

Healthy Hometowns

Iowa's Rural Health Transformation Program

August 27, 2026

Iowa HHS Council Meeting

Funding Notice

Healthy Hometowns is supported by the Centers for Medicare and Medicaid Services (CMS) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling approximately \$209,040,063.71 over a five-year period with 100 percent funded by CMS/HHS. The contents are those of the author(s) and do not necessarily represent the official view of, nor an endorsement, by CMS/HHS, or the U.S. Government.

Healthy Hometowns



Hometown
Connections

Centers of Excellence
Best and Brightest
School-Based
Health Hubs



Combat Cancer:
Prevent and Treat

Increased Screening Access
U of Iowa Cancer Analysis
Cancer Hubs
Radon Testing and Mitigation



Communities
of Care

Co-Location Projects
Coordinated Service Provision
Chronic Disease Prevention
Teledentistry Equipment



Health Information
Exchange

Vendor Contract
Provider Expansion
RHT Initiative Connections



EMS Community
Care Mobile

ImageTrend QI Dashboards
OB and Neonatal Transport
Mobile Integrated Health
Assessment

Goals



Iowans will be able to get health care within their rural communities at the most appropriate locations for type and level of care thanks to support from newly developed partnerships, more rural primary care physicians and specialists, and upgraded equipment.



Iowans living in rural areas will have improved health outcomes with similar rates of morbidity and premature mortality to those living in Iowa's more populous areas.



Iowa will invest in the development and utilization of innovative technology and data infrastructures to support sustainable care options close to home, seamless care partnerships, and data sharing throughout the state.

Timelines

End of Grant Year 1 for Reporting:	July 31, 2026
Grant Year 1 Annual Report Due to CMS:	August 31, 2026
Grant Year 2 Continuation Application Due to CMS:	August 31, 2026
State Re-Scoring Process by CMS:	September and October, 2026
Anticipated Notice of Year Two Funding Amount:	October 15, 2026
Grant Year 2 Begins:	October 31, 2026
Funding Deadline for Year 1 Funds:	September 30, 2027

Budget Years		Spending Period
1	12/31/2025 – 10/30/2026	12/31/2025 – 9/30/2027
2	10/31/2026 – 10/30/2027	10/31/2026 – 9/30/2028
3	10/31/2027 – 10/30/2028	10/31/2027 – 9/30/2029
4	10/31/2028 – 10/30/2029	10/31/2028 – 9/30/2030
5	10/31/2029 – 10/30/2030	10/31/2029 – 9/30/2031

Overview of Year 1

RFPs Released: **13 (Year 1) + 5 (Year 2)**

Contracts Awarded: **269 +7 amendments**

Initiative	Obligated Funds as of 8/24/2026
Best and Brightest Medical Equipment Procurement	\$123,796,640
Best and Brightest Rural Healthcare Workforce Recruitment	\$18,240,000
Centers of Excellence	\$3,249,637
Combat Cancer Health Hubs	\$33,100,310
Combat Cancer Prevention and Screening	\$9,961,675
Combat Cancer Technical Assistance Provider	\$2,000,000
Communities of Care	\$29,350
Communities of Care Technical Assistance Provider	\$3,000,000
Dental Supplies	\$411,296
EMS	\$65,900
Grant Administration	\$1,373,100
Health Hub Technical Assistance Provider	\$2,000,000
HIE	\$11,812,156
Total	\$209,040,064

Overview of Year 1

Health Information Exchange:

- **Converge Health LLC**

Technical Assistance:

- **Communities of Care: Iowa Primary Care Association**
- **Cancer Hub and Spoke: University of Iowa**
- **Maternal Health/Cardiovascular Hub and Spoke: University of Iowa**

Overview of Year 1

Cancer Prevention and Screening:

- **Marion County Public Health**

Centers of Excellence:

- **Guttenberg Municipal Hospital,**
- **Iowa Specialty Hospital-Clarion,**
- **Jennie Edmundson Memorial Hospital,**
- **Knoxville Hospital and Clinics,**
- **Manning Regional Healthcare Center,**
- **Compass Memorial Healthcare,**
- **Myrtue Medical Center,**
- **Sioux Center Health,**
- **Cass County Memorial Hospital,**
- **Grinnell Regional Medical Center,**
- **Mahaska County Hospital,**
- **St Anthony Regional Hospital,**
- **Van Buren County Hospital,**
- **Decatur County Hospital,**
- **Central Iowa Hospital Corporation**

Overview of Year 1

Cancer Hub and Spoke Networks of Care:

- **Hub: Mary Greeley**
Spokes: Dallas Co Hospital - Perry, Iowa Specialty Hospital in Belmond, McFarland Clinic – Marshalltown
- **Hub: Shenandoah Medical Center**
Spokes: Clarinda Regional, Montgomery County Hospital-Red Oak, George C Grape Community Hospital-Hamburg
- **Hub: Wayne County Hospital**
Spokes: Clarke Co Hospital-Osceola, Decatur County Hospital - Leon, Lucas Co Hospital – Chariton
- **Hub: Ottumwa Regional Hospital**
Spokes: Davis County Hospital – Bloomfield, Mahaska Health – Oskaloosa, MercyOne Centerville

Overview of Year 1

Cancer Hub and Spoke Networks of Care:

- **Hub: Mercy Des Moines**
Spokes: Knoxville Hospitals and Clinics, Monroe County Hospital – Albia, Madison County Hospital - Winterset
- **Hub: Unity Point Des Moines**
Spokes: Unity Point Marshalltown, Grinnell Regional Medical Center, Pella Regional Health Center
- **Hub: Jennie Edmundson Hospital**
Spokes: Cass County Hospital - Atlantic, Shelby County Myrtue Medical Center – Harlan, George C Grape Community Hospital – Hamburg
- **Hub: Mercy North Iowa**
Spokes: Mercy New Hampton, Franklin General Hospital – Hampton, Kossuth Regional Health Center - Algona

Overview of Year 1

University of Iowa

A: Cancer Drivers Study and Analysis

B: I-CAN Rural Hospital Coordination

C: Rural Cancer Cluster Analyses Report

D: Cancer Screenings for Uninsured

E: Cancer Screening Biling Support







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*Pediatric Provider at
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Health and
Human Services

Using Data to Inform Healthy Hometowns

Iowa's Rural Landscape

Approximately **47.5%** of Iowa's population resides in rural census tracts.

- ▶ National - 17%

50.1% of residents 65 years or older reside in rural areas

- ▶ National - 20%
- ▶ Iowa's fastest growing population for the last 10 years
 - 14.9% in 2010 to 18.6% in 2023
 - Seniors make up 21% of Iowa's rural population

Access to Care

Average rural census drive times

- ▶ Hospital- 30 min.
 - 2x as much as urban tract
- ▶ Primary care office - 24 min.
 - 3x as much as urban tract
- ▶ Specialist physician - 60 min.
- ▶ OBGYN office - 40 min.
- ▶ Oncologists - 90 min.
 - Nearly half of Iowa counties

Rural Bypass

- ▶ Rural bypass describes the bypassing the local rural hospital or care facility to seek care at a hospital in the metropolitan area.
 - Frequent for both acute and chronic conditions

Figure 3: Visits per Capita, Rural to Urban & Urban to Rural; Common Ailments

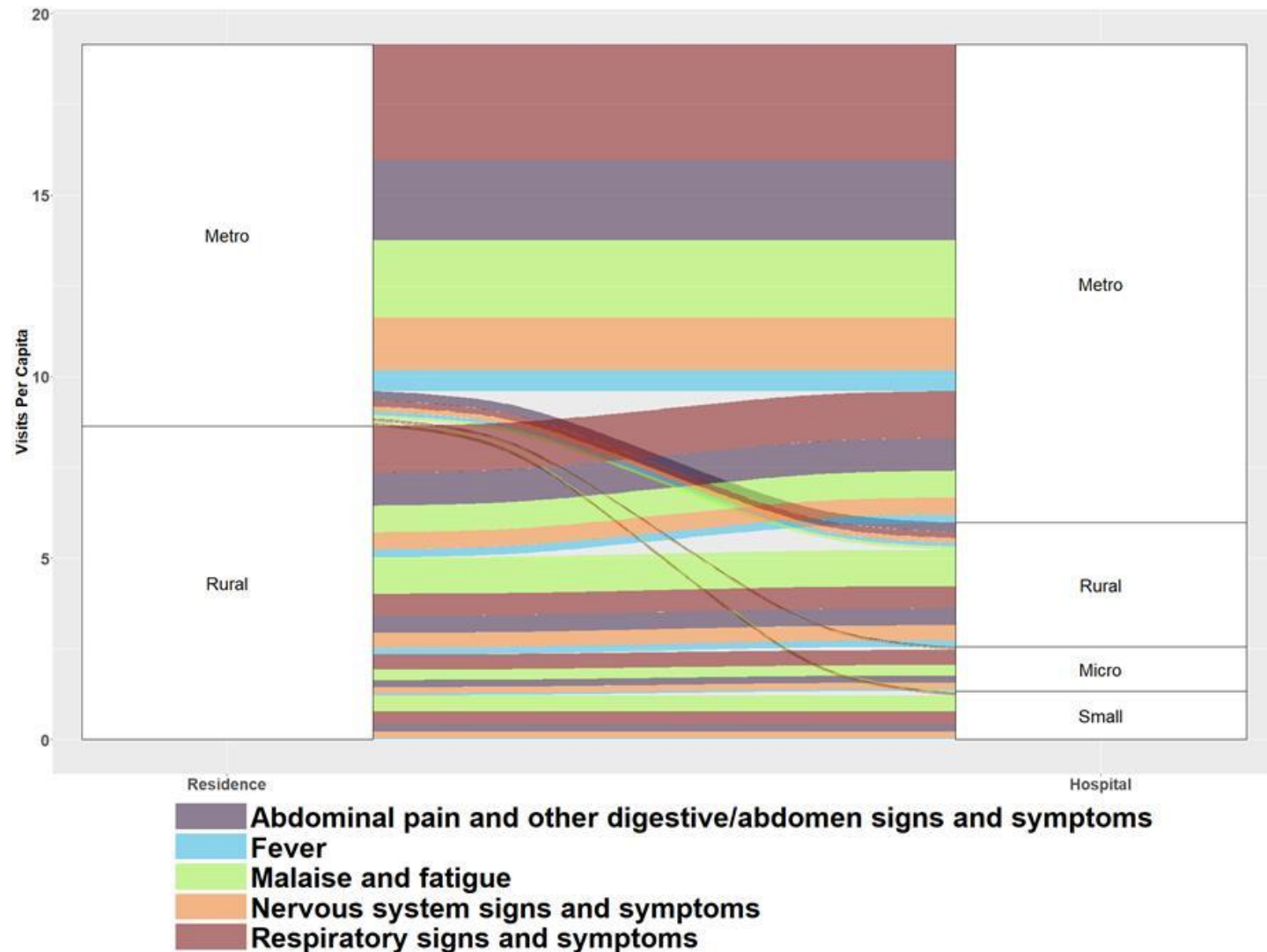
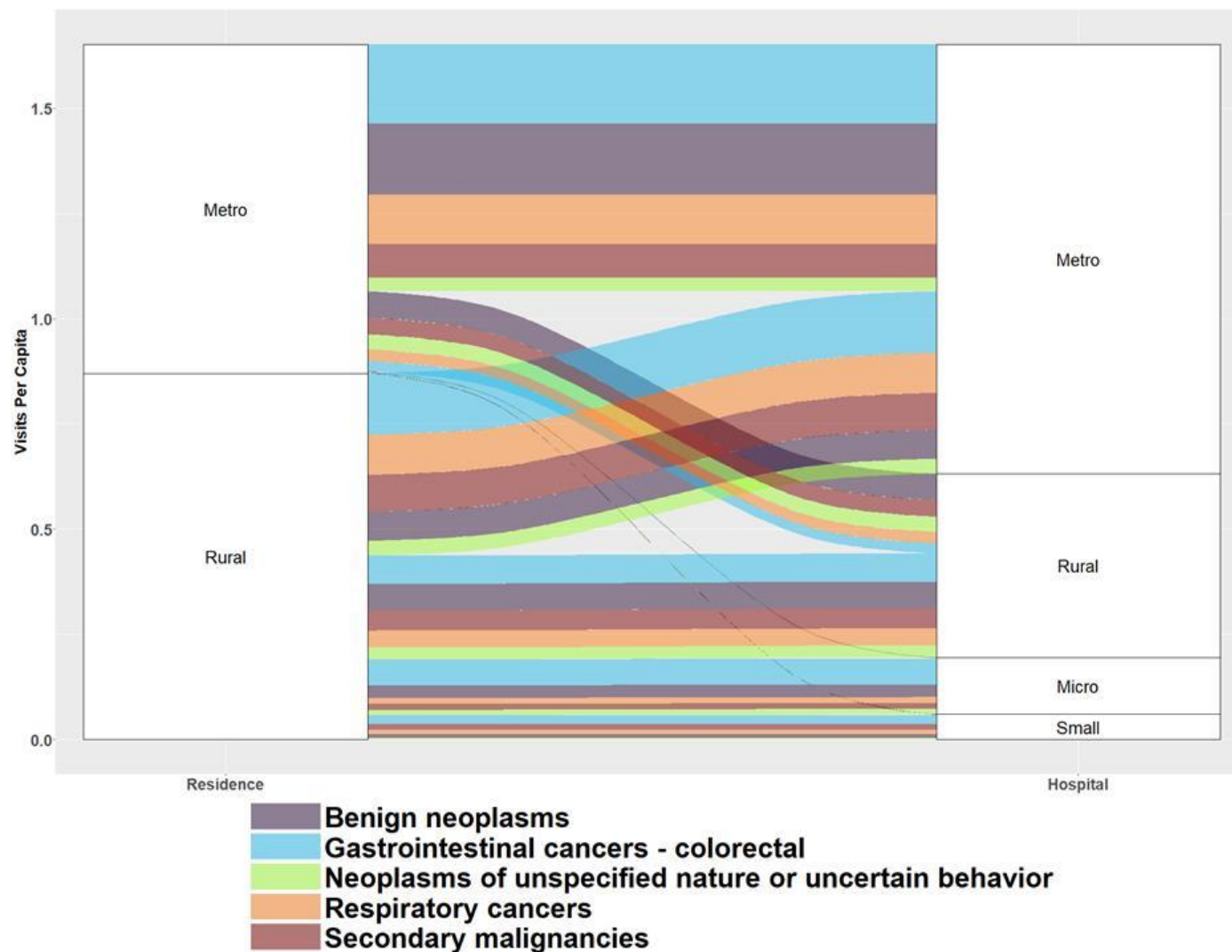
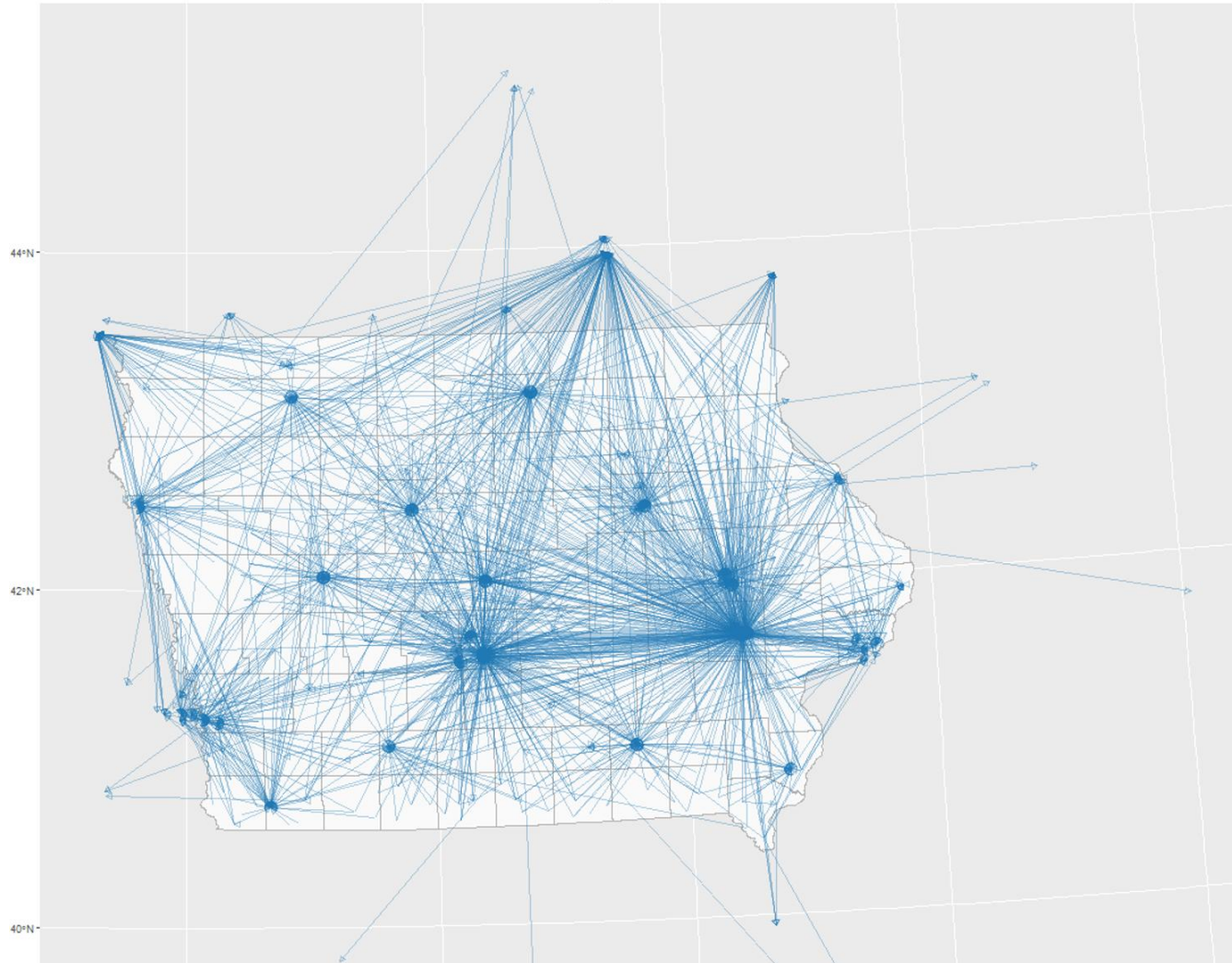


Figure 4: Visits per Capita, Rural to Urban & Urban to Rural; Cancer-Related



Driving Time to Hospitals by Census Block Group

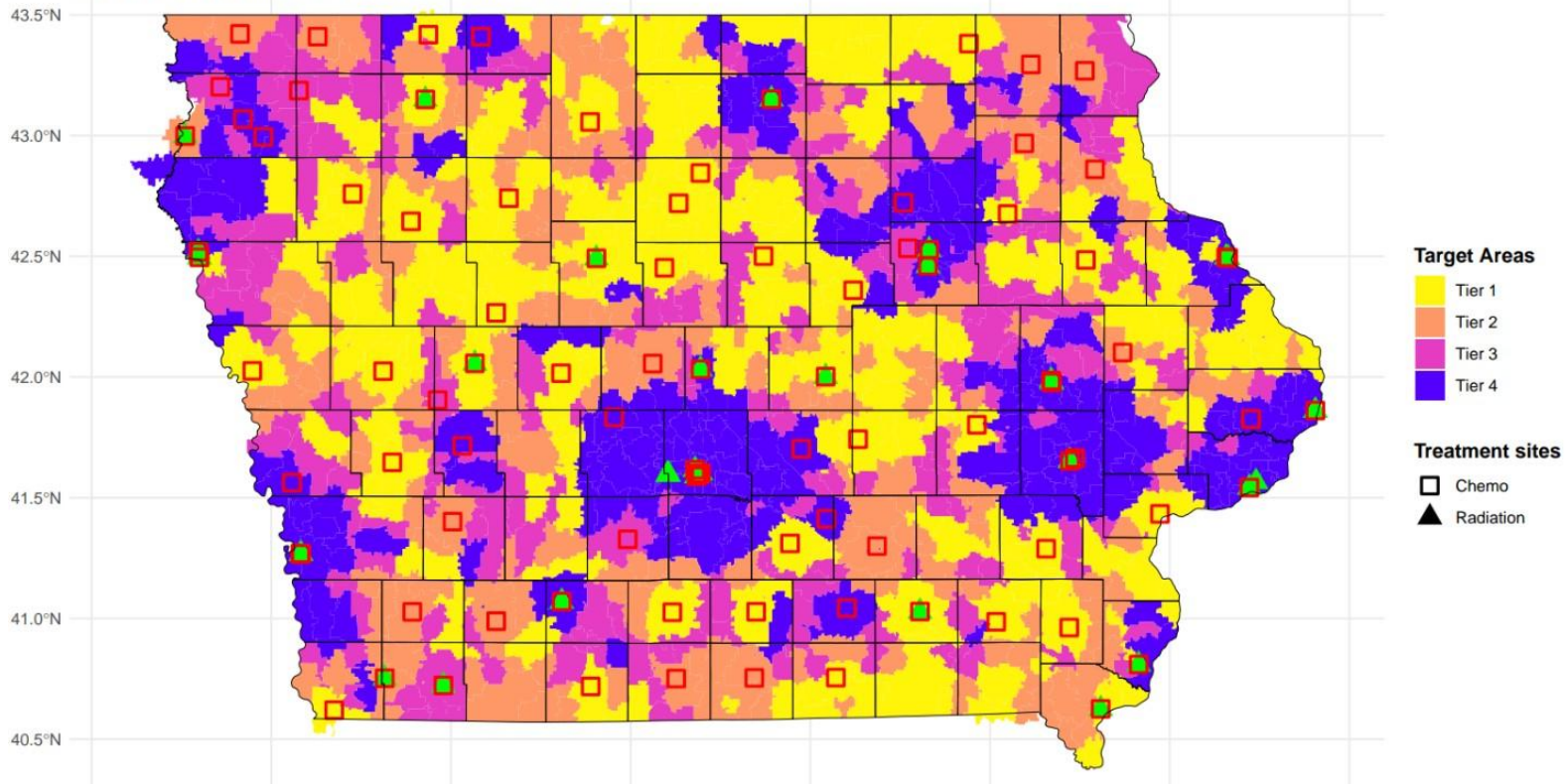
Travel Patterns: Iowa Origin ZIPs to Radiation Treatments



Cancer Access Statistical Modeling Map

Attachment E: Cancer Access Zip Code Statistical Modeling Map

Reduced Travel Miles and Treatment Site Locations



Predicted Impact, Priority 1 Zip Codes

Zip Codes	Points
50012, 50013, 50026, 50031, 50034, 50041, 50048, 50049, 50052, 50064, 50071, 50078, 50101, 50102, 50107, 50112, 50119, 50122, 50126, 50129, 50135, 50137, 50138, 50140, 50155, 50157, 50158, 50173, 50201, 50206, 50213, 50216, 50227, 50236, 50247, 50250, 50256, 50268, 50271, 50277, 50278, 50421, 50423, 50424, 50426, 50436, 50438, 50441, 50447, 50452, 50454, 50455, 50459, 50460, 50461, 50466, 50470, 50472, 50473, 50476, 50478, 50484, 50501, 50511, 50515, 50516, 50518, 50520, 50522, 50523, 50525, 50527, 50529, 50531, 50532, 50533, 50535, 50536, 50539, 50540, 50542, 50548, 50551, 50552, 50554, 50556, 50561, 50565, 50567, 50569, 50574, 50575, 50579, 50581, 50582, 50583, 50586, 50588, 50591, 50592, 50594, 50595, 50599, 50601, 50603, 50616, 50620, 50621, 50627, 50633, 50635, 50638, 50642, 50644, 50654, 50662, 50673, 50675, 50680, 50682, 50851, 50854, 50858, 50864, 51002, 51006, 51012, 51014, 51016, 51034, 51037, 51040, 51048, 51049, 51050, 51058, 51061, 51063, 51106, 51231, 51245, 51301, 51360, 51401, 51432, 51433, 51439, 51440, 51441, 51442, 51445, 51448, 51449, 51450, 51451, 51452, 51458, 51459, 51461, 51463, 51465, 51520, 51521, 51527, 51530, 51535, 51537, 51570, 51579, 51640, 52002, 52031, 52033, 52040, 52045, 52046, 52049, 52052, 52057, 52060, 52069, 52070, 52074, 52076, 52134, 52136, 52142, 52155, 52157, 52208, 52211, 52224, 52229, 52232, 52237, 52248, 52252, 52255, 52301, 52308, 52309, 52310, 52320, 52321, 52339, 52342, 52348, 52353, 52501, 52530, 52537, 52540, 52542, 52544, 52549, 52554, 52556, 52557, 52562, 52565, 52566, 52572, 52573, 52584, 52590, 52591, 52593, 52627, 52630, 52631, 52632, 52641, 52646, 52653, 52654, 52655, 52657, 52658, 52660, 52737, 52738, 52761, 52777	4

Predicted Impact, Priority 2 Zip Codes

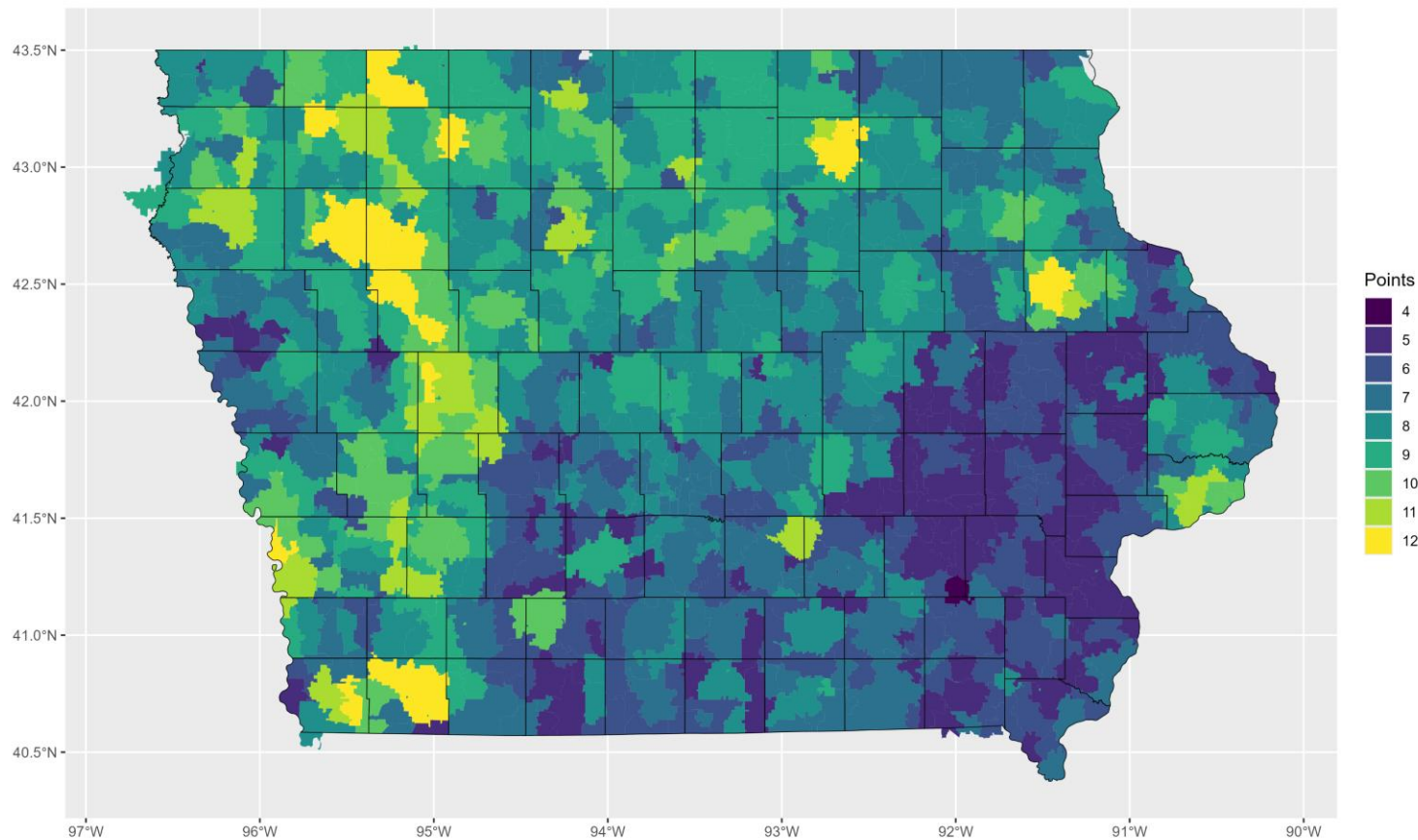
Zip Codes	Points
50005, 50008, 50022, 50027, 50036, 50051, 50056, 50058, 50060, 50075, 50103, 50104, 50105, 50106, 50110, 50115, 50120, 50123, 50127, 50132, 50133, 50139, 50141, 50142, 50143, 50144, 50147, 50148, 50149, 50152, 50153, 50154, 50162, 50171, 50172, 50173, 50174, 50175, 50176, 50177, 50178, 50179, 50180, 50181, 50182, 50183, 50184, 50185, 50186, 50187, 50188, 50189, 50190, 50191, 50192, 50193, 50194, 50195, 50196, 50197, 50198, 50199	1

The maximum points to be awarded for each application section are as follows:

Application Form	Component	Weight	Potential Maximum Score
Cover Sheet- General Information	-	N/A- Required	N/A
Business Organization	-	N/A- Required	N/A
Application Certification and Conditions	-	N/A- Required	N/A
Hub and Spoke Requirements Form	-	N/A-Required	N/A
Hub Site Location	Located in Rural Area	N/A	5
	Located in Non-Rural Area	N/A	0
Data Driven Factors (determined by Agency, refer to Appendix E and F)	Iowa Cancer Registry – County-level Cancer Mortality	15	60
	Iowa Cancer Registry – County-level Cancer Incidence	15	60
	Iowa Cancer Registry – County-level Percent Late-Stage Diagnosis	15	60
	Cancer Treatment Access Model – Zip Code	15	60

Maternal Health Overall

Total Points



Still to Come...

Projected Year 2 Projects and Procurements Details

The following are pending CMS approval of Year 2 budget:

- ▶ **Cardiovascular Health Hub and Spokes & Maternal Health Hub and Spokes**
 - \$77,182,117 in Year 2 for an undetermined number of awards
- ▶ **School Based Services**
 - \$16,953,750 in Year 2 for approximately 25 awards
- ▶ **Mobile Integrated Health (EMS)**
 - \$5,049,975 in Year 2 for approximately 7 awards
- ▶ **High-Risk OB and Neonatal Transport (EMS)**
 - \$6,000,000 in Year 2 for approximately 3 awards
- ▶ **Communities of Care Co-Location**
 - \$39,558,631 in Year 2 for approximately 7 awards
- ▶ **Award Announcement for most procurements listed above between October 15 – November 20, 2026.**

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