

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 130 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.

Join Us, Follow, Comment, and Share!

To join us, learn more about and support *Driving Health Forward*, visit [our website](#). Follow us on [Bluesky](#), [Facebook](#), [Instagram](#), and [LinkedIn](#), and don't forget to comment on and share our posts!

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Major Advocacy Effort leads to 41 States Planning Historic Investments in Mobile Healthcare

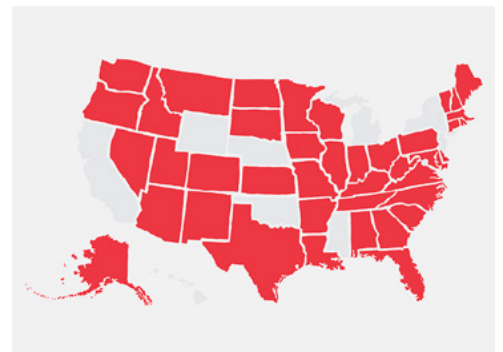
Prior to the November Centers for Medicare and Medicaid (CMS) deadline for states to submit their Rural Health Transformation Program (RHTP) applications, the *Driving Health Forward* campaign sent a tailored letter to every state governor urging them to allocate 5% of funding to mobile healthcare. *Driving Health Forward* also offered a [template letter](#) on its website and through social media to help campaign participants and others advocate for scaling mobile healthcare in their state and across the U.S. Additionally, the campaign submitted public comment in more than 35 state RHTP comment processes.

Following that push, **41 states and counting took the historic step of including mobile healthcare in their RHTP applications.**

By prioritizing mobile healthcare, these states are strengthening rural healthcare, making it more financially sustainable, accessible and equitable for millions of Americans across the country. See [this statement](#) from *Driving Health Forward* hailing the states' vital investments.

CMS will announce application award decisions by December 31, 2025, and implementation should begin early next year.

Driving Health Forward is tracking the states that plan to invest in mobile healthcare. See a map with details on the [home page of our website](#).



Driving Health Forward Policy Brief Outlines Mobile Healthcare Payment Models – A Path to Sustainability

On December 15, Driving Health Forward issued its second policy brief, on payment approaches for mobile healthcare programs.

As our readers know well, mobile health clinics are crucial for expanding high-quality, cost-effective care by addressing barriers like transportation and geographic isolation.

The policy brief identifies three primary payment models for mobile healthcare programs:

- fee-for-service (FFS)
- cost-based rates
- bundled encounter rates

[Click here](#) to read the full brief.



Our Own Don Blanchon Named Interim Executive Director of Mobile Healthcare Association

Don Blanchon, strategic advisor for Driving Health Forward and founder and CEO of [Wasque Advisors, LLC](#), has been appointed interim executive director of [Mobile Healthcare Association](#). He brings more than three decades of leadership experience in healthcare delivery, financing, and strategic business planning, as well as mission-driven service to community nonprofits.



He succeeds Elizabeth Wallace, who announced in November that she is stepping down after more than a decade at the Association. During her tenure, Elizabeth expanded member services as well as strategic partnerships, and notably, she positioned mobile healthcare as a lifeline for the nation's most vulnerable populations during the COVID-19 pandemic. She will remain with the Association as a strategic advisor for the remainder of the year.

Please see [this statement](#) from Mobile Healthcare Association with additional information.

Appalachian Regional Healthcare Chief of Staff Rocky Massey on Scaling Mobile Healthcare

[Appalachian Regional Healthcare's](#) (ARH) mission is to deliver healthcare in rural Appalachia and ARH launched its first mobile clinic in 2022 to provide health screenings, primary care, and chronic disease management to underserved areas.

Driving Health Forward featured ARH Chief of Staff Rocky Massey in a recent blog post. Here is an excerpt on barriers to scaling mobile health and the role of Driving Health Forward in helping address them.



What are the biggest barriers to scaling mobile healthcare at this time?

Massey: There's really a number of these for us. First is staffing. That's not unique to ARH—I don't think it's any secret that staffing healthcare services is a problem nationwide. The staff who work on this mobile clinic really have to be the right people to provide the best patient experience. But, it's a new patient experience, and for new hires it's a very different work experience for them.

Another barrier is capacity to meet demand. We rolled out this mobile clinic at a ribbon cutting with the governor in the summer, and as soon as we looked up the clinic was booked out to October. Demand from our local partners really outweighs our capacity—we could probably have two or three of these units rolling around Appalachia right now.

Funding is another issue. We have to be creative. We have to present our case—that this works and that we need to expand on it. We're serving communities where there are low incomes, food insecurity, comorbidities, low life expectancy, and

a percentage of children in poverty. But all these barriers are things we can overcome with our persistence and our consistency and our availability.

How does an initiative like Driving Health Forward help address these barriers?

Massey: The way I see it, Driving Health Forward as a campaign really is providing learning opportunities for us. To hear from efforts like ours, and from leaders, providers, and others helps accelerate learning. It increases exposure to implementation methodologies and creates a sense of community around mobile healthcare. Driving Health Forward for us really shines

a light on ways to use and track and scale mobile healthcare that we can use to align outcomes to rural environments. And it gathers partners who can collectively advocate for and support strategies to build on successes. So, it's truly a strategic approach to key partnerships.

The full blog post is available [here](#).



Georgetown University Center on Health Insurance Reforms Produces “Beyond the Clinic Walls: Exploring the Potential of Mobile Health”

Georgetown University's [Center on Health Insurance Reforms](#) has released a [report](#), which analyzed more than 160 studies and found that mobile health programs are improving access, outcomes, and efficiency across the U.S.



In a [Daily Yonder](#) article, report author Maanasa Kona, associate research professor with the Center, addressed the need for mobile healthcare options. “One of the key things is that it obviously brings care closer into the communities and overcomes a lot of geographic and transportation-related barriers, which prevent a

lot of rural patients from accessing care. We saw in some studies that folks had to drive 30 or 60 miles to get their care.”

Yet, evidence gaps exist related to long-term outcomes and cost efficiency. Driving Health Forward's own findings have revealed similar evidence gaps that are essential to scale mobile healthcare in certain specialties. Closing these evidence gaps are essential to make the case for broader adoption to save lives.

That's why Driving Health Forward is recommending a multi-state learning collaborative to further demonstrate financial ROI, and measurable, positive health outcomes.

Want to improve access to healthcare in your state?

Mobile health programs are an effective and affordable way to bring vital care to rural residents and other hard-to-reach communities. Join Georgetown University's Center on Health Insurance Reforms for a webinar at **1pm ET/10am PT on Friday, January 23** to explore policy options for expanding mobile health across your state: [Register here](#).

ICYMI: In the News

Stanford Social Innovation Review Publishes Op-ed: "Breaking Down Barriers to Mobile Health Care":

It will take all of us to change the U.S. healthcare system.

In a powerful new [op-ed](#) for *Stanford Social Innovation Review*, [Leon Lowenstein](#)

[Foundation](#) President Andrew Bendheim makes the case for why mobile health care isn't just a nice-to-have. It's essential to fix our broken healthcare system.



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!



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

Wishing everyone a healthy holiday and a vigorous new year!



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