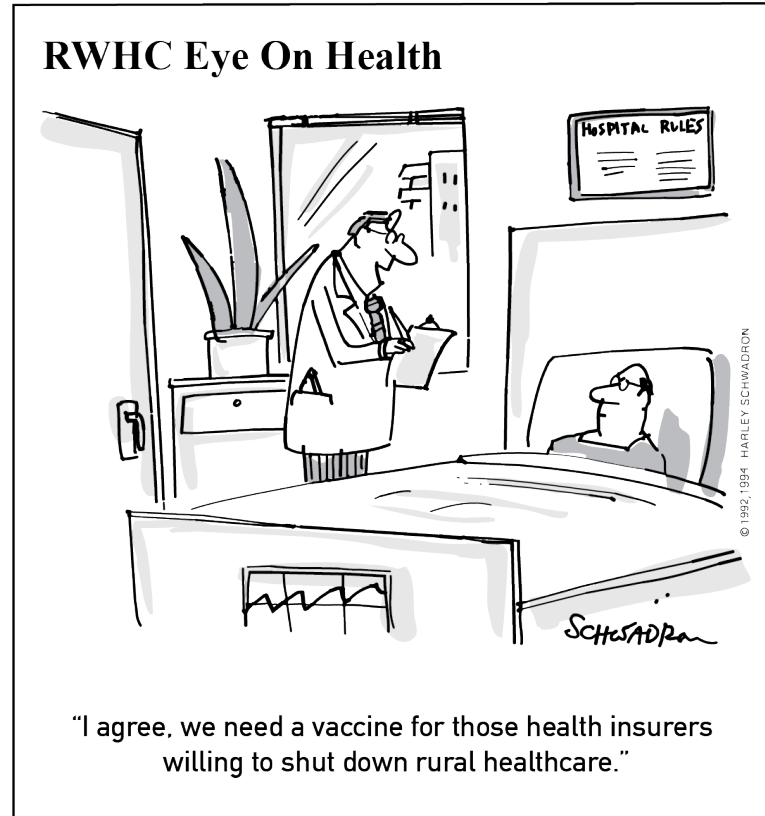
2019-2020 Wisconsin Nursing Education and
Nursing Faculty Survey Report

Unblocking the Education Bottleneck: Meeting the Demand



Linda Young, 5/24/22

Opportunity #2: Changing Health Plan Behaviors



Which health plans make it **their business to care** about rural health?

RWHC has developed a set of **13 expectations for health plans** which drives our advocacy.

Expectations of Rural Friendly Health Plans

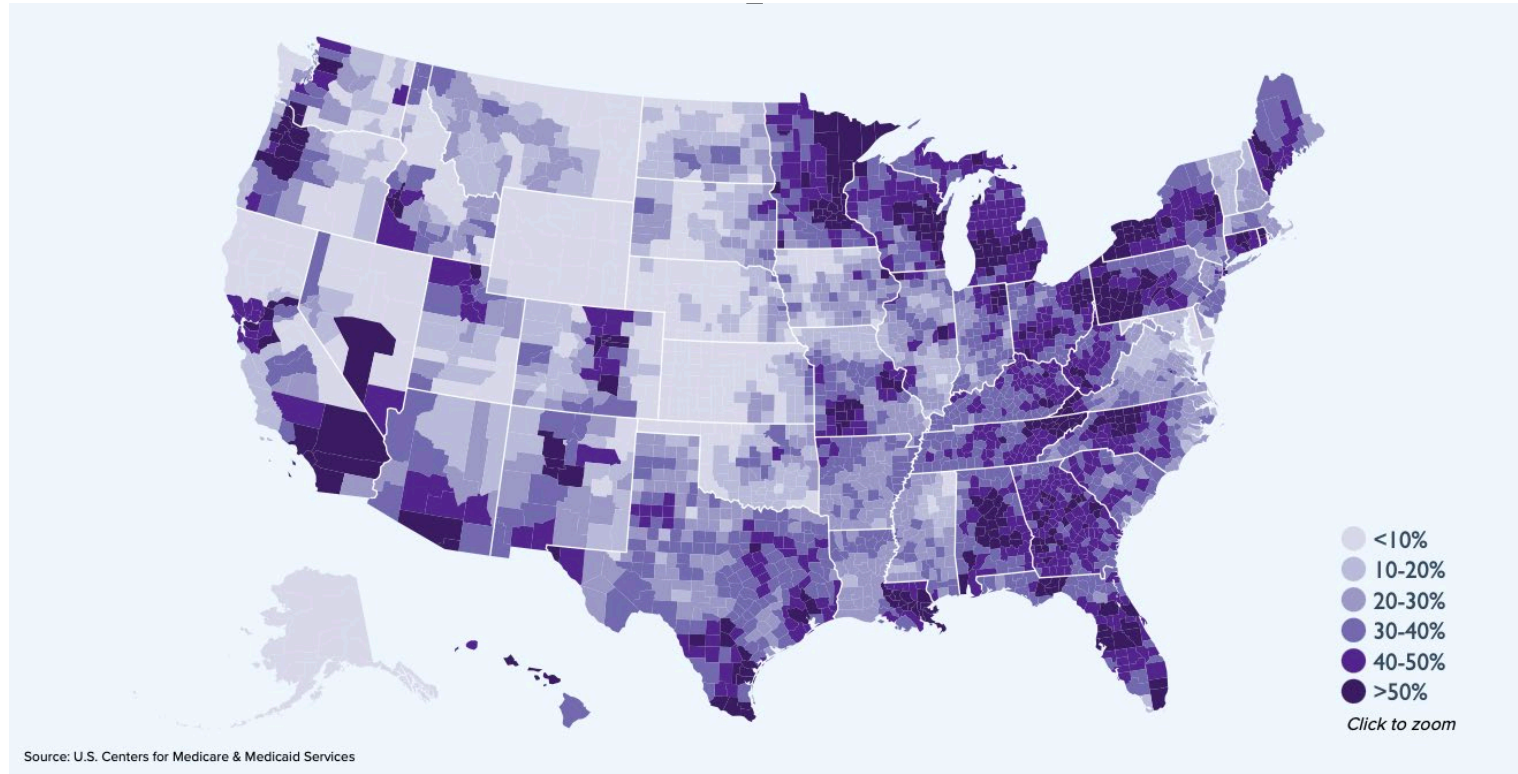
1. Support **Network Adequacy**
2. Assure Equitable **Credentialing**
3. Avoid Cherry Picking or **Steerage** from Rural Hospitals
4. Recognize the **Actual Cost** of Efficient Rural Care
5. Utilize **Rural Relevant Measures** for Quality
6. Engage in **Good Faith** Contracting
7. Assure **Administrative Consistency** Throughout the Plan Year

Expectations of Rural Friendly Health Plans (cont.)

8. Offer Appropriate Employer/**Subscriber Education**
9. Subscribers Informed of All **Local Options**
10. Assure Responsiveness & **Transparency**
11. Approve **Medically-Necessary Care** by Qualified Providers
12. Engage in Community and **Population Health**
13. Acknowledge **Economic Impact** of Local Care

Additional Info at: bit.ly/3zdJ7u9

Medicare “Advantage” in Wisconsin at 50%



MedicareGuide: 3/2/2022

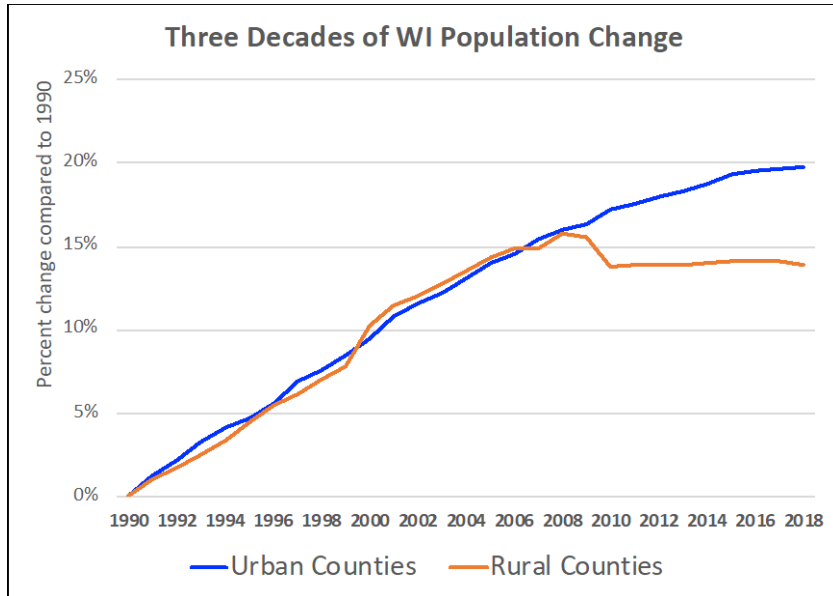
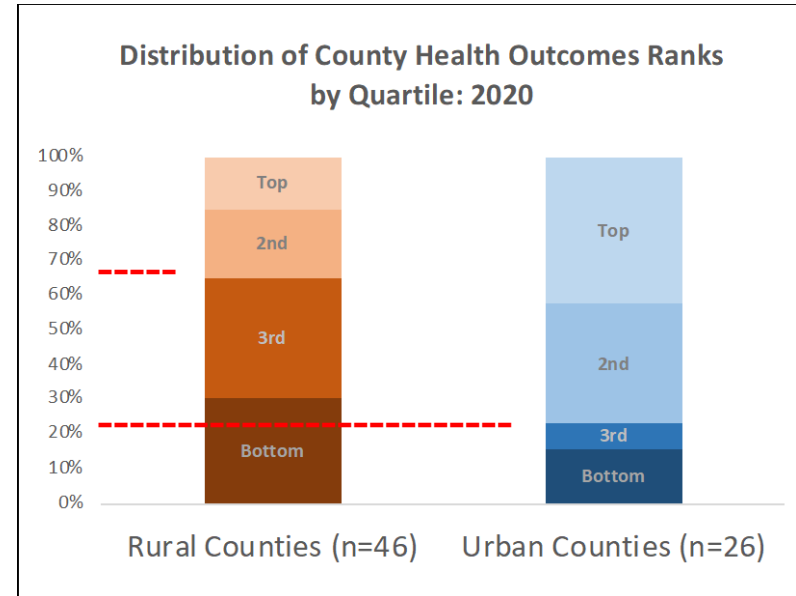
Opportunity #3: Community Economic Development



WHY? Many rural communities are struggling to grow, if not shrinking.

Rural healthcare providers can only be as economically viable as their rural communities.

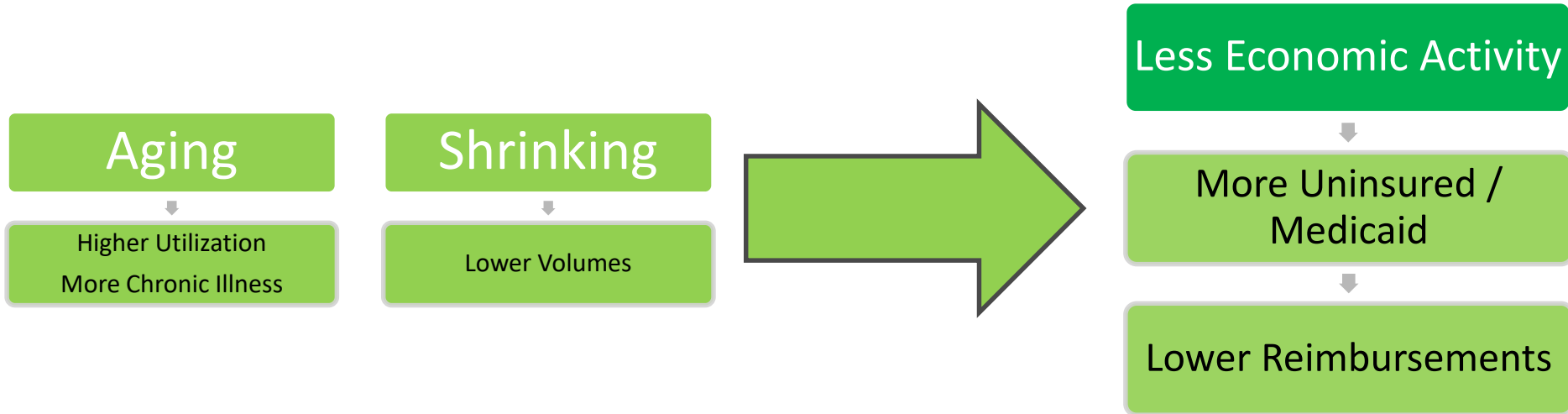
Rural Economy & Rural Health Inseparable



Rural Population Loss <=> Slower Economic Growth <=> Lower Health Outcomes

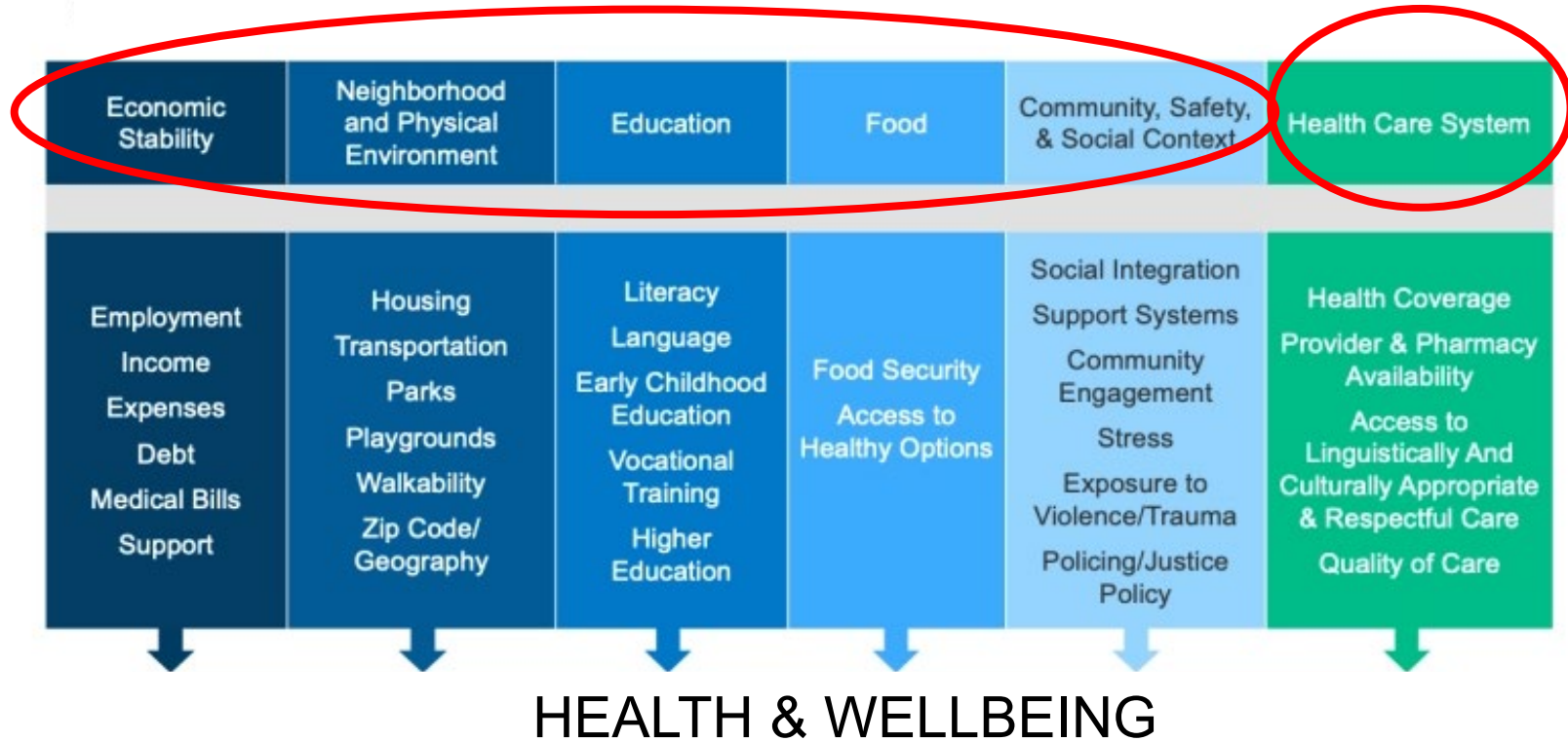


Wisconsin Demographics



Outcomes Require Multi-Sector Collaboration

SOCIAL DETERMINANTS OF HEALTH



KAYSER FAMILY FOUNDATION

Engagement

- Increase rural hospital engagement with local community economic development

Effectiveness

- Increase the effectiveness of rural hospital engagement with local community economic development

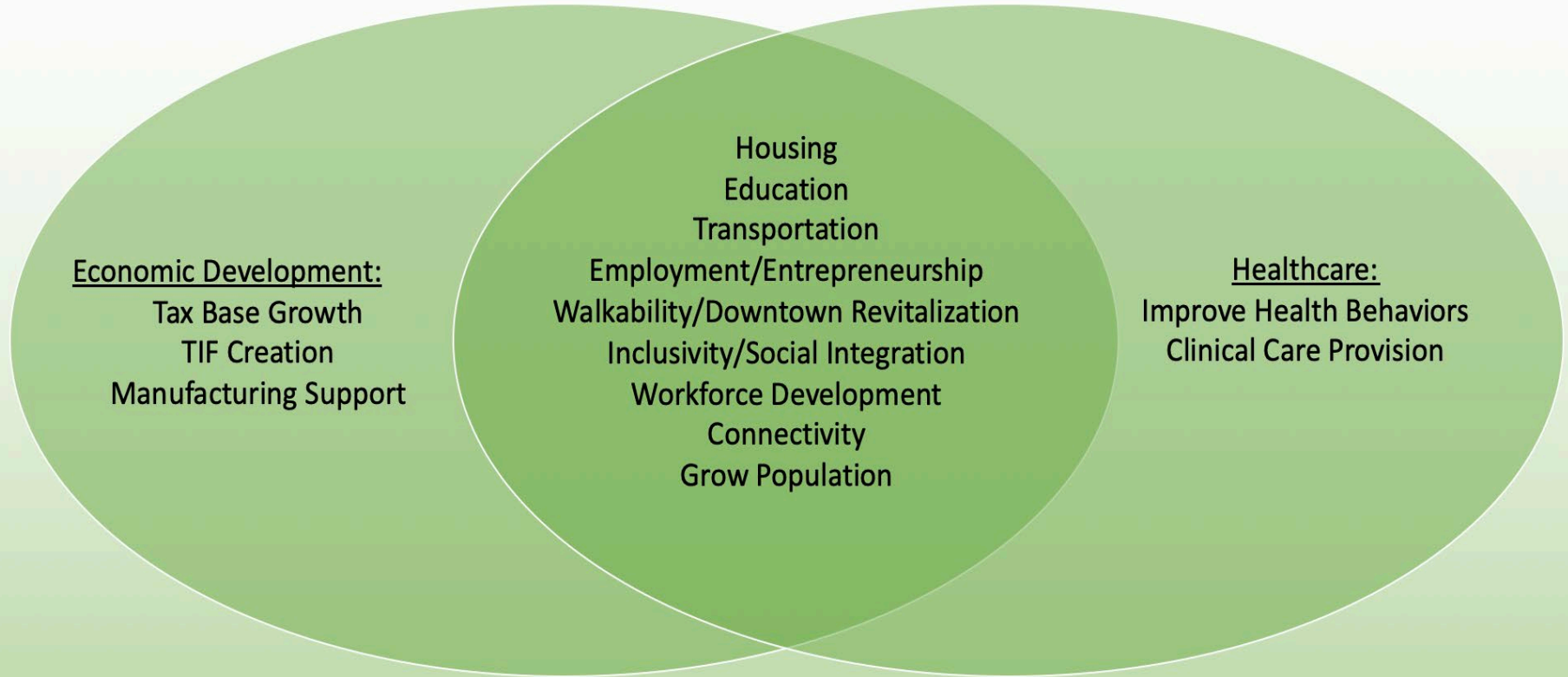
Rural Health

- Bring a rural health perspective into statewide economic development

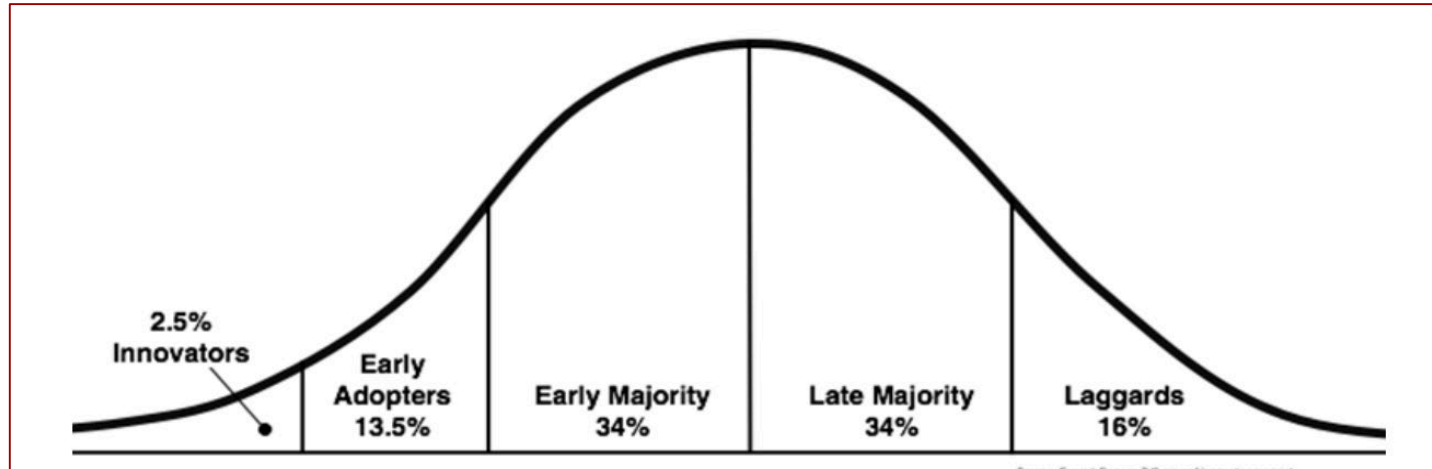
Community Economic Development

- Bring a statewide community economic development perspective into rural health

The Interface of Healthcare & Economic Development



RWHC's Strategy: "Diffusion of Innovation"

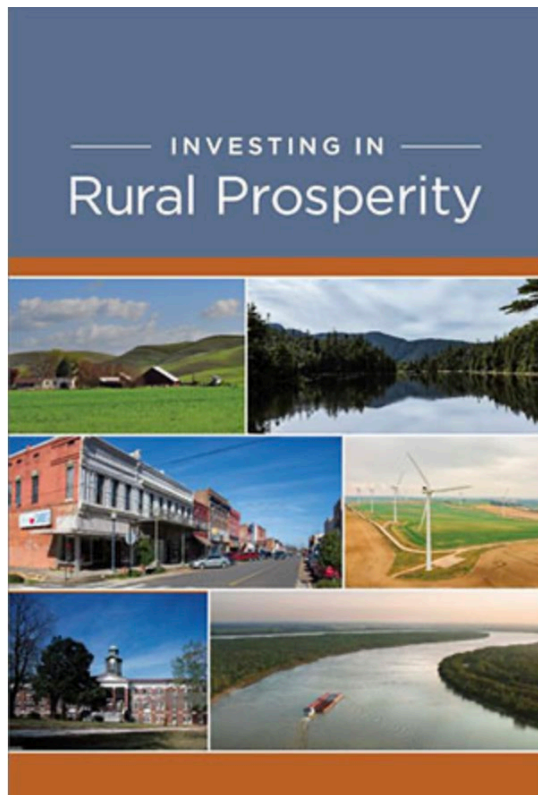


“Every community has strengths to build upon.*”



* John
McKnight, co-
developer of
the asset-based
community
development
strategy

To Learn More



A new resource from the Federal Reserve Board of Governors to help rural individuals and communities achieve shared economic prosperity.

Download at:

[***https://bit.ly/3z9ZAiV***](https://bit.ly/3z9ZAiV)

RWHC Selected Contacts

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Health Plan Regulation—Jeremy Levin: jlevin@RWHC.com

Community Economic Development—Marie Barry: mbarry@rwhc.com

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RWHC e-Newsletter: <mailto:office@rwhc.com>; subject = “subscribe”