

Health Affairs

Rural Health

HealthAffairs

project
HOPE[®]

Health Affairs

By the numbers

CONTENT IN 2019

HealthAffairs

JOURNAL



12 ISSUES

311 ARTICLES

5.1M JOURNAL
ARTICLE
VIEWS

BLOG



575
POSTS

2.8M BLOG
POST
VIEWS

POLICY BRIEFS



5 PUBLISHED
BRIEFS

Featured in
Congressional
briefing on
health & housing

EVENTS



13 BRIEFINGS

In Washington, DC
and California

NEWSLETTER



45,600
DAILY NEWSLETTER
SUBSCRIBERS

SOCIAL & NEWS MEDIA

HealthAffairs

TWITTER



152K
FOLLOWERS

6% increase in 2019

FACEBOOK



16K
FOLLOWERS

14.5% increase in 2019

NEWS MEDIA CITATIONS



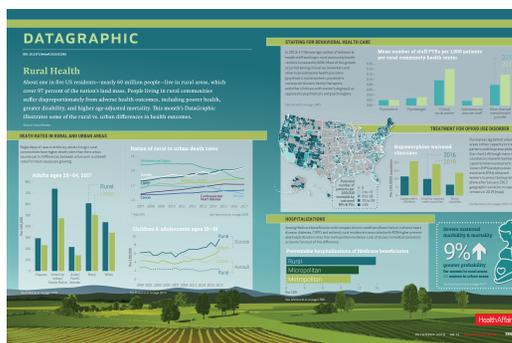
263
MONTHLY AVERAGE

7% increase in 2019

Health Affairs December 2019 theme issue on Rural Health



December theme issue



Datagraphic



Event

300 attendees

Including Senate and House staff, agency staff from HHS, HUD, CBO, GAO, VA, CMMI, AHRQ, HRSA, CDC, & bipartisan Senate HELP committee staff

250 News Stories: Washington Post, NBC, more than 50 public radio stations in all regions of the country, Reuters, Axios, STAT, Vox, and other news outlets

- Within 48 hours of release, offices of 5 Congress members requested copies
- Senators Rob Portman (R-OH) and Tina Smith (D-MN) tweeted about the issue
- 1200 Tweets on issue content

DATAGRAPHIC

DOI: 10.1377/hlthaff.2019.01365

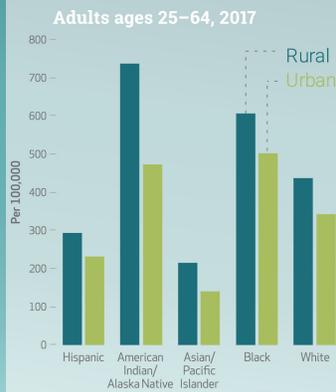
Rural Health

About one in five US residents—nearly 60 million people—live in rural areas, which cover 97 percent of the nation's land mass. People living in rural communities suffer disproportionately from adverse health outcomes, including poorer health, greater disability, and higher age-adjusted mortality. This month's DataGraphic illustrates some of the rural vs. urban differences in health outcomes.

Source: Census Bureau

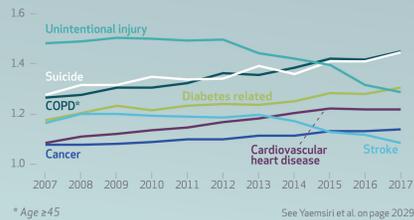
DEATH RATES IN RURAL AND URBAN AREAS

Regardless of race or ethnicity, adults living in rural communities have higher death rates than their urban counterparts. Differences between urban and rural death rates for most causes are growing.



See Probst et al. on page 1978

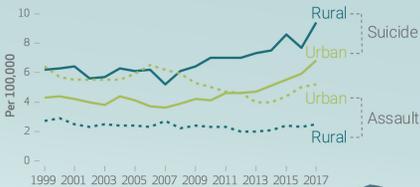
Ratios of rural to urban death rates



* Age ≥45

See Yeamsiri et al. on page 2029

Children & adolescents ages 10–19



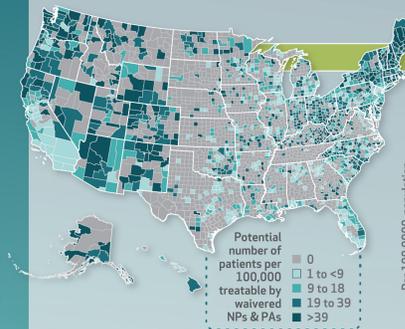
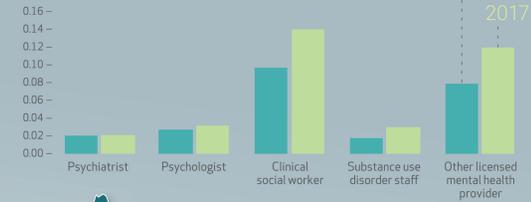
See Probst et al. on page 2073

STAFFING FOR BEHAVIORAL HEALTH CARE

In 2013–17 the average number of behavioral health staff working in rural community health centers increased by 66%. Most of this growth occurred among clinical social workers and other licensed mental health providers (psychiatric social workers, psychiatric nurse practitioners, family therapists, and other clinicians with master's degrees), as opposed to psychiatrists and psychologists.

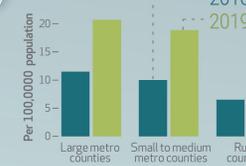
See Han and Ku on page 2065

Mean number of staff FTEs per 1,000 patients per rural community health center



TREATMENT FOR OPIOID USE DISORDER

Buprenorphine-waivered clinicians



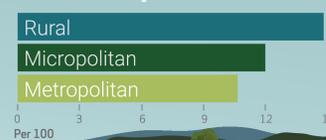
Rural areas lag behind urban areas in their capacity to treat patients with buprenorphine (bar chart). Although many rural counties increased treatment capacity when nurse practitioners (NPs) and physician assistants (PAs) obtained waivers to prescribe buprenorphine after January 2017, geographic variation in capacity remains in 2019 (map).

See Barnett et al. on pages 2052–53

HOSPITALIZATIONS

Among Medicare beneficiaries with complex chronic conditions (heart failure, ischemic heart disease, diabetes, COPD, and asthma), rural residence is associated with 40% higher preventable hospitalization rates than metropolitan residence. Lack of access to medical specialists accounts for most of this difference.

Preventable hospitalizations of Medicare beneficiaries



See Johnston et al. on page 1998

Severe maternal morbidity & mortality

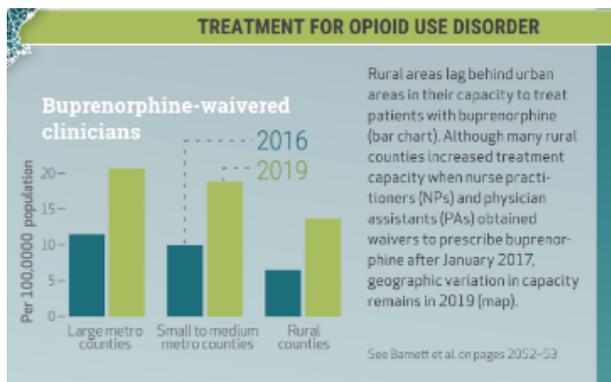
9% ↑
greater probability for women in rural areas vs. women in urban areas

See Kozhimannil et al. on page 2077



Health Affairs

Solutions Orientation



By Michael L. Barnett, Dennis Lee, and Richard G. Frank

In Rural Areas, Buprenorphine Waiver Adoption Since 2017 Driven By Nurse Practitioners And Physician Assistants

156
tweets

Ranked in top 1% for visibility among research articles across thousands of scholarly journals

57
News stories

New York Times, Fox News, Washington Post, CNN cited Health Affairs research in articles, interviews and news

Jan Probst: Reframing the conversation in the opening article, *Structural Urbanism Contributes to Poorer Health Outcomes for Rural America*

Sustained conversation



New research in the June 2020 issue: Rural Health, Behavioral Health & More

RESEARCH ARTICLE

RURAL HEALTH

HEALTH AFFAIRS > VOL. 39, NO. 6: RURAL HEALTH, BEHAVIORAL HEALTH & MORE

Varying Trends In The Financial Viability Of US Rural Hospitals, 2011–17

Ge Bai, Farah Yehia, Wei Chen, and Gerard F. Anderson

RESEARCH ARTICLE

RURAL HEALTH

HEALTH AFFAIRS > VOL. 39, NO. 6: RURAL HEALTH, BEHAVIORAL HEALTH & MORE

The Impact Of Medicare's Rural Add-On Payments On Supply Of Home Health Agencies Serving Rural Counties

Tracy M. Mroz, Davis G. Patterson, and Bianca K. Frogner

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...and thank you to Tom Morris of HRSA for encouraging us to do this issue.



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