

Health Care Parity for Rural Residents & Providers

JSI in the United States



With a 30-year history dedicated to improving access in medically underserved communities, JSI has developed an extensive knowledge of the unique health-system issues in rural areas. JSI understands the health-related disparities that are inherent to rural communities, and have helped dozens of government agencies, providers, and communities to address these disparities. JSI applies its rural health experience to help communities identify needs, assess capacity, and develop meaningful responses to increase access, expand and improve existing resources, and maximize external sources of assistance.

Developing the Strength of Rural Providers and Communities

Coalition Building – Facilitating the formation and maintenance of broad-based coalitions to plan and implement community-wide change, including stakeholder identification, operating structure and process development, meeting facilitation, analysis of potential benefits, conflict management, and consensus building.

Provider Performance Improvement – Optimizing the impact of existing health resources. JSI assists with revenue maximization, quality improvement, strategic planning, outreach and marketing strategies, staffing, and governance reengineering.

Technology Assessment/Implementation – Helping rural providers use health information technology (HIT) to overcome barriers and improve services. JSI strengthens workflow re-design, electronic health record assessment and implementation, data strategy development, electronic eligibility screening/enrollment, telehealth initiatives.

Public/Private Insurance Partnerships – Building creative alliances among employers, providers, communities, and public entities to extend coverage to more people. From feasibility assessment to financial modeling, and pricing and benefits package development to network development, JSI brings people together for effective partnerships.

Rural Health Planning/Research – Identifying and quantifying rural health disparities to help target resources, JSI conducts health statistics analysis, needs assessments, provider capacity assessments, and rural health policy analysis/development.

Government-Based Rural Health Programs – Assessing the value of a wide range of programs available to rural communities and assisting with all aspects of the application and implementation process. Programs include:

- *Federally Qualified Health Centers*
- *National Health Service Corps*
- *Shortage Designations (HPSA, MUA/MUP)*
- *Rural Health Clinics*
- *Critical Access Hospital*
- *Rural Health Network, Outreach, and Technology Grants*

JSI works with public and private clients to address the nation's most pressing health issues.

Selected Rural Health Clients

Office of Rural Health Policy
Bethesda, MD

State Office of Rural Health and Primary Care
Concord, NH

Chautauqua County Rural Health Network
Chautauqua County, NY

Colorado Rural Health Center
Denver, CO

Colorado Primary Care Association
Denver, CO

Custer County Hospital District
Westcliffe, CO

La Plata County Primary Care Coalition
Durango, CO

Bureau of Primary Health Care
Bethesda, MD

Plains Medical Center
Limon, CO

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John Snow, Inc. (JSI) is a health care research and consulting organization dedicated to improving the health of individuals and communities worldwide.

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