

Healthy Hometowns

Iowa's Rural Health Transformation Program

October 15, 2026



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Agenda

Healthy Hometowns Overview

Five Initiatives

Data-Informed

Transparency for Iowans

Questions

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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 \$209,040,063.71 in the first year of a potential 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 Overview

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.

Performance Objectives

Significant reduction in ED hospital visits for ambulatory care sensitive conditions (ACSCs) in rural areas.

Increase in the number of rural residents receiving care locally through new or expanded service lines.

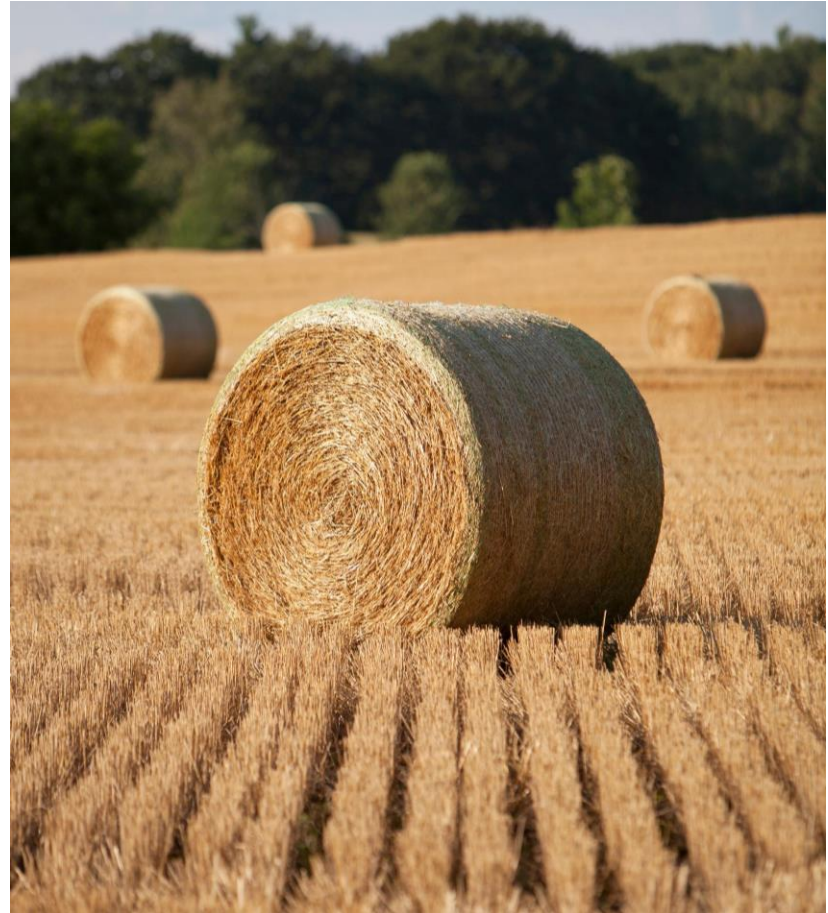
Increase provider to population ratios in rural Iowa.

Increase in the number of telehealth consultations delivered to rural residents.

Increase in the number of rural providers or facilities participating in HIE with active data exchange.

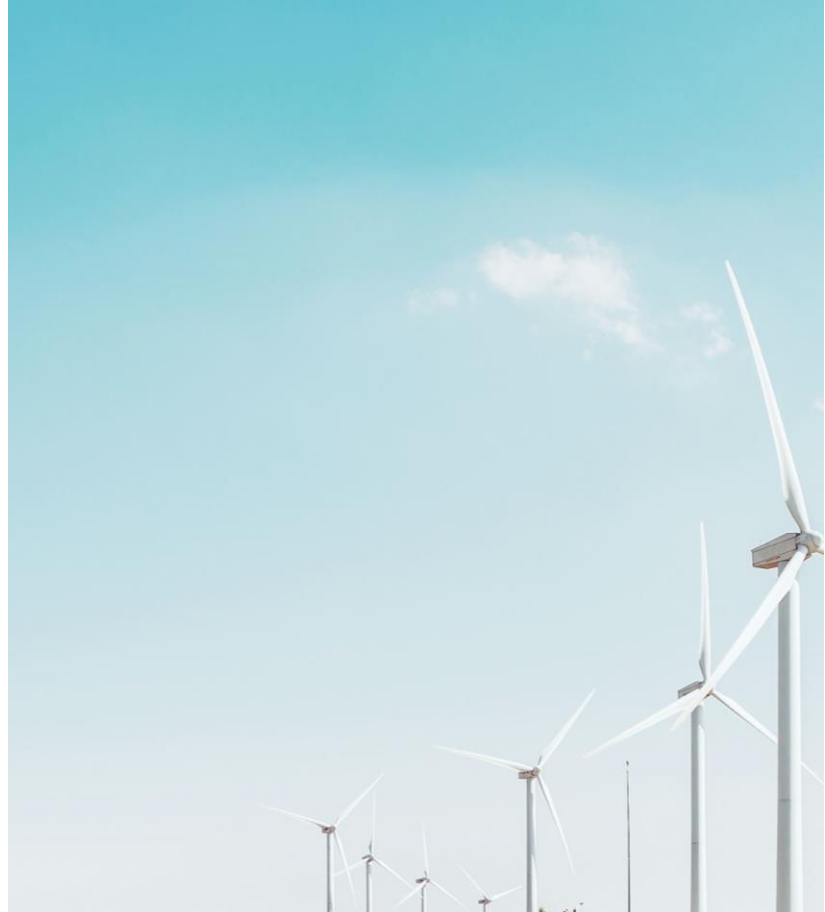
Strategic Goals Alignment

- ▶ Make Rural America Healthy Again – develop new and support existing access points for care
- ▶ Sustainable Access – Allow rural health providers to be long-term access points
- ▶ Workforce Development – Recruitment and retention, support practicing at top of license
- ▶ Innovative Care – Innovative models of care
- ▶ Tech Innovation – foster innovative technologies



Initiative Based Factors

- Population Health Clinical Infrastructure
- Health and lifestyle
- Rural Provider Strategic Partnerships
- EMS
- Talent Recruitment
- Individuals Dually Eligible for Medicare and Medicaid
- Remote Care Services
- Data Infrastructure
- Consumer Facing Technology



Year 1 Overview

Hometown Connections

Hometown Connections – Centers of Excellence

Continue existing Centers of Excellence

10 new Centers of Excellence

- ▶ Formalized referral agreements, community investment strategies, enhanced outreach, integration of wrap-around social services
- ▶ Increase coordination among existing rural community providers
- ▶ Eligible services: maternal/child health, cancer, cardiovascular health, mental/behavioral health, chronic disease prevention and management

Hometown Connections – Health Hub Technical Assistance Provider

Health Hubs Technical Assistance Provider

- ▶ Awarded to University of Iowa
- ▶ Partnership building, agreement negotiation, payment model development, business planning
- ▶ Assessing needs, personalized technical assistance to providers, drafting legal agreements, stakeholder engagement
- ▶ Help rural facilities navigate grant application process

Hometown Connections – Best and Brightest Program

Best and Brightest – Workforce Recruitment

- ▶ One time recruitment and retention incentives
- ▶ Relocation assistance and bonuses
- ▶ 5-year service commitment
- ▶ No non-compete agreements allowed
- ▶ 153 Providers will be recruited this year

Best and Brightest – Medical Equipment

- ▶ Procure and install advanced medical technologies
- ▶ 77 pieces of large medical equipment will be procured this year

Hometown Connections – Best and Brightest Program Success Stories

“This is the first time we will be able to provide a pediatric line of service this year.”

"Now that we have a robotic surgical system, we can finally recruit a highly trained surgeon for our community as new surgeons graduating only want to perform surgeries with robotic surgical systems. We will be able to keep our surgeries local to retain revenue for increased patient volume."

Hometown Connections – Health Hubs

Maternal and Cardiovascular Health Hubs

- ▶ Refer to RFPs on IowaGrants.Gov
- ▶ Substantial start-up funds for large scale service delivery change
- ▶ Workforce, Equipment, Telehealth Integration
- ▶ Agreements – provider service agreements, telehealth service agreements, shared quality metrics, evaluations of needs
- ▶ Infrastructure upgrades and equipment
- ▶ Talent recruitment, training

Hometown Connections – School Based Services

- ▶ Refer to RFPs on IowaGrants.Gov
- ▶ Contracts for hospitals, rural health centers, FQHCs, local public health, community health centers to establish partnerships with rural schools for services.
- ▶ Staffing, mobile health units, telehealth, training, medical equipment, supplies, tools for parental engagement
- ▶ Incentives for school participation – health equipment
- ▶ Must incorporate nutrition and physical activity

Combat Cancer: Prevent and Treat

Combat Cancer: Prevent and Treat - Cancer Health Hubs

- ▶ Substantial start-up funds for large scale service delivery change
- ▶ Workforce, Equipment, Telehealth Integration
- ▶ Agreements – provider service agreements, telehealth service agreements, shared quality metrics, evaluations of needs
- ▶ Infrastructure upgrades and equipment
- ▶ Talent recruitment, training

Combat Cancer: Prevent and Treat

Cancer-Specific Health Hubs

Hub	Spokes
Mary Greeley Medical Center	• Iowa Specialty Hospital – Belmond • Dallas County Hospital • McFarland Clinic, PC - Marshalltown
Ottumwa Regional Health Center	• Davis County Hospital and Clinics • Mahaska Health Partnership • MercyOne Centerville Medical Center
Shenandoah Medical Center	• Clarinda Regional HealthCenter • Montgomery County Memorial Hospital • George C Grape Community Hospital
Wayne County Hospital	• Decatur County Hospital • Clarke County Hospital • Lucas County Health Center

Combat Cancer: Prevent and Treat

Cancer-Specific Health Hubs

Hub	Spokes
MercyOne North Iowa Medical Center	• MercyOne New Hampton Medical Center • Franklin General Hospital - Franklin Medical Center • Kossuth Regional Health Center
MercyOne Des Moines Medical Center	• Knoxville Area Community Hospital • Monroe County Hospital • Madison County Memorial Hospital
Methodist Jennie Edmundson	• Cass Health • Myrtue Medical Center • George C. Grape Community Hospital

Combat Cancer: Prevent and Treat Technical Assistance Provider

- ▶ Awarded to University of Iowa
- ▶ Partnership building, agreement negotiation, payment model development, business planning
- ▶ Assessing needs, personalized technical assistance to providers, drafting legal agreements, stakeholder engagement
- ▶ Help rural facilities navigate grant application process

Combat Cancer: Prevent and Treat – Screen and Prevent

- ▶ Awarded to Marion County Public Health
- ▶ Radon testing (30,000/yr), home mitigation (500/yr), professional certification
- ▶ FIT testing and colonoscopies, dermatoscopes
- ▶ Appointment scheduling and screening test ordering via tablets in libraries and pharmacies

Combat Cancer: Prevent and Treat – Study and Improve

- ▶ University of Iowa Cancer Partnership
- ▶ Research and assessment
- ▶ I-CAN Expansion
- ▶ County Cluster Intensive Cancer Prevention and Control

Communities of Care

Communities of Care – Technical Assistance

- ▶ Awarded to Iowa PCA
- ▶ Partnership building, agreement negotiation, payment model development, business planning

Communities of Care – Co-Location

Up to 7 Co-location Sites with CHWs and Chronic Disease Programming

- ▶ Refer to RFP on IowaGrants.Gov
- ▶ Partnerships may include local public health, FQHC, hospitals, behavioral health, substance use, pharmacists, oral health providers, aging and disability, social care
- ▶ Shared technology infrastructure (e.g., telehealth equipment, scheduling systems, data-sharing tools)
- ▶ Consumer-facing tools (e.g., blood pressure monitors, glucose monitors, fitness trackers)
- ▶ Workforce costs, care for uninsured, preventive screening, patient engagement incentives, transportation vouchers
- ▶ Partnership development and coordination, stakeholder convenings, outreach materials, sustainability planning

Health Information Exchange

HIE – Converge Health Iowa

- Iowa operationalized the new HIE vendor, Converge Health Iowa. The HIE advisory committee launched, Converge Health Iowa met in-person with 27 statewide, 73 Participation Agreements were signed, and around 100,000 messages per day occurred.

Community Care Mobile

Community Care Mobile Projects

- ▶ Refer to RFPs on IowaGrants.Gov

Mobile Integrate Health Pilot Projects

- ▶ Currently open procurement opportunity
- ▶ Home visits and community-based services using EMS providers and existing vehicles
- ▶ Post-discharge follow-up, acute care, preventive services, chronic disease

High-risk OB and Neonatal Transport Project

- ▶ Currently open procurement opportunity
- ▶ Telehealth capabilities in existing transport
- ▶ Specialty training

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

Year 2 Projects and Procurements

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 12 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.

Data-Informed

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

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

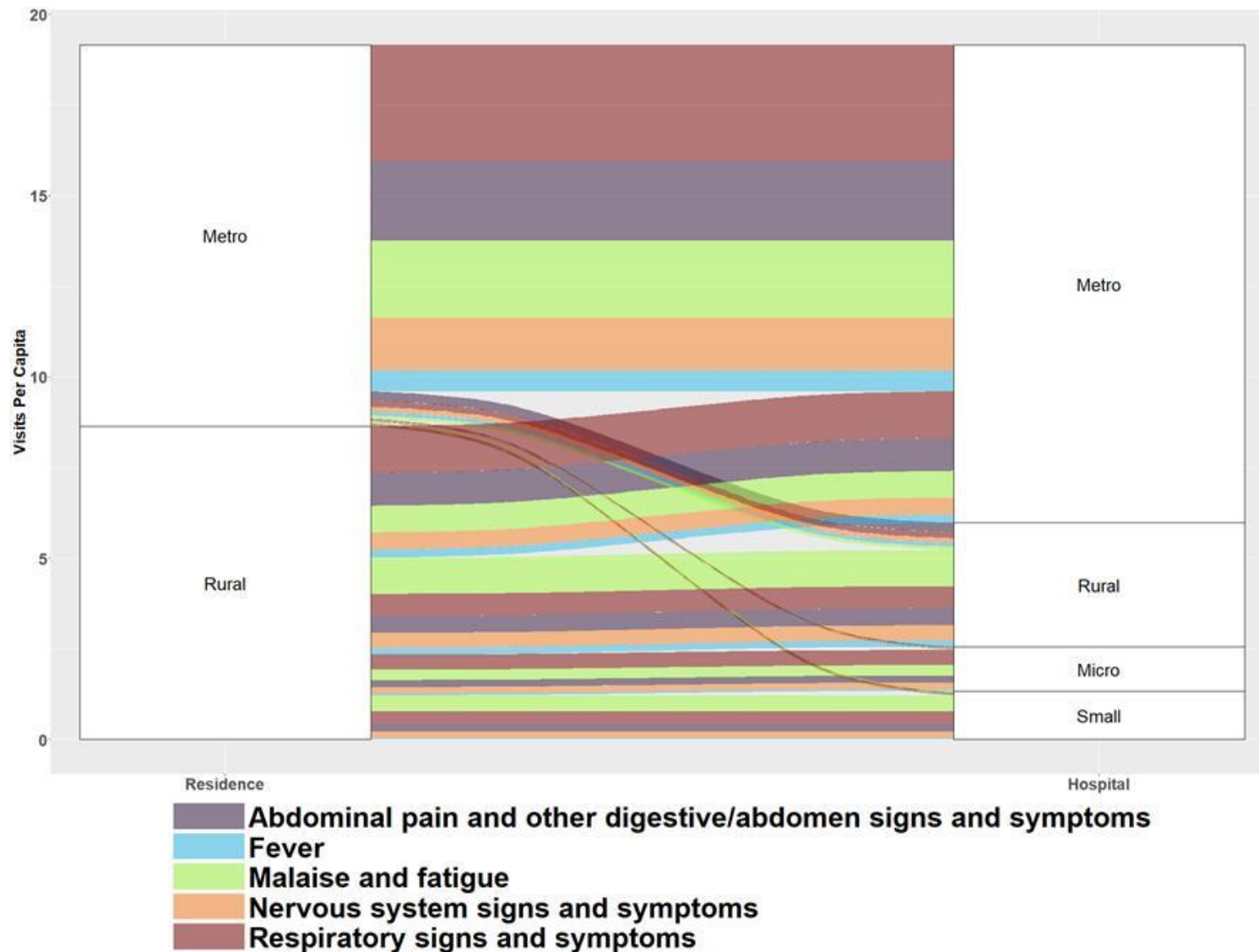
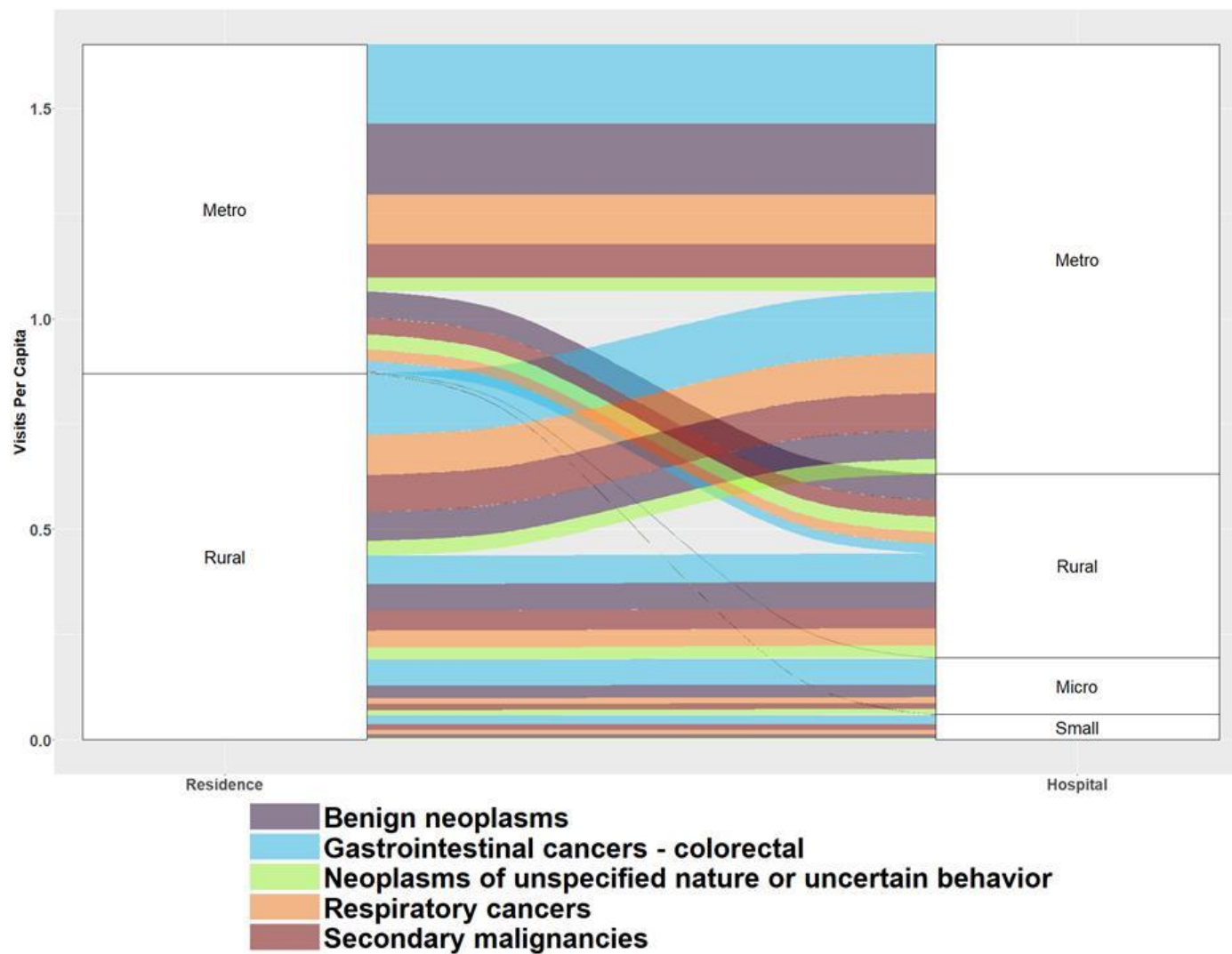
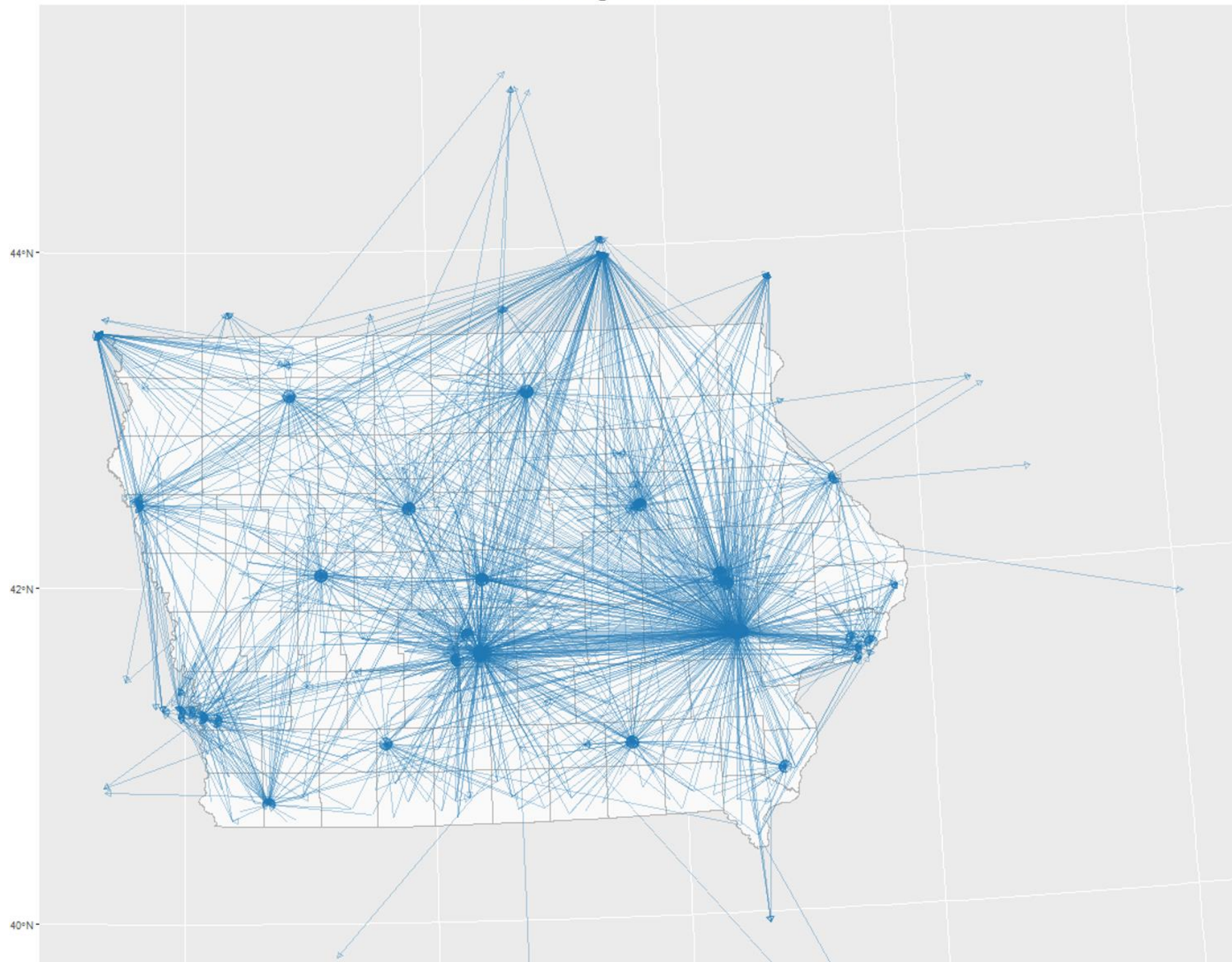


Figure 4: Visits per Capita, Rural to Urban & Urban to Rural;
Cancer-Related

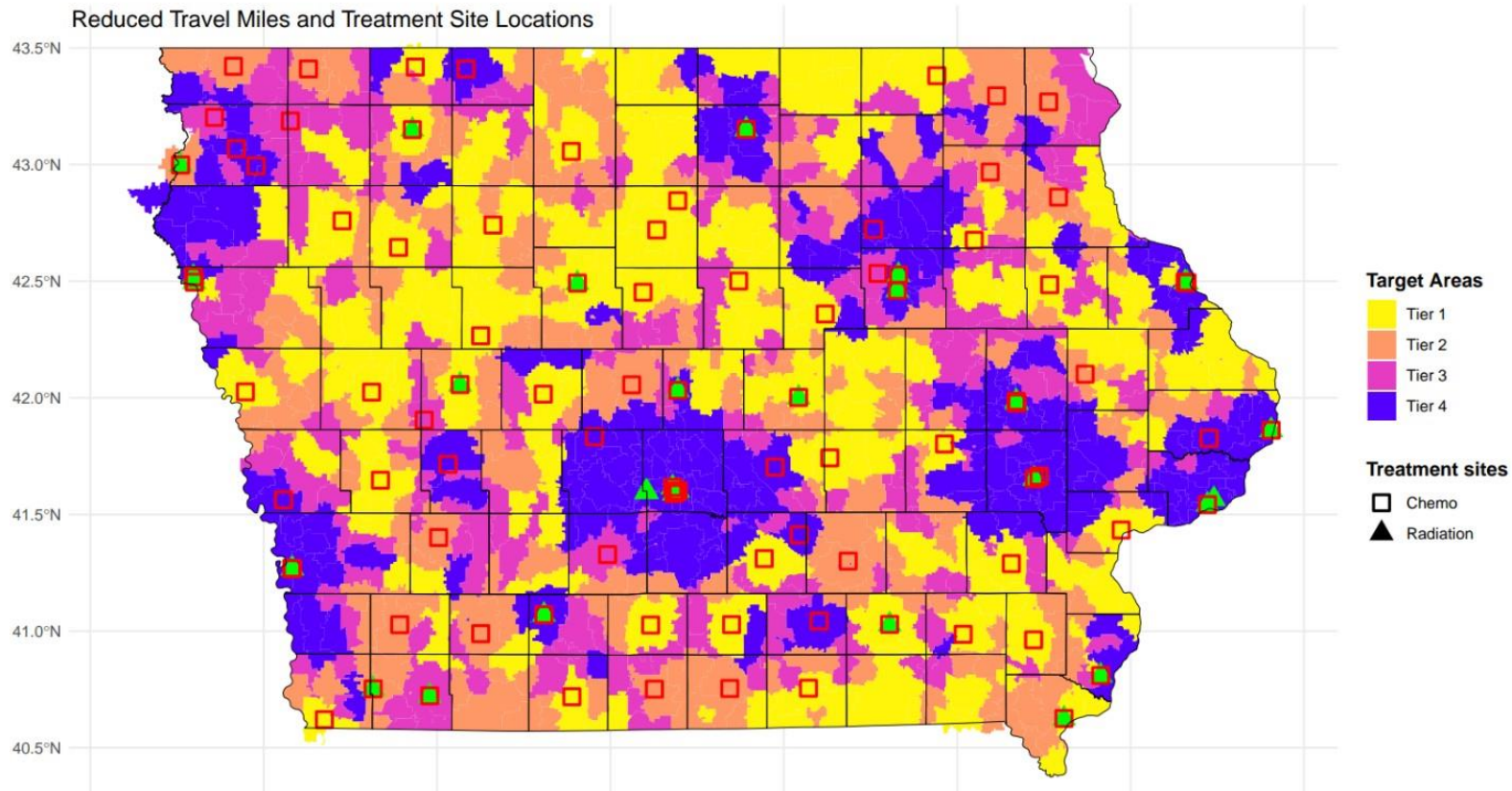


Travel Patterns: Iowa Origin ZIPs to Radiation Treatments



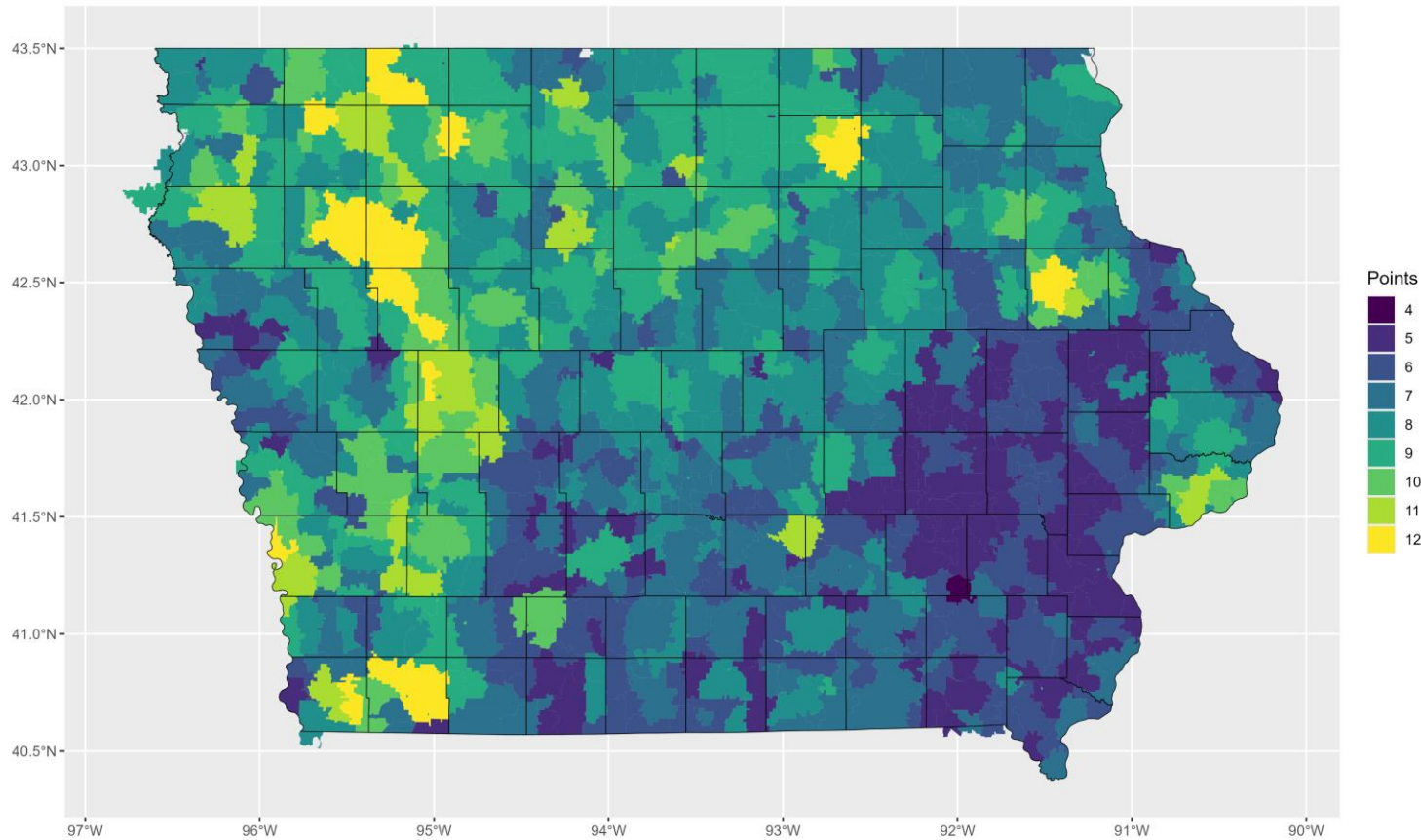
Cancer Access Statistical Modeling Map

Attachment E: Cancer Access Zip Code Statistical Modeling Map



Maternal Health Overall

Total Points



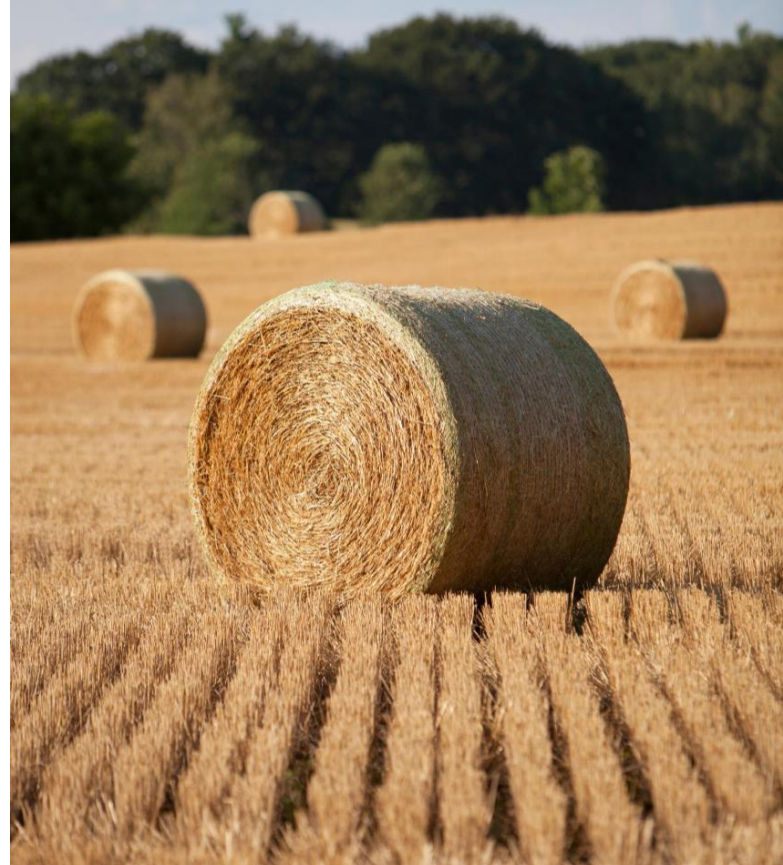
Transparency for lowans

Transparency for Iowans

- ▶ [Healthy Hometowns Dashboard](#)

- ▶ Visualizes:

- How funds have been spent by year, broken out by initiative
- Where funds have been awarded by county and how HHT funds were used (e.g. MRI, Center of Excellence Network Member).
- Where different strategies are focused (e.g. Combat Cancer, Communities of Care, Health Information Exchange)
- Detail information about Centers of Excellence networks by strategy
- Detail information about Best and Brightest workforce and medical equipment by county



Questions

healthyhometowns@hhs.iowa.gov