CONTENT IN 2019

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

**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

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<tr>
<th>December theme issue</th>
<th>Datagographic</th>
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<td>Including Senate and House staff, agency staff from HHS, HUD, CBO, GAO, VA, CMMI, AHRQ, HRSA, CDC, &amp; bipartisan Senate HELP committee staff</td>
<td>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</td>
<td>• 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</td>
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300 attendees
**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 rural communities have higher death rates than their urban counterparts. Differences between urban and rural death rates for most causes are growing.

**Children & adolescents ages 10–19**

Rural students have higher suicide and assault rates than their urban counterparts.

**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**

Rural

- $13$ per $100$

Metropolitan

- $11$ per $100$

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

**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.

Source: Health Affairs

**TREATMENT FOR OPIOID USE DISORDER**

Rural areas lag behind urban areas in their capacity to treat patients with buprenorphine

- 2013

- 2017

- 2016

- 2019

- Rural

- Large metro

- Small to medium metro

- Suburban

- Urban

- Less than 1 per 10,000

- 1 to 19

- 20 to 39

- 40 to 99

- 100 or more

**Severe maternal morbidity & mortality**

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

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

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


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

Solutions Orientation
Thank you to our diverse set of sponsors

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

Robert Wood Johnson Foundation