



**FROM DATA TO DOLLARS:
USING RURAL HEALTH DATA TO
STRENGTHEN GRANTS, ADVOCACY, AND
TRANSFORMATION PLANNING**

June 16, 2026

PANELISTS



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POLLING QUESTION 1

- How does your organization primarily use rural health data for decision-making, funding requests, or long-term planning?
 - To identify and understand our community's health needs/gaps
 - To support funding narratives and statements of need
 - To benchmark our region against state/national averages
 - To track outcomes related to the services we provide
 - To advocate on behalf of our community when speaking with local, state, and national policy-makers
 - We don't currently use data to support these initiatives



ABOUT STROUDWATER'S DASHBOARD



- Create a **comprehensive, free resource for rural health data**
 - Rural-specific facts about states and congressional districts
 - Use recognizable, publicly available data
 - Provide critical and timely information on healthcare infrastructure, utilization, outcomes, and factors in America's rural communities
 - Put it all in one place
- First released in February 2024
- Updated semi-annually based on user feedback and NRHA/NOSORH needs



Grant Writers
Policymakers
Researchers
Analysts
Hospital Executives

SHARE FEEDBACK AND QUESTIONS WITH OUR TEAM

* indicates required fields

Name *

First Last

Email *

Company * **Job Title ***

Message *

SUBMIT

How are people using this dashboard?

- “Community presentations”
- “I am using the data to help local Rotary Clubs to better understand and support their communities through projects, donations and support. My role for my career was hospital CEO, now retired, but continuing my support of healthcare.”
- “It's used for grants we write but also shared extensively with healthcare providers in our state.”
- “Policy messaging”
- “State Office of Rural Health”
- “To further understand not only patients in rural Illinois but also improve recruitment and retention strategies of medical professionals”
- “To share with our legislators”
- “Sharing along with our own state data viz tools”
- **“Essential for applying for [Rural Transformation Fund] grants”**



POLLING QUESTION 2

- How familiar are you with Stroudwater's State & Congressional District Dashboard?
 - I am very familiar with it
 - I have viewed it a few times
 - I have heard about it but haven't viewed or used it
 - This is my first time hearing about it





THE DASHBOARD

SOURCES

Data Sources Utilized:

- > Health Resources & Services Administration (HRSA)
- > Healthcare Provider Cost Reporting Information System (HCRIS)
- > Kaiser Family Foundation
- > National Institute on Minority Health and Health Disparities (NIMHD)
- > National Plan and Provider Enumeration System (NPPES)
- > The Cecil G. Sheps Center for Health Services Research
- > U.S. Bureau of Labor Statistics (BLS)
- > U.S. Census Bureau
- > U.S. Center for Disease Control & Prevention (CDC)
- > U.S. Centers for Medicare & Medicaid Services (CMS)
- > University of Wisconsin Population Health Institute



POLLING QUESTION 3

- How confident is your organization in finding and citing rural health data for decision-making, funding requests, or long-term planning?
 - Very confident- we know exactly where to find what we need
 - Somewhat confident- we manage, but it takes time
 - Not very confident- we often struggle to find the right data
 - We rely on others to pull this data for us
 - We don't use rural health data



DEFINING RURAL



Infrastructure/Utilization

Included in HRSA Facilities download, based on the **physical address** of the facility



Workforce

ZIP code level using crosswalk from HRSA, identifying which ZIP codes are rural



Health Factors/Outcomes/Shortage Areas/MA Penetration

County level using HRSA's rural county methodology



We assigned data from each tab to a congressional district using shapefiles from the US DOT and crosswalks from the US Census



INFRASTRUCTURE

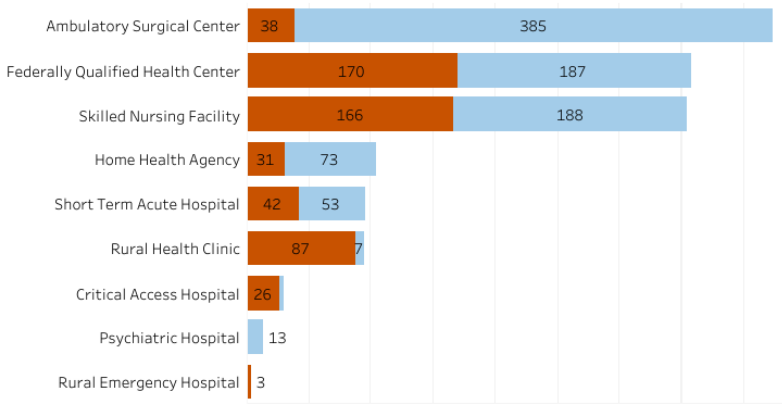
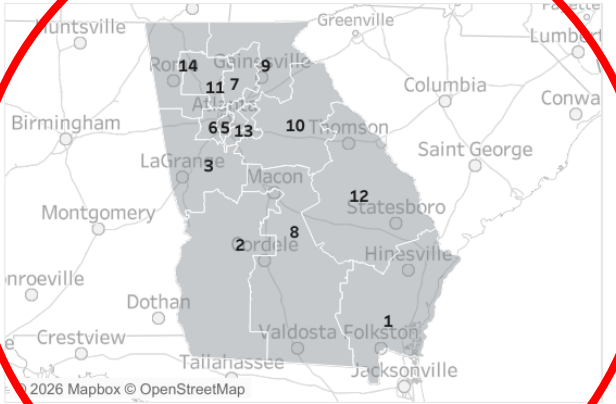
Infrastructure Utilization Workforce Shortage Areas Prevention Health Outcomes Health Factors Medicare Advantage Medicaid Coverage **Closed Hospitals**

Infrastructure

STATE: Georgia
CONGRESSIONAL DISTRICT: All

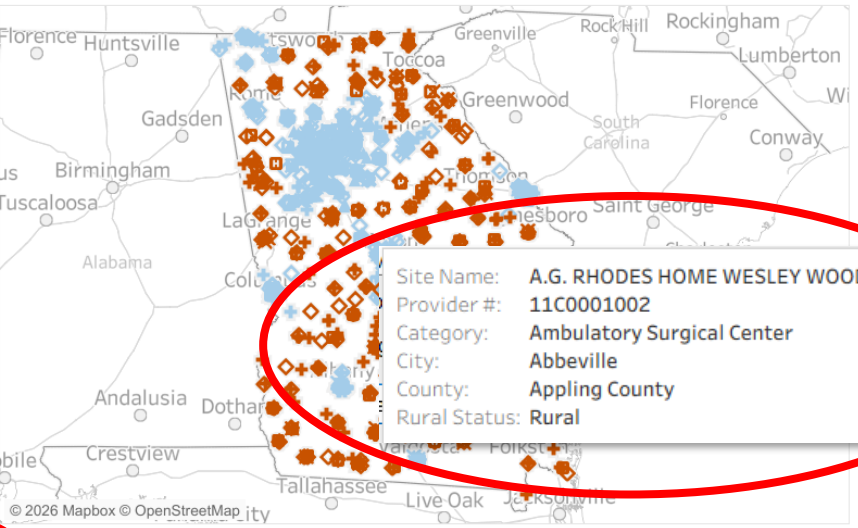
Rural Status
■ Rural
■ Non-Rural
 State
 GA

Infrastructure is the places where people seek healthcare, including hospitals, health clinics, and skilled nursing facilities.



Filter: Display by Congressional District: All

Category	Total	Rural	Non-Rural
Ambulatory Surgical Center	423	38	385
Federally Qualified Health Center	357	170	187
Skilled Nursing Facility	354	166	188
Home Health Agency	104	31	73
Short Term Acute Hospital	95	42	53
Rural Health Clinic	94	87	7
Critical Access Hospital	30	26	4
Psychiatric Hospital	13	0	13
Rural Emergency Hospital	3	3	0



Site Name: A.G. RHODES HOME WESLEY WOODS
 Provider #: 11C0001002
 Category: Ambulatory Surgical Center
 City: Abbeville
 County: Abbeville County
 Rural Status: Rural

SOURCE: HRSA Data Explorer (downloaded 01/26/2026); HCRIS (data through FY2024); Stroudwater analysis.

Analysis by Stroudwater Associates. Learn more at www.stroudwater.com



- Ambulatory Surgical Centers
- Hospitals
 - Critical Access
 - Short Term Acute
 - Psychiatric
 - Rural Emergency
- Federally Qualified Health Centers
- Home Health Agencies
- Rural Health Clinics
- Skilled Nursing Facilities
- Facility counts for all listed



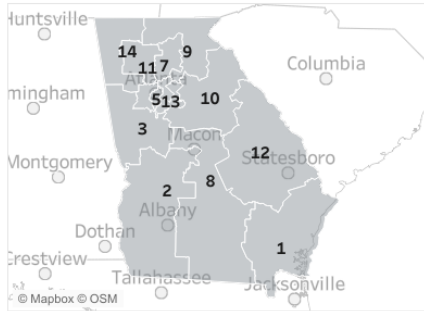
UTILIZATION

Utilization

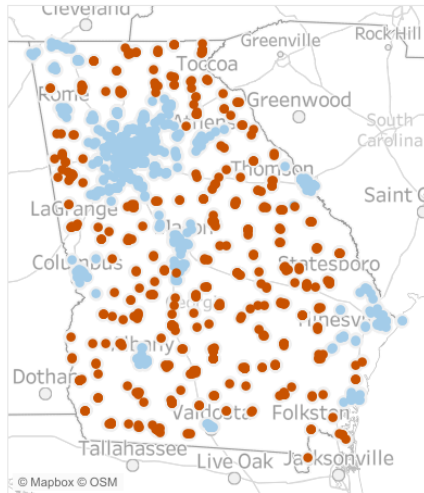
STATE: Georgia
CONGRESSIONAL DISTRICT: All

Rural Status
■ Rural
■ Non-Rural
 State
 GA

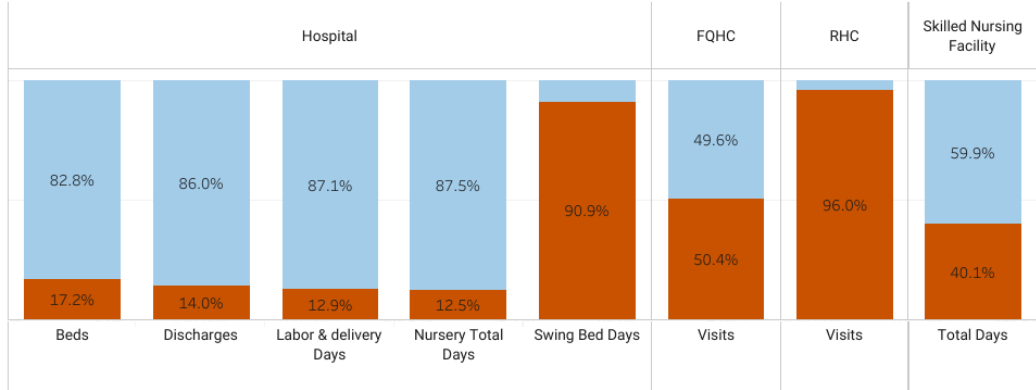
Utilization shows the count of discharges, days, and visits among the healthcare infrastructure, as well as the number of hospital beds.



Filter Display by Congressional District
All



SOURCE: HRSA Data Explorer (downloaded 01/26/2026); HCRIS (data through FY2024); Stroudwater analysis.



Category	Volume Type	Subcategory	Rural	Non-Rural	Rural (%)	Non-Rural (%)	Total	Total (%)
Hospitals	Beds	Total	3,712	17,816	17.2%	82.8%	21,528	100.0%
		CAH	615	100	86.0%	14.0%	715	100.0%
		PPS	3,097	16,027	16.2%	83.8%	19,124	100.0%
		Psych		1,689	100.0%		1,689	100.0%
Discharges	Total	Total	139,944	858,937	14.0%	86.0%	998,881	100.0%
		CAH	6,220	2,302	73.0%	27.0%	8,522	100.0%
		PPS	133,724	811,641	14.1%	85.9%	945,365	100.0%
		Psych		44,994	100.0%		44,994	100.0%
Labor & delivery Days	Total	Total	9,766	65,733	12.9%	87.1%	75,499	100.0%
		CAH	0	0			0	
		PPS	9,766	65,733	12.9%	87.1%	75,499	100.0%
		Psych		0			0	
Nursery Total Days	Total	Total	33,387	233,825	12.5%	87.5%	267,212	100.0%
		CAH	248	404	38.0%	62.0%	652	100.0%
		PPS	33,139	233,421	12.4%	87.6%	266,560	100.0%
		Psych		0			0	
Swing Bed Days	Total	Total	94,208	9,434	90.9%	9.1%	103,642	100.0%
		CAH	85,815	9,434	90.1%	9.9%	95,249	100.0%
		PPS	8,393	0	100.0%	0.0%	8,393	100.0%
		Psych		0			0	
Federally Qualified Health Centers	Visits	Total	1,769,668	1,741,342	50.4%	49.6%	3,511,010	100.0%
		Free-Standing Provider-Based	1,769,668	1,741,342	50.4%	49.6%	3,511,010	100.0%
Rural Health Clinics	Visits	Total	793,424	33,026	96.0%	4.0%	826,450	100.0%
		Free-Standing Provider-Based	394,874	25,220	94.0%	6.0%	420,094	100.0%
		Provider-Based	398,550	7,806	98.1%	1.9%	406,356	100.0%
Skilled Nursing Facilities	Total Days	Total	4,552,218	6,802,303	40.1%	59.9%	11,354,521	100.0%
		Free-Standing	3,923,225	6,502,075	37.6%	62.4%	10,425,300	100.0%
		Provider-Based	628,993	300,228	67.7%	32.3%	929,221	100.0%

Analysis by Stroudwater Associates. Learn more at www.stroudwater.com

- Hospital
 - Beds
 - Discharges
 - Days (labor & delivery, nursery, swing bed)
- Visits
 - FQHCs
 - RHCs (free-standing and provider-based)
- Days
 - SNFs (free-standing and provider-based)



WORKFORCE

Workforce

STATE: Georgia
CONGRESSIONAL DISTRICT: All

Rural Status
■ Rural
■ Non-Rural
 State
 GA

Workforce is the individual providers of healthcare in the community, including doctors, nurses, physician assistants, dentists, and therapists.

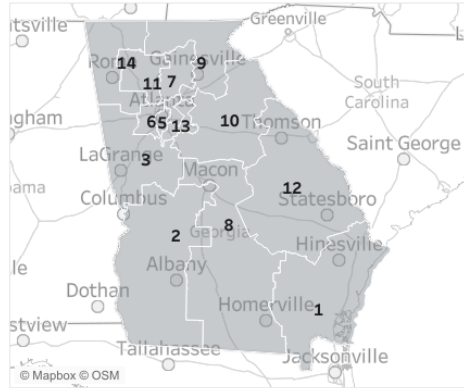
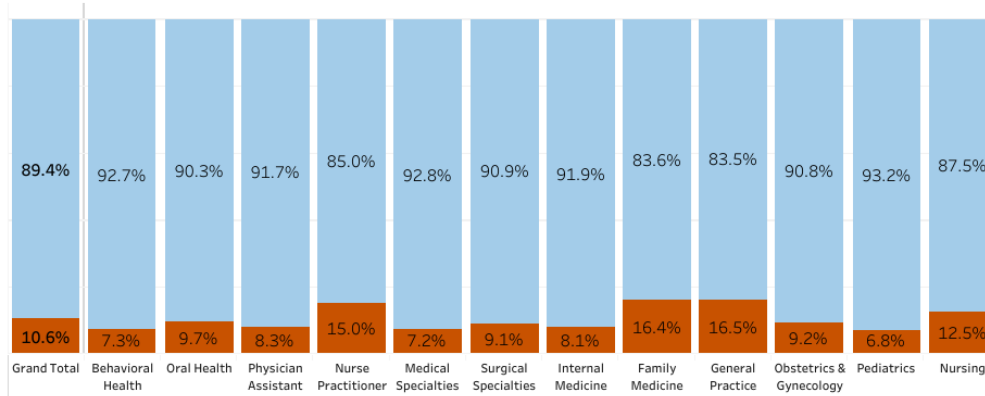


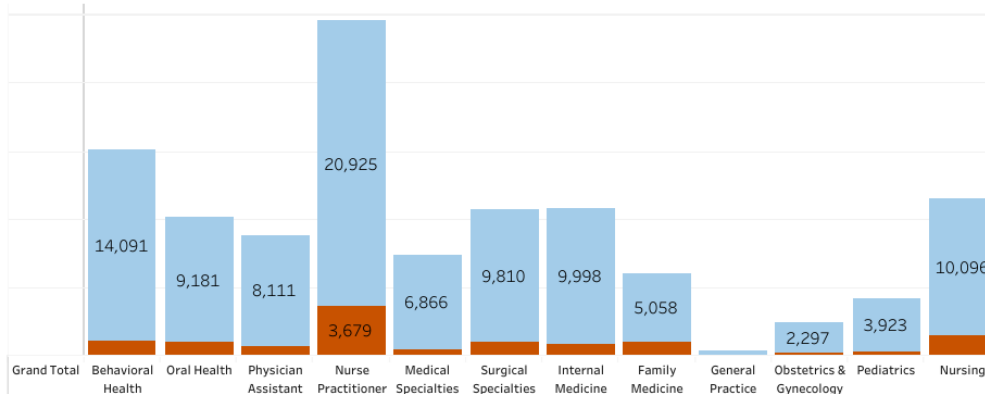
Chart % (Workforce) that is in a rural vs. non-rural location



Filter Display by Congressional District
All

Classification	Rural	Non-Rural
Grand Total	11,927 10.6%	100,706 89.4%
Behavioral Health	1,111 7.3%	14,091 92.7%
Oral Health	983 9.7%	9,181 90.3%
Physician Assistant	731 8.3%	8,111 91.7%
Nurse Practitioner	3,679 15.0%	20,925 85.0%
Medical Specialties	529 7.2%	6,866 92.8%
Surgical Specialties	983 9.1%	9,810 90.9%
Internal Medicine	884 8.1%	9,998 91.9%
Family Medicine	989 16.4%	5,058 83.6%
General Practice	69 16.5%	350 83.5%
Obstetrics & Gynecology	233 9.2%	2,297 90.8%
Pediatrics	288 6.8%	3,923 93.2%
Nursing	1,448 12.5%	10,096 87.5%

Chart # (Workforce) that is in a rural vs. non-rural location



- Primary Care
 - Family Medicine
 - General Practice
 - Obstetrics & Gynecology
- Behavioral Health
- Oral Health
- Nursing
- Nurse Practitioner
- Pediatrics
- Physician Assistant
- Internal Medicine
- Medical Specialties
- Surgical Specialties

SOURCE: National Plan and Provider Enumeration System (NPPES) downloadable file

Analysis by Stroudwater Associates. Learn more at www.stroudwater.com



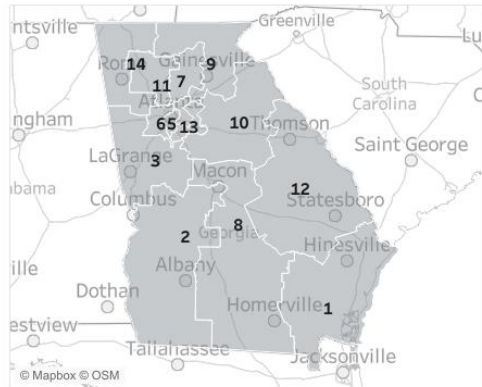
SHORTAGE AREAS

Shortage Areas

STATE: Georgia
CONGRESSIONAL DISTRICT: All

State
GA

Health Professional Shortage Area (HPSA) designations help focus limited resources on communities with the greatest need for health care services.

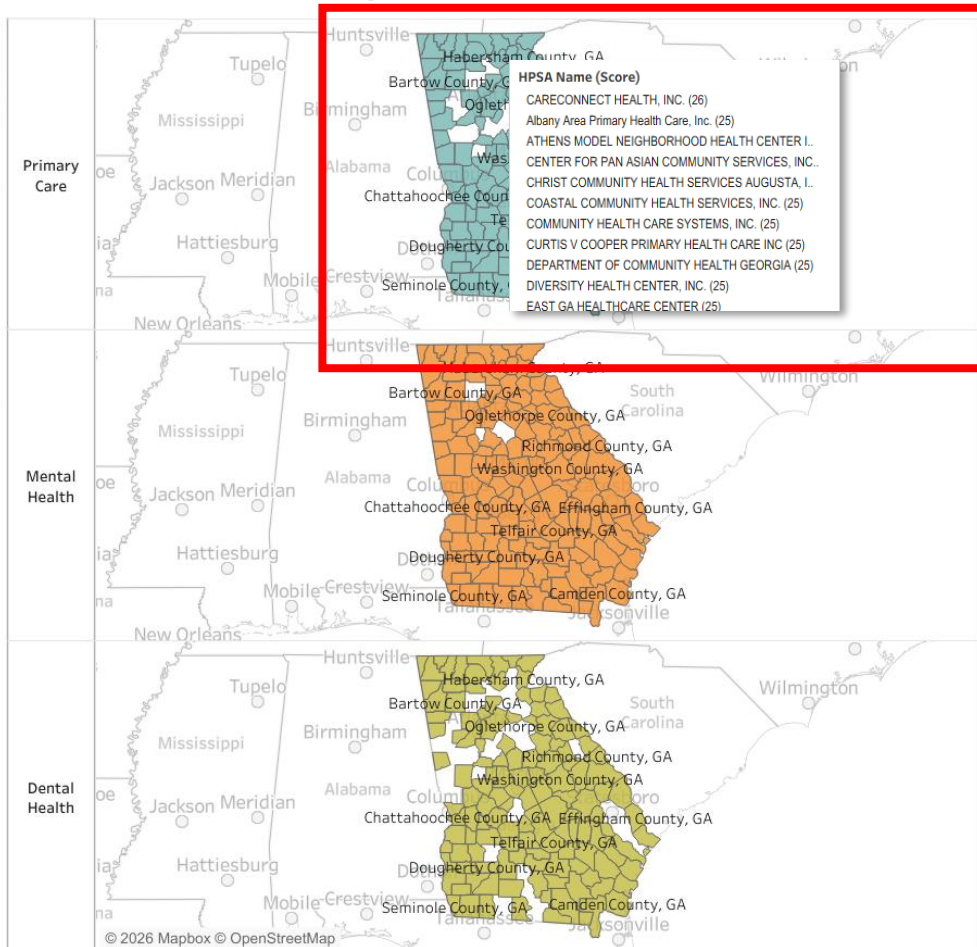


Filter Display by Congressional District
All

Filter Display by Shortage Area Type
All

Filter Display by Designation Type
All

- Filter by Rural Status
- Non-Rural
 - Not Applicable
 - Partially Rural
 - Rural
 - Unknown
- Filter by HPSA Status
All



- Primary Care
- Dental Health
- Mental Health
- HPSA Scores
- *Designated and proposed for withdrawal*



PREVENTION

Prevention

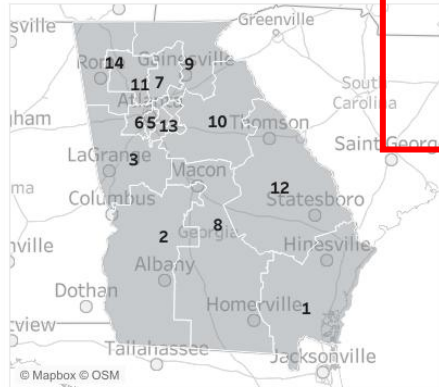
STATE: Georgia
CONGRESSIONAL DISTRICT: All

Measure
Annual Checkup

State
GA

Prevention means key preventative health practices and services, such as screenings and checkups.

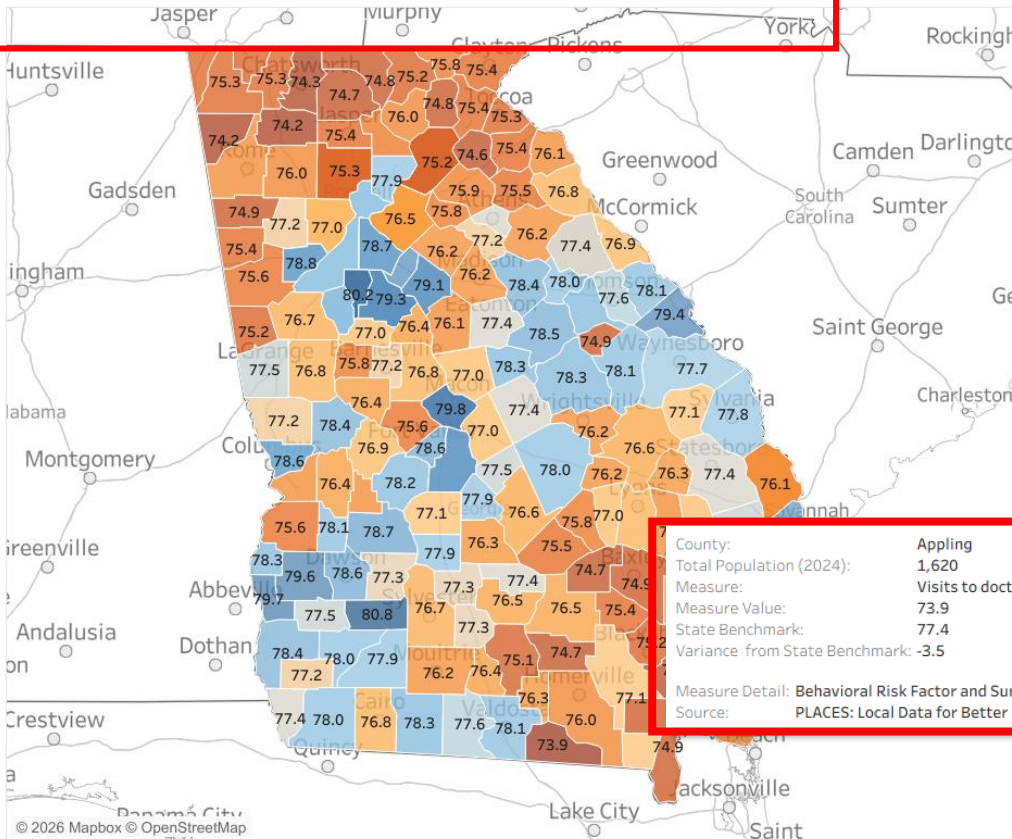
No items highlighted



Visits to doctor for routine checkup within the past year among adults (%)

STATE BENCHMARK: 77.4 (NATIONAL BENCHMARK: 75.7)

The analysis shows whether measures in each county are higher or lower than the state benchmark.



Filter Display by Congressional District
All

County Name	Fully Rural	Data Value	Variance from State
Appling County	Yes	74.9	-2.5
Atkinson County	Yes	74.7	-2.7
Bacon County	Yes	75.4	-2.0
Baker County	Yes	78.0	0.6
Baldwin County	Yes	78.3	0.9
Banks County	Yes	74.6	-2.8
Barrow County	No	75.8	-1.6
Bartow County	No	76.0	-1.4
Ben Hill County	Yes	77.4	0.0
Berrien County	Yes	75.1	-2.3
Bibb County	No	79.8	2.4
Bleckley County	Yes	77.5	0.1
Brantley County	Yes	74.5	-2.9
Brooks County	Yes	77.6	0.2

County: Appling
Total Population (2024): 1,620
Measure: Visits to doctor for routine checkup within the past year among adults (%)
Measure Value: 73.9
State Benchmark: 77.4
Variance from State Benchmark: -3.5

Measure Detail: Behavioral Risk Factor and Surveillance System (BRFSS), 2023
Source: PLACES: Local Data for Better Health, County Data 2025 release

- Annual Checkup
- Screenings
 - Cholesterol
 - Colorectal Cancer
- Dental Visits
- Health Insurance
- High Blood Pressure Medication
- Mammography
- State and National Benchmarks



HEALTH OUTCOMES

Outcomes

STATE: Georgia
CONGRESSIONAL DISTRICT: All

Measure
All Teeth Lost

State
GA

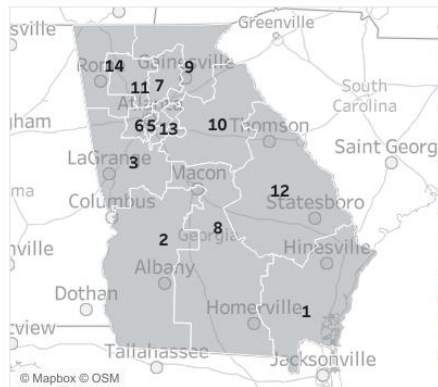
No items highlighted

Health outcomes are medical conditions that directly affect the length or quality of a person's life.

All teeth lost among adults aged >=65 years (%)

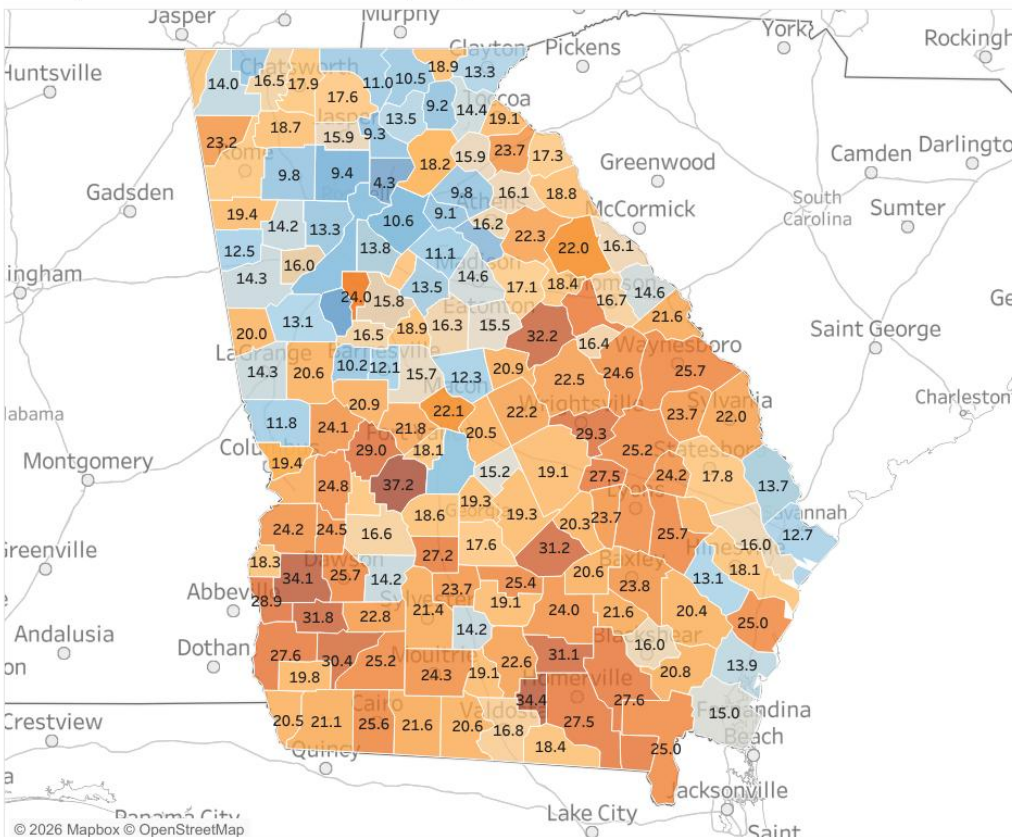
STATE BENCHMARK: 15.2 (NATIONAL BENCHMARK: 12.6)

The analysis shows whether measures in each county are higher or lower than the state benchmark.



Filter Display by Congressional District
All

County Name	Fully Rural	Data Value	Variance from State
Appling County	Yes	23.8	8.6
Atkinson County	Yes	31.1	15.9
Bacon County	Yes	21.6	6.4
Baker County	Yes	30.4	15.2
Baldwin County	Yes	20.9	5.7
Banks County	Yes	15.9	0.7
Barrow County	No	9.1	-6.1
Bartow County	No	9.8	-5.4
Ben Hill County	Yes	25.4	10.2
Berrien County	Yes	22.6	7.4
Bibb County	No	22.1	6.9
Bleckley County	Yes	15.2	0.0
Brantley County	Yes	20.8	5.6
Brooks County	Yes	20.6	5.4



SOURCE: PLACES: Local Data for Better Health, County Data 2025 release

Analysis by Stroudwater Associates. Learn more at www.stroudwater.com

- All Teeth Lost
- Chronic Disease
 - Cancer (non-skin) or Melanoma
 - Coronary Heart Disease
 - Diabetes
 - Obesity
- Depression
- High Blood Pressure
- Mortality Rates
 - Child
 - Infant
 - Drug Overdose
- Life Expectancy
- Opioid Dispensing Rate
- Suicide Rate (Age-Adjusted)
- State and National Benchmarks

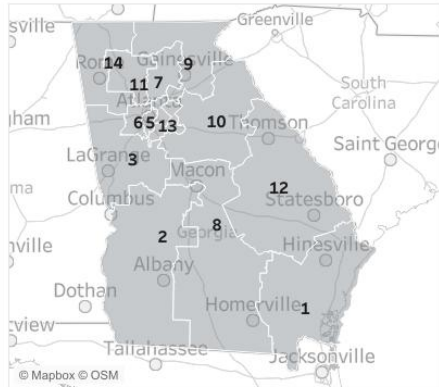


HEALTH FACTORS

Health Factors

STATE: Georgia
CONGRESSIONAL DISTRICT: All

Health Factors are personal, economic, or environmental aspects and conditions that can affect a person's health.



Filter Display by Congressional District
All

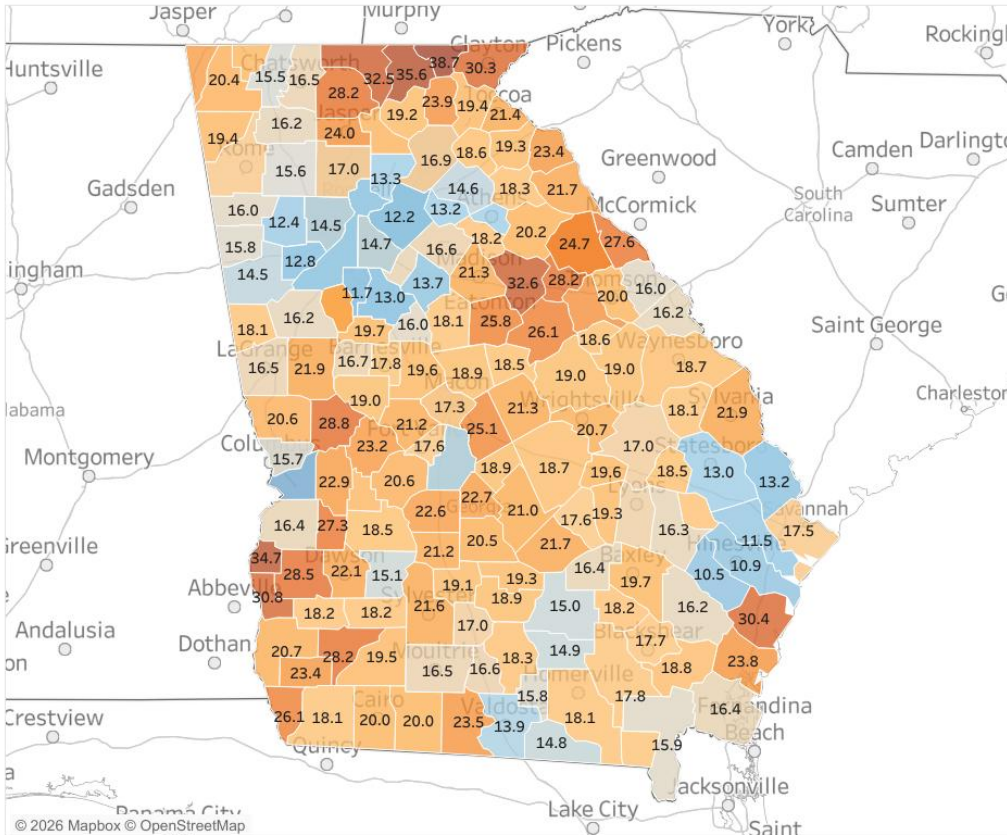
County Name	Fully Rural	Data Value	Variance from State
Appling County	Yes	19.7	4.0
Atkinson County	Yes	14.9	-0.8
Bacon County	Yes	18.2	2.5
Baker County	Yes	28.2	12.5
Baldwin County	Yes	18.5	2.8
Banks County	Yes	18.6	2.9
Barrow County	No	13.2	-2.5
Bartow County	No	15.6	-0.1
Ben Hill County	Yes	19.3	3.6
Berrien County	Yes	18.3	2.6
Bibb County	No	17.3	1.6
Bleckley County	Yes	18.9	3.2
Brantley County	Yes	18.8	3.1
Brooks County	Yes	23.5	7.8

SOURCE: U.S. Census Bureau

Persons aged 65 years or older (%)

STATE BENCHMARK: 15.7 (NATIONAL BENCHMARK: 18.0)

The analysis shows whether measures in each county are higher or lower than the state benchmark.



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Analysis by Stroudwater Associates. Learn more at www.stroudwater.com

Measure: Aging Population
State: GA

No items highlighted

- Aging Population
- Broadband Access
- Education
- Food Insecurity*
- Food Stamps*
- Housing Insecurity*
- Transportation Barriers*
- Unemployment Rate (%)
- Minority Status
- Poverty
- Disabilities
 - Self-care*
 - Cognitive*
 - Mobility*
 - Hearing*
 - Independent Living*
 - Vision*
 - Any Disability*
- State and National Benchmarks

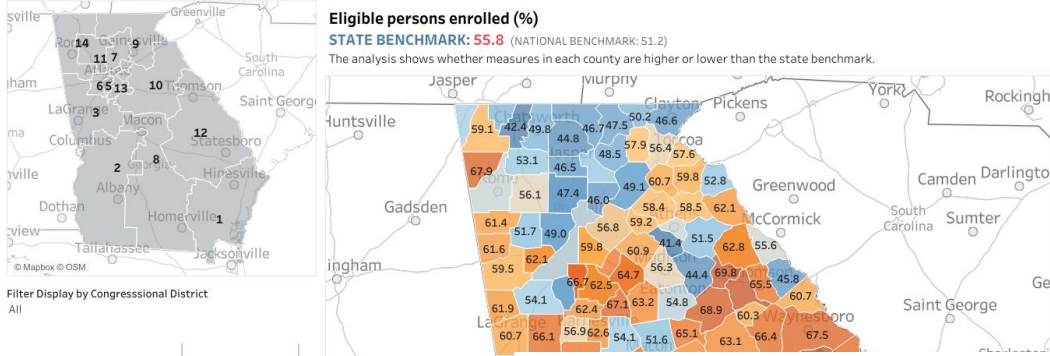
* Not available for all states



Medicare Advantage

STATE: Georgia
CONGRESSIONAL DISTRICT: All

Medicare Advantage Penetration shows the percentage of eligible persons enrolled in a Medicare Advantage private plan.



Filter Display by Congressional District: All

County Name	Fully Rural	Data Value	Variance from State
Appling County	Yes	61.5	5.7
Atkinson County	Yes	69.3	13.5
Bacon County	Yes	53.8	-2.0
Baker County	Yes	64.7	8.9
Baldwin County	Yes	65.1	9.3
Banks County	Yes	60.7	4.9
Barrow County	No	59.2	3.4
Bartow County	No	56.1	0.3
Ben Hill County	Yes	68.5	12.7
Berrien County	Yes	58.7	2.9
Bibb County	No	62.1	6.3
Bleckley County	Yes	49.1	-6.7
Brantley County	Yes	53.3	-2.5
Brooks County	Yes	59.8	4.0

SOURCE: Centers for Medicare & Medicaid Services

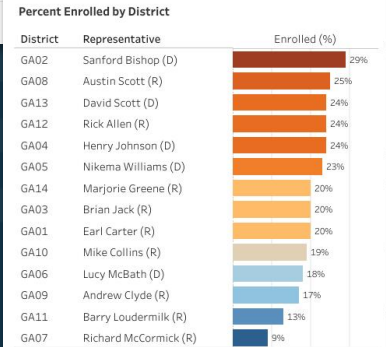
Medicaid Coverage

STATE: GA
CONGRESSIONAL DISTRICT: All

Medicaid Coverage shows the overall percentage of persons enrolled in Medicaid by Congressional District.

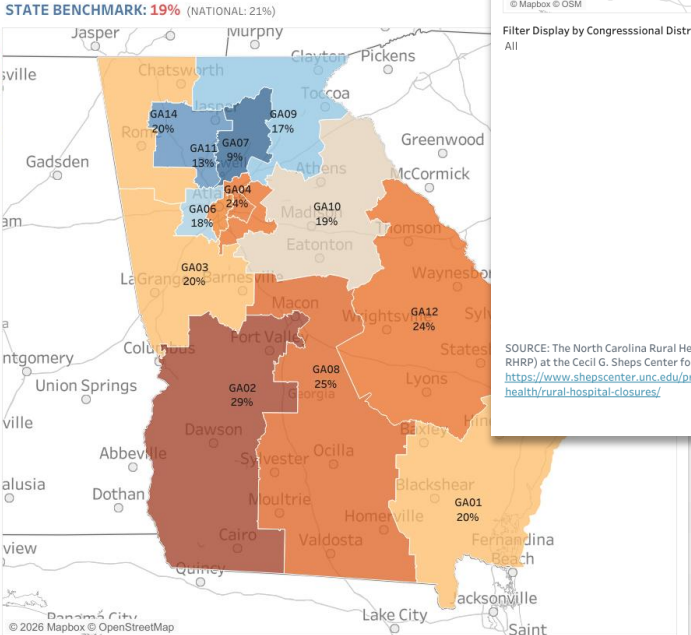
Totals by Eligibility Group

Adults	495,700
Children	1,181,300
Seniors	243,500
People with Disabilities	319,600
ACA Adults	N/A
Total Enrollees	2,240,200



SOURCES: <https://www.kff.org/medicaid/congressional-district-interactive-map-medicare-enrollment-by-eligibility-group/>, and KFF's State Health Facts. KFF estimates based on the 2008-2023 American Community Survey, 1-Year Estimates (for state benchmarks)

Percentage of population enrolled in Medicaid
STATE BENCHMARK: 19% (NATIONAL: 21%)



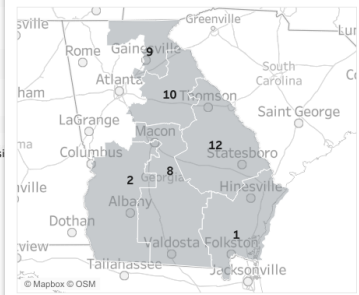
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MEDICARE ADVANTAGE, MEDICAID COVERAGE, & CLOSED HOSPITALS

Closed Hospitals

STATE: Georgia
CONGRESSIONAL DISTRICT: All

Closed Hospitals includes rural hospitals that have closed completely or converted to non-inpatient healthcare status.



Filter Display by Congressional District: All

Closure Type	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Total
Closed completely			1	2	1						1						5
Converted to a rural emergency hospital (REH)														1	1		2
Converted to a non-inpatient healthcare facility				1			1				1						3
Total Closures by Year			1	3	1		1				2			1	1		10

Hospital Detail

Year	Hospital	City, ST	Type
2012	Hart County Hospital	Hartwell, GA	Complete
2013	Stewart-Webster Hospital	Richland, GA	Complete
	Calhoun Memorial Hospital	Arlington, GA	Other
	Charlton Memorial Hospital	Folkston, GA	Complete
2014	Lower Oconee Community Hospital	Glenwood, GA	Complete
2016	North Georgia Medical Center	Ellijay, GA	Other
2020	Southwest Georgia Regional Medical Center	Cuthbert, GA	Complete
	Northridge Medical Center	Commerce, GA	Other
2023	Irwin County Hospital	Ocilla, GA	REH
2024	Taylor Regional Hospital	Hawkinsville, GA	REH

Summary courtesy of Stroudwater Associates. Learn more at www.stroudwater.com

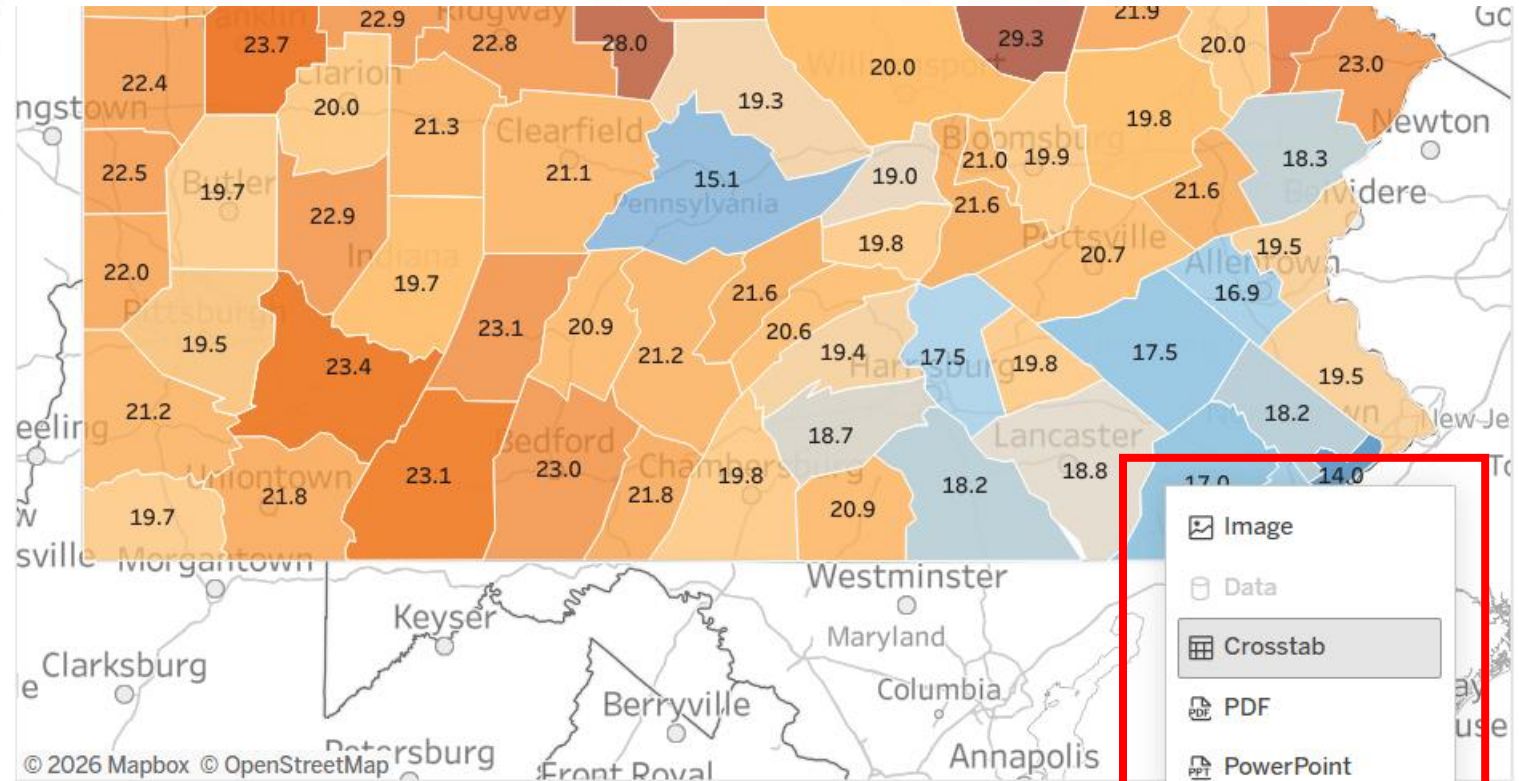
Summary courtesy of Stroudwater Associates. Learn more at www.stroudwater.com



USING THE IMAGES AND DATA

(All)

County Name	Fully Rural?	Measure Value	Variance from State
Adams	No	20.9	2.2
Allegheny	No	19.5	0.8
Armstrong	No	22.9	4.2
Beaver	No	22.0	3.3
Bedford	Yes	23.0	4.3
Berks	No	17.5	-1.2
Blair	No	20.9	2.2
Bradford	Yes	21.7	3.0
Bucks	No	19.5	0.8
Butler	No	19.7	1.0
Cambria	No	23.1	4.4
Cameron	Yes	28.0	9.3
Carbon	No	21.6	2.9
Centre	No	15.1	-3.6



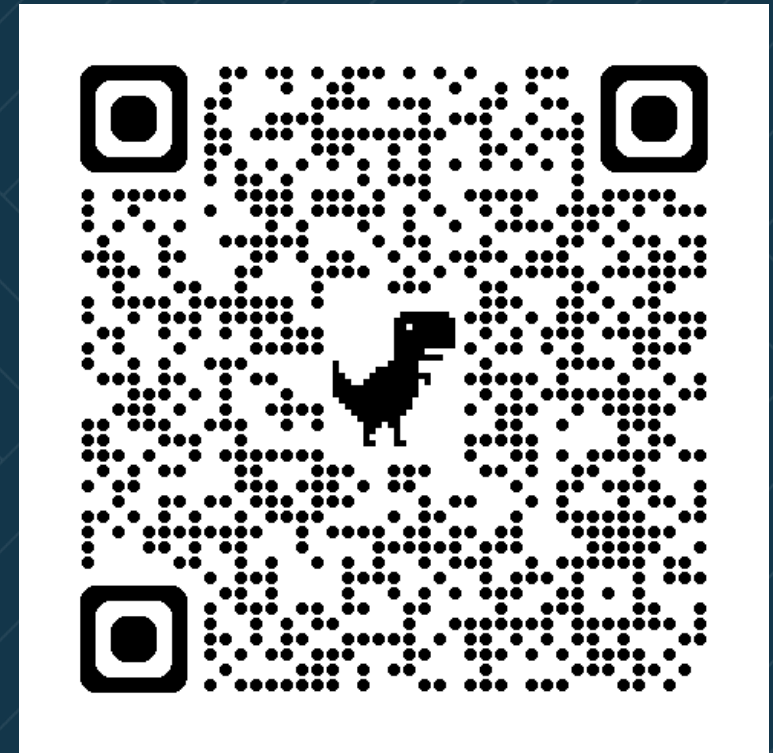
SOURCE: PLACES: Local Data for Better Health, County Data 2023 release

Analysis courtesy of Stroudwater Associates

View on Tableau Public

Share





DASHBOARD DEMO

<https://www.stroudwater.com/services/rural-health-insights-for-each-state-and-congressional-district/>

POLLING QUESTION 4

- What would make this dashboard (or others) even more valuable for your organization?
 - Pre-formatted data exports/citations that are ready to paste
 - Side-by-side state vs. national comparison summaries
 - Funding-specific data “packages” (e.g., HRSA-ready, USDA-ready)
 - A narrative layer (“what this data means for your community”)
 - More measures, including data specific to my state
 - Smaller geographic levels (e.g., ZIP Code, Census Tract)





Q&A

TODAY @ 1:00 PM EDT – 2:00 PM EDT

STROUDWATER CAPITAL PARTNERS · TUE, JUN 16, 2026 · 1:00-2:00 PM EDT

Crafting Compelling Grants *in a Competitive Landscape*

A data-driven framework for winning rural healthcare grants- from federal agencies and foundations to corporate giving programs.

Jolene Robichaud

Director of External Relations · Stroudwater Capital Partners



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COMMITTED TO INCREASING THE IMPACT OF RURAL AND COMMUNITY HEALTHCARE.

Our team of rural and community healthcare experts support the leadership of hospitals, health systems with a rural footprint, and the groups and clinics that form an essential care network across the 97% of the US that is defined as rural.



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