



Transforming Rural Care: State Strategies to Maximize Rural Health Transformation Funds

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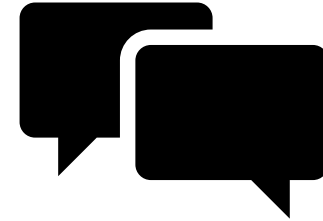
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Agenda

- What the RHT Program Is
- What the Field Expected
- Where Things Are Now
- What This Means for Rural Primary Care
- Primary Care Investment Themes
- Discussion: What Are You Seeing in Your State?

Before we start...

What is your perspective on RHTP, based on what you're experiencing in your state?



Let's learn from each other's knowledge, challenges, and views.

Understanding the RHT Program

What it is, how it is funded, and why it matters for rural providers



What the RHT Program Is

\$50B
Over 5 years

State-led investments in
rural health transformation

States are expected to use RHT funding to:

- Improve access to care in rural communities
- Strengthen rural provider capacity and sustainability
- Support innovation in care delivery, technology, and workforce
- Build partnerships across providers, health systems, and community organizations
- Test approaches that improve outcomes and support long-term system change

Why it matters for family physicians

RHT investments may shape how rural primary care is funded, supported, connected, and expected to participate in broader rural health transformation.

What the Field Expected

Many stakeholders expected states to move quickly from federal funding to visible rural health investments, with rapid opportunities for providers, partners, and communities.



What the Field Expected

Early expectations centered on stabilizing rural providers while giving states room to redesign rural care.



1. Stabilize Rural Providers

Support rural hospitals and other essential access points under financial pressure.



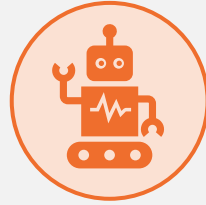
2. Expand Care Closer to Home

Grow primary care, behavioral health, and preventive services in rural communities.



3. Strengthen the Workforce

Invest in recruitment, retention, and team-based care models.



4. Build Technology Infrastructure

Support telehealth, data exchange, remote monitoring, and care coordination.



5. Support New Partnerships

Encourage collaboration across hospitals, clinics, community organizations, and public health.

The Tension

States are being asked to address urgent rural access challenges while also proposing durable system redesign.

What States Prioritized in Applications



1. Value-Based Payment

Shift rural providers toward more predictable, outcome-linked payment and build readiness for rural-appropriate VBP models.

42

States mention VBP initiatives

12

mention rural VBP initiatives

6

mention primary care VBP initiatives

3

mention VBP readiness/TA hubs



2. Primary Care

Expand/preserve rural primary care access, strengthen team-based care, and connect primary care to behavioral, maternal, and social services.

6

states mention primary care VBP initiatives

7

states target primary care workforce growth



3. Workforce

Recruit and retain clinicians, expand team-based and nontraditional roles, and help providers practice at the top of their license.

22

states mention expanding or upskilling CHWs, doulas, peers, pharmacists, or other team-based roles

12

states mention expanding capabilities to promote access



4. Technology

Expand telehealth and remote care, modernize health IT and data sharing, and deploy digital tools that extend rural capacity.

21

states mention consumer-facing tools or remote monitoring

16

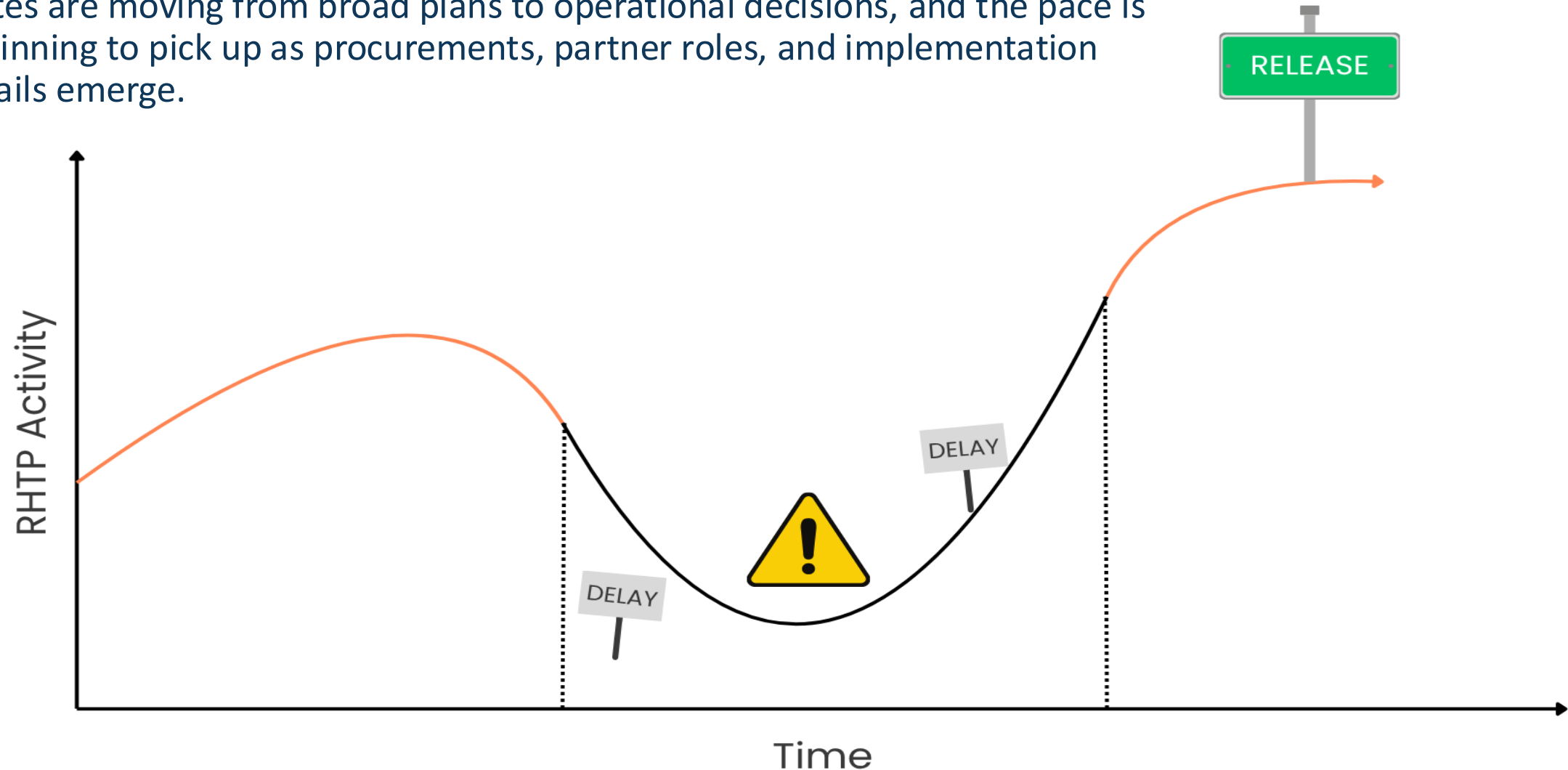
states mention emerging tech such as AI, robotics, or telerobotics

12

states mention core health IT/data infrastructure

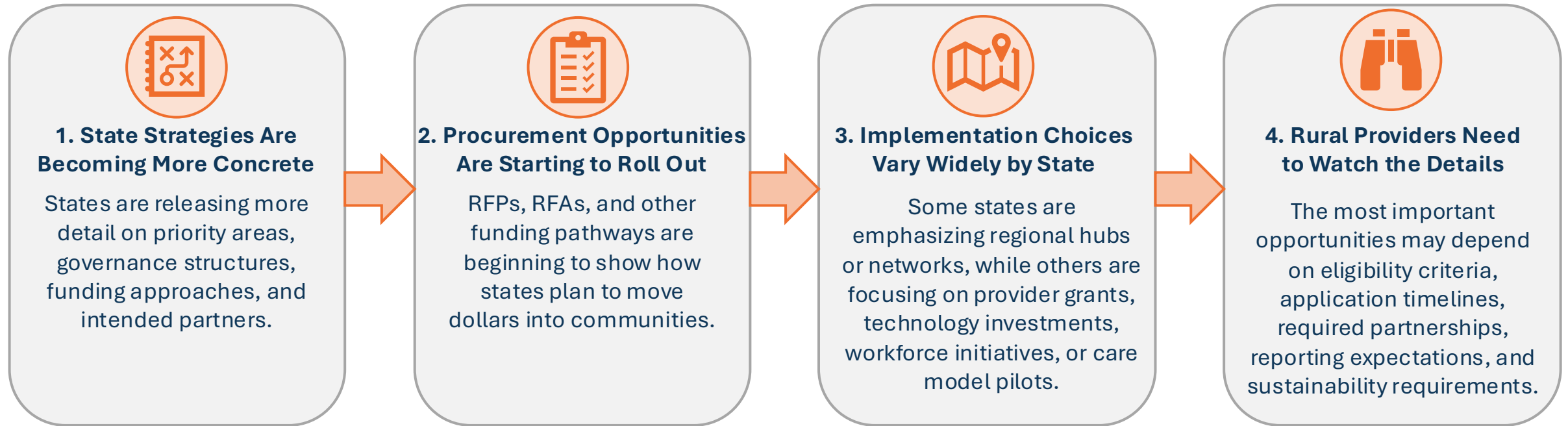
What We've Seen

States are moving from broad plans to operational decisions, and the pace is beginning to pick up as procurements, partner roles, and implementation details emerge.



Where Things Are Now

States have moved beyond applications and awards into early rollout, where strategy details, funding pathways, and procurement opportunities are beginning to come into focus.



Why it matters for family physicians

The window is shifting from “What did states propose?” to “Where can rural primary care fit into the programs now being built?”

State Strategy Snapshot

States are beginning to translate RHT plans into different types of funding pathways, and the opportunities for family physicians will depend on which strategy their state is using.

1



Regional Hubs and Networks

States are forming or funding regional hubs, coalitions, consortia, or centers of excellence to coordinate implementation, align priorities, and support cross-sector partnerships.

2



Provider and Community Grants

States are launching grant programs for providers, community organizations, rural facilities, and local partnerships. These funds may support services, programs, infrastructure, or capacity building.

3



Workforce and Training Investments

States are investing in recruitment, retention, training programs, loan repayment, preceptors, care team expansion, and other strategies to strengthen the rural workforce.

4



Technology and Infrastructure

States are funding tools and systems that enable modern, connected care, including telehealth, data exchange, remote monitoring, analytics, and evaluation systems.

5



Targeted Care Model Pilots

States are launching pilots or targeted initiatives to address specific needs, such as diabetes wellness, food is medicine, mobile health units, school-based health centers, and library-based access points.

What to Watch

Is primary care eligible directly, included through a partner, or missing from the funding pathway?

Primary Care Investment Themes

Across state strategies, a few recurring investment themes are especially relevant to rural primary care.



Access and Service Expansion

Expanding primary care, behavioral health, preventive services, and care closer to home.



Workforce and Care Teams

Recruitment, retention, training, and team-based roles such as CHWs, care coordinators, and navigators.



Technology-Enabled Care

Telehealth, remote monitoring, data exchange, and other digital infrastructure that supports connected care.



Care Coordination and Integration

Stronger referral pathways, community partnership, and connections across the rural care ecosystem.



Practice Capacity and Sustainability

Infrastructure, analytics, reporting, and other supports that help practices participate and endure.

What This Means for Rural Primary Care

As states turn RHT plans into programs, rural primary care may be affected by both new opportunities and new expectations.



Primary Care May Be a Gateway to Transformation

Family physicians are often the first point of contact in rural communities and may be central to prevention, chronic disease management, behavioral health integration, and care coordination.



Funding May Flow Through Partners

Some opportunities may be direct to practices, while others may flow through hospitals, hubs, health systems, FQHCs, regional networks, or community organizations.



New Infrastructure Could Change Daily Practice

Investments in telehealth, data exchange, remote monitoring, navigation, and team-based care may affect workflows, staffing, referrals, and patient follow-up.



Engagement Will Matter Early

Family physicians may need to track state announcements, understand eligibility requirements, and identify partners before funding opportunities are fully defined.

What Are You Seeing in Your State?

Let's learn from each other and share what's happening on the ground.



1. What early successes or challenges are emerging in your state's RHT efforts?

Procurements, stakeholder outreach, provider conversations, or early implementation planning?



2. What questions or concerns are family physicians raising?

Eligibility, timing, partnerships, administrative burden, sustainability, or whether funds will reach rural primary care?



3. How can family physicians stay engaged as state plans take shape?

Through state chapters, provider associations, health systems, FQHCs, regional networks, or direct state engagement?

Thank You!



Appendix



Published RFPs, RFAs, and Grants (1/8)

State	Application Name	Type	Category	Status
Alabama	EMS Trauma & Stroke Initiative	RFA	EMS	Closed
Alabama	Maternal & Fetal Health	RFA	Maternal Health	Closed
Alabama	Simulation Training	RFA	Workforce	Closed
Alabama	Rural Health Transformation Program Consultant	RFP	Program Management	Closed
Alabama	Cancer Digital Regionalization	RFA	Technology	Closed
Alabama	EMS Treat-in-Place Initiative	RFA	EMS	Closed
Alabama	Mental Health Initiative	RFA	Access	Closed
Alabama	Rural Health Initiative	RFA	Access	Closed
Alabama	Collaborative EHR, IT, and Cybersecurity	RFA	Technology	Closed
Alabama	Rural Workforce Initiative	RFA	Workforce	Closed
Alabama	Rural Health Practice Initiative	RFA	Access	Closed
Florida	RHTP Rural Satellite Clinics (Initiative 1)	Grant	Program Management	Closed
Florida	RHTP Preventive Care and Care-at-Home (Bundle One)	Grant	Mobile	Closed
Florida	RHTP Value-Based Purchasing (Initiative 11)	Grant	Payment Models	Closed
Florida	RHTP Workforce Development (Initiative 8)	Grant	Workforce	Closed
Florida	RHTP Specialty and Acute Care Bundle (Bundle Two)	Grant	Other	Closed
Florida	RHTP Health and Lifestyle (Initiative 9)	Grant	Chronic Disease	Closed
Georgia	GREAT Health Tier 1	Grant	Other	Closed
Georgia	GREAT Health Tier 2	Grant	Other	Closed

Published RFPs, RFAs, and Grants (2/8)

State	Application Name	Type	Category	Status
Georgia	Initiative 5: Leveraging Technology in Support of Healthcare Innovations in Rural Georgia Strategy: Workforce Retention Technology	Grant	Technology	Closed
Georgia	GREAT Health Tier 3	Grant	Other	Closed
Georgia	Initiative 3: Connecting to Care to Improve Healthcare Access Strategy: Telehealth Enhancements	Grant	Technology	Closed
Kentucky	Rapid Response to Recovery: CMHC Support	RFA	Behavioral Health	Closed
Kentucky	Rooted in Health: Rural Dental Access Program	Grant	Other	Closed
Kentucky	Rapid Response to Recovery: Telebehavioral Health Support	RFA	Behavioral Health	Closed
Kentucky	Community Health Worker Specialized Certificate	RFA	Workforce	Closed
Kentucky	Rural Health Transformation Program Funding Opportunity For Public Health Dental Hygiene Teams in Local Health Departments	Grant	Other	Closed
Kentucky	Rooted in Health: Definitive Mobile Dental Services	Grant	Mobile	Closed
Kentucky	From Crisis to Care: EMS Training Equipment Quality and Offer Mobile Training Units	Grant	Mobile/EMS	Closed
Kentucky	Rural Community Hubs for Chronic Care Innovation	Grant	Program Management	Closed
Kentucky	Rooted in Health: Establish or Expand Accredited Dental Hygiene Programs	Grant	Other	Closed
Kentucky	From Crisis to Care: Establish or Expand Community Paramedicine Program	Grant	Mobile/EMS	Closed
Kentucky	From Crisis to Care: EMS Transformation	Grant	EMS	Closed

Published RFPs, RFAs, and Grants (3/8)

State	Application Name	Type	Category	Status
Kentucky	Rural Health Transformation Program Funding Opportunity to Establish or Expand Accredited Dental Hygiene Programs	Grant	Other	Closed
Louisiana	Rural Clinician Credit Bank, Budget Year 1	Grant	Workforce	Closed
Louisiana	Rural Health Transformation Program (RHTP) Telehealth Infrastructure for Rural Access Program, Budget Year 1	Grant	Technology	Closed
Louisiana	Rural Health Transformation Program (RHTP) Rural Health Facilities Capital Improvement Program, Budget Year 1	Grant	Other	Closed
Louisiana	Food is Medicine Program, Budget Year 1	Grant	Other	Closed
Louisiana	Louisiana Rural Health Catalyst Fund (RHCF)	Grant	Technology	Closed
Louisiana	Rural Collaborative Provider Models Program	Grant	Workforce	Closed
Louisiana	Rural Medicaid Alternative Payment Model Program	Grant	Other	Closed
Louisiana	Rural Health Transformation Program (RHTP) Regional Care Conveners and Navigation Networks Program, Budget Year 1	Grant	Other	Closed
Maryland	Rural Health Connectivity Program	RFA	Other	Open (first-come, first-serve)*
Maryland	Revenue Cycle Management and Billing Technical Assistance for Rural Local Health Departments and Area Agencies on Aging	RFP	Program Implementation	Closed
Maryland	Maryland Postharvest Infrastructure Grant	Grant	Other	Closed
Maryland	Insurance Credentialing and Contracting for Rural Local Health Departments	RFP	Other	Closed

*Subject to availability of funds

Published RFPs, RFAs, and Grants (4/8)

State	Application Name	Type	Category	Status
Maryland	Rural Incentives for Strengthening Employment in Healthcare (RISE): Rural Health Talent Pipelines	RFA	Workforce	Closed
Maryland	Grant Funding to Expand Access to Primary Care in Rural Maryland	Grant	Other	Closed
Maryland	Strategic Rural Telehealth Blueprint	RFP	Telehealth	Closed
Maryland	Maryland Post Harvest Infrastructure Grant	Grant	Other	Closed
Maryland	Maryland Healthcare Workforce Data Clearinghouse: Phase 1 Requirements Analysis and Future Planning	RFA	Workforce	Closed
Maryland	Pathways to Health Careers: Rural Advancement for Maryland Peers - Allied Health (RAMP-AH)	RFA	Workforce	Closed
Maryland	Pathways to Health Careers: Rural Healthcare Registered Apprenticeship Intermediaries	RFA	Workforce	Closed
Maryland	Maryland RHTP Grant Opportunities	Grant	Program Management	Closed
Maryland	Rural Incentives for Strengthening Employment in Healthcare (RISE): Rural Health Advanced Provider Pathways	RFA	Workforce	Closed
Maryland	Rooted and Resilient Rural Maryland: Transformation through Sustainable Access, Innovative Care, and Tech Innovation	RFP	Multi-Category	Closed
Mississippi	Professional Accounting, Auditing, Third Party Administration and Consulting Services for Oversight and Compliance for the Rural Health Transformation Program	RFP	Program Management	Closed

Published RFPs, RFAs, and Grants (5/8)

State	Application Name	Type	Category	Status
North Carolina	NC Minority Diabetes Prevention Program Funding Opportunity	Grant	Chronic Disease	Closed
North Carolina	Expanding School Health Centers to Rural Areas Funding Opportunity	RFA	Child Health	Closed
North Carolina	Mobile Integrated Health Grant Funding Opportunity	Grant	Mobile	Closed
South Carolina	Wellness Within Reach	Grant	Mobile	Closed
South Carolina	Tech Catalyst Fund	Grant	Technology	Closed
South Carolina	Connections to Care	Grant	Infrastructure	Closed
South Carolina	Shoring up Sustainability	Grant	Multi-Category	Closed
South Carolina	Leveling Up	Grant	Multi-Category	Closed
Tennessee	Rural Health Transformation Program Grantee Marketing and Messaging Technical Assistance Services	RFA	Other	Open (due Sept. 10, 2026)
Tennessee	Community Health Access & Navigation (CHANT) Call Center	RFA	Other	Open (due August 24, 2026)
Tennessee	Healthcare Management Consulting Services	RFA	Other	Open (due Sept. 3, 2026)
Tennessee	RHTP Marketing and Advertising Services	RFA	Other	Open (due Aug. 26, 2026)
Tennessee	Maternal Child Health	Grant	Maternal Health	Closed
Tennessee	Healthcare Resiliency Program: Health Technology and Innovation (Short-Range) RFA	RFA	Technology	Closed
Tennessee	Provider-to-Provider Electronic Consultation Services	RFA	Other	Closed

Published RFPs, RFAs, and Grants (6/8)

State	Application Name	Type	Category	Status
Tennessee	Healthcare Resiliency Program: Make Rural Tennessee Healthy Again	RFA	Other	Closed
Tennessee	Creating Healthier Rural Communities Through the End Zone for Chronic Disease Prevention RFA	RFA	Chronic Disease	Closed
Tennessee	Mobile App for Pregnancy and Post-Partum Education	RFA	Maternal Health	Closed
Tennessee	Healthcare Resiliency Program: Health Technology and Innovation (Long Range) RFA	RFA	Technology	Closed
Tennessee	Perinatal and Pediatric Behavioral Teleconsultation and Education Project RFA	Grant	Maternal Health	Closed
Tennessee	Healthy Active Rural Tennessee (HART)	RFA	Other	Closed
Tennessee	Service Line Expansion and Co-Location Healthcare Resiliency Program	RFA	Access	Closed
Virginia	Virginia Rural Vitality CareIQ Interoperability and Provider Productivity Assessment and Technical Assistance	Grant	Program Management	Closed
West Virginia	Mobility Platform Software	Other	Other	Open (due Aug. 25, 2026)
West Virginia	RHL – Public Transportation Collaboratives	Grant	Other	Open (due Aug. 26, 2026)
West Virginia	RHL – EMS Collaboratives	Grant	EMS	Open (due Aug. 26, 2026)
West Virginia	CCG – Emergency Medical Services (EMS) Community Paramedicine Programs	Grant	EMS	Open (due Aug. 26, 2026)

Published RFPs, RFAs, and Grants (7/8)

State	Application Name	Type	Category	Status
West Virginia	Designing and Implementing a Statewide Local Health Challenge Competition	Grant	Other	Closed
West Virginia	Implementation Support to Strengthen VBC Participation	Grant	Other	Closed
West Virginia	Remote Patient Monitoring (RPM) – Outpatient Programming	Grant	Technology	Closed
West Virginia	Mountain State Care Force - Rural Healthcare Apprenticeships	Grant	Workforce	Closed
West Virginia	Provider Rotational Staffing Pools	Grant	Workforce	Closed
West Virginia	Mountain State Care Force Career Ladder Advancement Program	Grant	Workforce	Closed
West Virginia	Provider Upskilling & Mentorships	Grant	Workforce	Closed
West Virginia	Remote Patient Monitoring (RPM) – Inpatient Programming	Grant	Technology	Closed
West Virginia	Restoring WV's Workforce through Health-to-Work Programs for Substance Use Disorder	Grant	Workforce	Closed
West Virginia	Mountain State Care Force – Rural Graduate Medical Education & Training Capacity Initiative	Grant	Workforce	Closed
West Virginia	Hub & Spoke Model	Grant	Access	Closed
West Virginia	Start-Up Funds and Provider Incentives (Advance VBC Models)	Grant	Other	Closed
West Virginia	Equip Hub & Spoke Mobile Units	Grant	Mobile	Closed
West Virginia	Improving Health Outcomes Through Nutrition and Lifestyle	Grant	Other	Closed
West Virginia	Interoperable Provider Directory and Scheduling Platform	RFP	Technology	Closed

Published RFPs, RFAs, and Grants (8/8)

State	Application Name	Type	Category	Status
West Virginia	Expanding Worksite Clinics for On-the-Job Support	Grant	Other	Closed
West Virginia	Provider Productivity Support Fund	Grant	Infrastructure & Facility Modernization	Closed
West Virginia	Design and Administer Statewide, Multi-Payer Payment Models	Grant	Other	Closed
West Virginia	Integrated Wellness Data & Closed-Loop Referral Program Operator	Grant	Other	Closed
West Virginia	Workforce Catalyst Program	Grant	Workforce	Closed
West Virginia	Restoring WV's Workforce through Health-to-Work Programs for Chronic Conditions	Grant	Chronic Disease	Closed
West Virginia	EMS Community Paramedicine Programs	Grant	EMS	Closed
West Virginia	Mountain State Care Force - Early Outreach & Exposure to Healthcare Career	Grant	Workforce	Closed