

Steering Success: Strengthening Community Engagement Through Collaboration with AAAs in Rural Communities

2025 USAging Conference

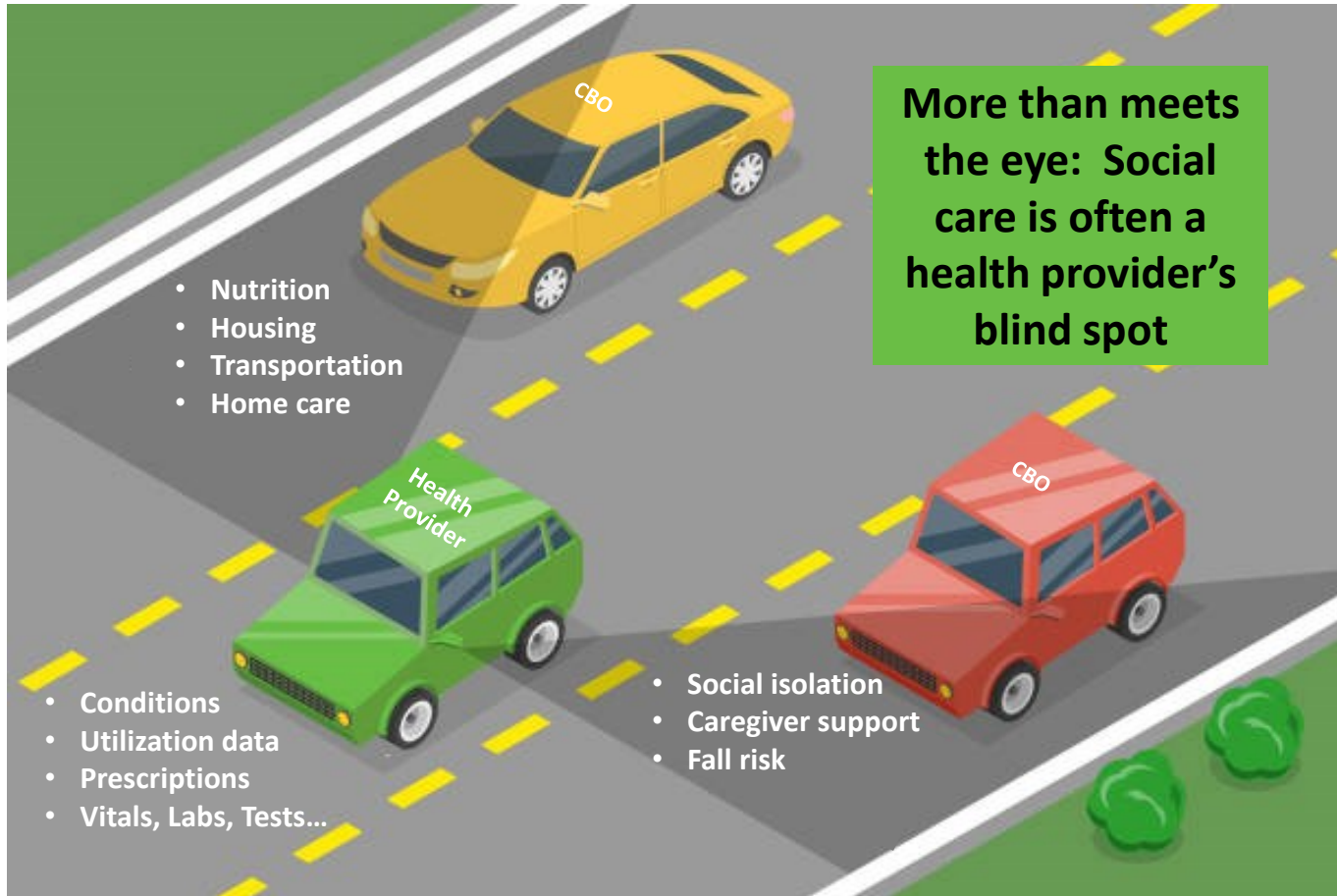
CENTER OF
Excellence

to Align Health and Social Care

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Installing Blind Spot Indicators

- Incentives
 - Screening
 - Closing gaps in care
 - Risk assessment
 - Quality measures
- Physician Fee Schedule
- Evidence-Based Programs
- Cost Savings



Bumps in the Road

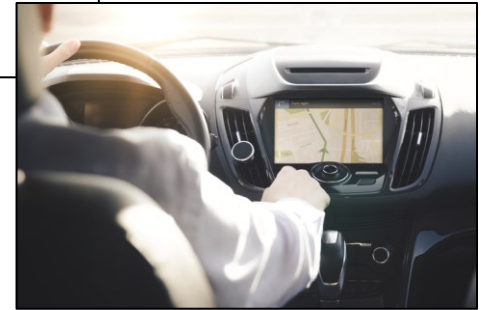


Fueling Up: CBOs are a One-Stop Shop



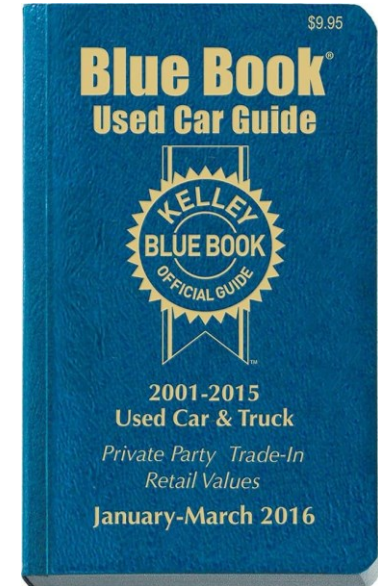
- Geographic isolation **does not** mean a lack of innovation
- Rural value proposition is different than urban
- Service offerings:
 - Nutrition
 - Physical Activity
 - Social Engagement
 - Community Support

Getting better at navigating complex systems over time



Blue Book: Assessing the Rural Business Case

- Readmissions, ED visits, SNF placements, and Hospitalizations, Length of stay
- HEDIS, HOS, CAHPs
- Satisfaction, caregiver stress, social isolation, safety
- Risk stratification, “unable to contact” populations, needs assessments



Mechanic: Community Care Hub



- Innovation, growth, and change
- Efficiency, standardization, and compliance
- Performance and quality
- Sustainability

Working toward the same goals

- Improved health outcomes
- Better coordinated care
- Addressing non-medical drivers of health
- Enhanced services, geographies, and populations



Take the Backroads



- Local connections can foster larger, ongoing partnership
- Start small (local event, pilot, grant, test project)
- Cross-pollinate advisory councils, boards, taskforces, etc.

Your Turn to Drive!

- What “ins” do you have with health partners?
- What is your local value proposition?
- Where can you start?

