

Driving Health Forward Digest

The Moment for Mobile Healthcare is NOW.

Launched in February 2025, [Driving Health Forward](#) is a fast-growing national campaign comprising more than 85 organizations that are dedicated to promoting healthcare system change. The campaign advocates the expansion of mobile healthcare as an essential, high-quality, and cost-effective approach to improve access to care, reduce health disparities, and build a more resilient healthcare system.

How You Can Help

To learn more and support *Driving Health Forward*, visit [our website](#). We also encourage you to [urge your governor to designate 5% of Rural Health Transformation Program \(RHTP\) funds](#) to strengthen mobile healthcare in your state.

Don't forget to follow *Driving Health Forward*, comment on and share our posts!



The Road Ahead for the Campaign

Earlier this month *Driving Health Forward* publicly announced three campaign initiatives and two sector-specific recommendations that will guide our collective efforts to scale mobile healthcare across the U.S.

The campaign initiatives are:



1 | A Call for Systems Change

A comprehensive, research-backed brief that makes a strong policy case for expanding mobile healthcare would be drafted over the next 3-6 months and released in early 2026.



2 | Policy Brief Series Addressing Known Barriers

A monthly series of policy briefs would be established between now and April 2026 to provide health care leaders, current mobile program operators, and other community groups with specific recommendations and solutions to eliminate the most prevalent barriers facing mobile healthcare today. Each brief would also identify opportunities to support the sector's growth over time.



3 | Multi-Year Learning Collaborative for States:

A multi-year learning collaborative would be planned and designed over the next six months to help states adopt best practices in mobile healthcare. The proposed three-year learning collaborative would include between 4-8 states which plan to expand mobile healthcare as part of their RHTP strategy or to address specific access to care issues within their respective states. This collaborative would encourage participating states to adopt best practices in mobile healthcare as well as test innovative solutions to planning, designing, and operating high-quality, lower cost, and financially sustainable programs.

The sector-wide initiatives are:



1 Best-in-Class Mobile Health Programs

The campaign recommends developing a five-year strategic business roadmap as a sector-wide best practice. Such a business planning guide would offer specific planning, operational, and financial guidance to new and existing mobile healthcare organizations to ensure they are delivering high-quality, impactful care with an achievable path to financial sustainability.



2 Mobile Healthcare Certificate of Excellence

The campaign also proposes developing and distributing a new national certificate of excellence initiative for mobile health clinics that adopt the best practice recommendations. Under this sector-wide initiative, individual programs would submit formal applications for such recognition to a national organization which in turn would assess these programs against publicly available best practice standards.

Please see [this press release](#) for more information.

Driving Health Forward Second Convening – September 13, 2025

We held our second in-person convening in Louisville, KY– just seven short months following our campaign launch and initial convening in Washington, DC. Nicky Goren and Don Blanchon opened this convening by addressing the path to determining the new priorities and recommendations, based on one-on-one conversations with participants, research, workgroup meetings and outputs from the first convening. We then broke out into several groups for two roundtable discussions among the participants.



The first roundtable explored how individual participants and their organizations plan to engage in the campaign, as well as what they will commit to do to advance *Driving Health Forward*. Participants generally determined they were best positioned to assist with: data collection and evaluation; business and financial planning, including securing investments; fostering strategic partnerships; advocacy, marketing and outreach; and deploying subject matter expertise to enhance the campaign.

In the second roundtable, participants discussed the proof-of-concept pilot and provided input on the pilot's most important elements, measures of success, and priority states or regions for implementation. Participants noted that the most critical elements of the pilot include: a business

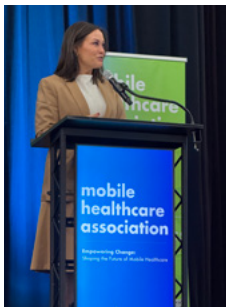
plan; a standard set of key performance indicators; replicability across states; a path for reimbursement; a target audience of rural and underserved populations; and national as well as state-specific consultants to advise on the program. Success measures include: interoperability in data

sharing; a standard for measurement; collaboration among organizations; financial sustainability; a simplistic use case; and private sector interest and engagement. Priority states for implementation ran the gamut, but KY, OH, OR and PA were popular among the group!

Thanks to all of you who attended and shared your insights!

Campaign Highlights from the Annual Mobile Health Clinics Conference

The campaign played a big part at the [Mobile Healthcare Association's 21st annual Mobile Health Clinics Conference](#) held in Louisville, KY from September 13-16, 2025. In collaboration with the Association, we planned a plenary session focused on partnerships that advance financial sustainability in mobile healthcare. We also sponsored a booth during the conference and want to thank all those who stopped by and talked with us about Driving Health Forward.



In kicking off the plenary session, Kentucky [Lt. Governor Jacqueline Coleman](#) voiced her support for the campaign and the expansion of mobile healthcare. The Lt. Governor also shared her own personal story about a major health challenge in her life. As she stated, "What if I didn't have

access to health insurance? What if I lived in a rural part of the state and had to drive two and a half hours for treatment? So, I know your value, and I'm here to tell you I'm all in on your Driving Health Forward initiative."

Next, [Elizabeth Wallace](#), the Executive Director of the Association, moderated a powerful discussion



among [Byron Gabbard](#) of Appalachian Regional Healthcare (ARH), [Phillip Levy](#), MD, MPH, of Wayne

State University, and [Chirag Patel](#), MD, of WellCare Kentucky, a Centene Company. All three panelists touted the importance of mobile in expanding access to healthcare nationwide especially with the upcoming federal funding and policy changes to Medicaid. Here is a sample of some of the memorable perspectives shared during the plenary:

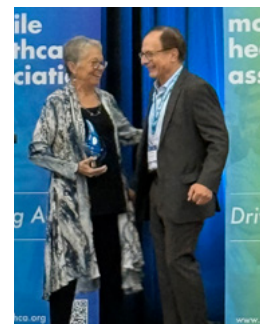
- Dr. Patel noted, "We have to move upstream in

the population health paradigm, and there's no better way than mobile health. I think that's where the future is in terms of expanding access in a cost-effective way."

- Dr. Levy addressed the financial practicalities of mobile healthcare. "We started working with the payer community to deliver prevention services...we've now got this infrastructure of mobile healthcare in the state [Michigan], and we're working directly with payers to say how can we get reimbursement for this?...Other things that are traditionally done in a clinic setting have to be allowed from a billing perspective to be done in a mobile setting."
- Mr. Gabbard addressed the financial implications of funding where ARH operates. He noted a projected \$1 billion impact over the next 10 years due to state funding loss, which indicated to him that "we can't do healthcare the same way we've done healthcare." He echoed his fellow panelists that prevention through mobile is critical, and that deploying mobile units can be more economical than updating or replacing equipment within brick-and-mortar facilities.

Also at this annual conference, the [Association](#)

bestowed its highest honor on the [Leon Lowenstein Foundation](#)—the Changemaker Award. This year's Changemaker Award recognizes the Foundation for its exceptional commitment to advancing the mobile healthcare movement. The Foundation has not only provided valuable financial support, but has enabled the sector to amplify the impact, increase partnerships, and champion critical innovation. Congratulations to the Leon Lowenstein Foundation for this remarkable achievement!



The Campaign's First Policy Brief: The Case for Allocating 5% of RHTP Funding to Mobile Healthcare

The \$50 billion RHTP gives states a once-in-a-generation opportunity to strengthen rural healthcare. But unless governors designate funds for mobile healthcare, too many communities will continue to go without access to essential care.

That's why Driving Health Forward is calling on every governor to dedicate 5% of their RHTP funding to expand mobile healthcare — including mobile clinics, telehealth, and remote patient monitoring.



The campaign has developed a [policy brief](#) on this topic as well as a [template letter](#) to support individuals and groups' advocacy efforts at the state level. Time is of the essence here as RHTP applications are due to the federal government by November 5, 2025. We urge you to raise your voice now and ask your governor to allocate 5% of RHTP funding to support new or expanded mobile healthcare initiatives in your state.

Help Us Grow the Campaign's Big Tent of Participants

If you know organizations that may be interested in learning about or joining the campaign, please direct them to [our website](#) to sign up!

ICYMI: In the News

Kentucky Public Media Publishes Article, "With Medicaid cuts looming, some Kentucky providers look toward expanding mobile health"

Kentucky Public Media's [coverage](#) of the Driving Health Forward plenary session at the Mobile Health Clinics Conference highlights a truth we know well: mobile healthcare is essential to protecting access to care, especially as federal Medicaid cuts threaten rural hospitals across Kentucky and beyond. From Lt. Gov. Jacqueline Coleman's powerful reminder of what's at stake, to Appalachian Regional Healthcare's call for expanding mobile clinics, the message is clear: mobile healthcare saves lives, lowers costs, and strengthens communities. Together, we can turn this moment into lasting systems change. Cincinnati's NPR affiliate also picked up this feature article.

University of Minnesota Presents Documentary, "We Are Here: Lowering Barriers with Mobile Health"

The [University of Minnesota's Mobile Health Initiative](#) has released a 35-minute documentary, which follows a dedicated team of healthcare professionals, volunteers, and community organizations as they provide crucial health services to underserved communities across Minnesota, in urban centers and rural counties alike. Through illuminating stories of real-world encounters that change lives, audiences will walk away with a new appreciation for the impact and growing potential of mobile health. The Mobile Health Initiative's events with longtime partner organization Tri-Valley Opportunity Council served as the cornerstone for the documentary. Watch it for free [here](#), and share it far and wide!

Has your organization been featured in the news? We want to know!

