

Rural Health Transformation Program

Funding Opportunities for Rural Health Clinics



State Office of Rural Health for Michigan

The **Michigan Center for Rural Health** was established in 1991 and is the designated State Office of Rural Health for Michigan.

Our Mission:

"To coordinate, plan, and advocate for improved health for Michigan's rural residents and communities."

Our Vision:

"The Michigan Center for Rural Health will be universally recognized as the center for expertise for rural health in Michigan through creative and visionary education, service, and research."

Program Areas

Behavioral Health
Integration

Education

Emergency
Medical Services

Hospital Programs

Improving
Veterans Access to
Healthcare

Palliative Care

Primary Care

Rural Health
Transformation
Programs | RHTP

Social Drivers of
Health

Substance Use |
Prevention,
Treatment &
Recovery

Workforce
Development



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Welcome & Housekeeping

— Before We Begin

- Submit questions through the Q&A or chat
- We will address questions at the end of the webinar
- Questions needing additional clarification will be followed up after the webinar
- Webinar materials and resources will be available on the MCRH RHTP website [Access Application Materials](#)

Today's Discussion

— Overview

- MCRH's role in RHTP
- Meet the RHTP team
- RHC funding opportunities
- Application process
- Support available to clinics
- Questions & answers

MCRH's Role in RHTP

—— Supporting Rural Transformation

- Shared Learning Partner
 - Working with MDHHS to coordinate RHTP sub-recipients and lift up best practices
- Implementation Partner
 - Certified Rural Health Clinics
 - EMS
- Technical Assistance – Competitive Opportunities from MDHHS (MHEF funded).

Meet the MCRH Team Members Supporting These RHTP Opportunities

—— Here to Support You

- Jill Oesterle, Director of Programs and Services
- Laura Stoddard, Director of Community Health and Partnerships
- Laurel Sawyer, RHTP Manager, Chronic Disease and Community Health Worker (CHW) Integration
- Julie Hart, RHTP Manager, Health Technology and Innovation
- Sarah Mott, Rural Health Transformation Program Technical Assistance Coordinator

RHC Funding Opportunities

— Three Opportunities Available

- Chronic Disease & Collaborative Care Fund
- Rural Data Integration & Infrastructure Fund
- Upper Peninsula CHW Recruitment & Retention Opportunity

Dates and funding levels are subject to final MDHHS approval. Funding priorities were determined by MDHHS.

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**Clinics may apply for more than one opportunity when eligible.
Activities and expenses must remain separate across awards.**

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Chronic Disease & Collaborative Care

— Strengthening Coordinated Care

- Up to \$300,000 per application
- Chronic disease prevention and management
- Community Health Worker integration and sustainability
- Screening, referrals, and follow-up
- Community and cross-sector partnerships
- Long-term sustainability

Required Priority Areas

— Chronic Disease & Collaborative Care

- Cross-sector partnerships
- Foundational infrastructure & evaluation
- Community Health Worker integration & sustainability
- Preventive care & chronic disease management
- Screening, monitoring & referral coordination
- Sustainability

Clinics can start at different places based on their needs, capacity, and community priorities.

Community Partnerships

— A Required Component

- Build on existing relationships
- Strengthen coordination across sectors
- Connect with Michigan Hubs
- Engage healthcare, behavioral health, social care, and community partners
- Use partnerships to support coordinated, community-driven care

Formal commitment letters are not required at the application stage.

Rural Data Integration & Infrastructure

FUNDING
OPPORTUNITY
2

Strengthening Data, Technology &
Workflow

- Up to \$300,000 per application
- Data integration and interoperability
- Digital infrastructure and information exchange
- Connectivity and referral workflows
- Administrative efficiency
- Two cohort options

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Two Data & Technology Cohorts

—— Choose the Best Fit

Data Integration Cohort

- Health information exchange
- Community information exchange
- Referral infrastructure
- Social care coordination
- Clinical & administrative workflows

Innovative Tools Cohort

- Billing & coding
- Documentation
- Revenue cycle
- Prior authorization
- Automation & administrative workflows

Applicants may apply for one or both cohorts.

Examples of Data & Technology Projects

— Potential Uses of Funding

Data & Connectivity

- HIE onboarding
- Community Information Exchange
- Secure messaging & referrals
- EHR optimization
- Digital literacy

Technology & Workflow

- Telehealth / remote monitoring
- Billing & coding tools
- Revenue cycle improvements
- Prior authorization tools
- Technology pilots & workflow redesign

Upper Peninsula CHW Opportunity

FUNDING
OPPORTUNITY
3

—— Recruit • Integrate • Sustain

- Up to \$80,000 per selected RHC
- Supports one Community Health Worker position
- Salary and fringe
- Recruitment, onboarding, training, and certification
- Mileage and community-based work
- Care team integration and sustainability

A clinic does not need to have a CHW candidate identified before applying.

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What Could the CHW Support?

—— Based on Local Needs

- Patient outreach and engagement
- Health education and self-management support
- Care coordination and navigation
- Social needs screening and response
- Referrals to community resources and follow-up
- Community-based outreach and service delivery

CHWs may work inside the clinic and in community settings.

Which Opportunity Fits Your Project?

—— Finding the Best Match

Chronic Disease

- Care delivery
- Chronic disease
- CHW integration
- Screening & referrals
- Community partnerships

Data & Technology

- HIE / CIE
- Technology
- EHR & workflows
- Administrative efficiency
- Digital tools

UP CHW

- Recruitment
- Hiring & training
- Care team integration
- Community-based service
- CHW sustainability

Not sure where your idea fits? Contact MCRH before applying.

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Application Materials

— Three Coordinated Documents

- Application - the form clinics submit to apply
- FAQ & Application Guide - eligibility, expectations, process, funding, reporting, and support
- Eligible & Ineligible Uses of Funds Guide - guidance on expenses that may or may not be supported

All materials are available on the MCRH RHTP webpage.



<https://mcrh.msu.edu/programs/primary-care/rhc-rhtp26applications>

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What Do We Need From You?

— Application Overview

- The need you are trying to address
- Who will benefit
- What you want to implement or strengthen
- Current capacity and partnerships
- Readiness and anticipated results
- Sustainability and anticipated funding needs

You do not need a fully developed workplan or final performance measures to apply.

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How Applications Will Be Reviewed

— Competitive Review Process

- Need and anticipated benefit
- Alignment with funding priorities
- Feasibility and readiness
- Partnerships, anticipated results & sustainability
- Budget and spending feasibility

Applications are first reviewed for eligibility and completeness.

10 points total • Each scored criterion receives 0, 1, or 2 points.

Additional considerations may include rurality, geographic distribution, available data, and applicable MDHHS needs-based priorities.

Budget Basics

— At the Application Stage

- Provide a high-level estimate of anticipated costs
- Costs should be directly connected to the proposed project
- Expenses must be reasonable and necessary
- Funding must support new or expanded work
- Funding cannot replace existing funding
- The same expense cannot be paid by multiple funding sources

Funding is provided on a reimbursement basis.

Selected clinics will work with MCRH to develop the final detailed budget and workplan.

Important Dates & Submission

— Key Information

APPLICATION DEADLINE	FUNDING PERIOD	SUBMIT TO
OCTOBER 30, 2026	SEPTEMBER 30, 2027	RHTTP.MCRH@msu.edu
5:00 p.m. Eastern Time	Year 1 funds must be expended by this date	Email completed application and supporting documents

Grant-funded activities begin only after required agreements and approvals are complete.



Support Is Built Into the Funding

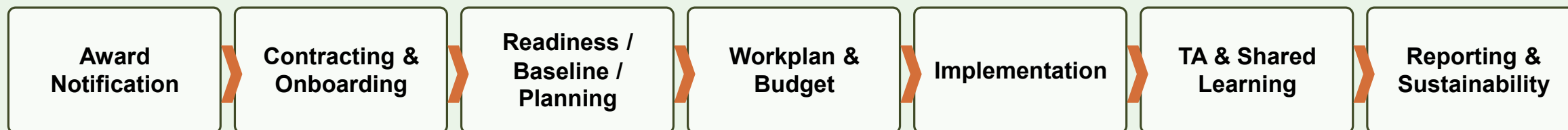
—— Technical Assistance

- Individualized technical assistance
- Implementation support
- Collaborative learning opportunities
- Tools, resources, and subject matter expertise
- Performance measurement support
- Problem-solving and sustainability planning

You do not need to figure everything out on your own before applying.

What Happens After Selection?

—— From Award to Implementation



MCRH will work with each selected clinic to develop a clinic-specific implementation approach.

Questions & Answers

—— 30-Minute Q&A

Please submit questions through the Q&A or chat.

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Next Steps

—— After Today

- Review the funding opportunities
- Identify which opportunity best fits your clinic's needs
- Review the Application, FAQ, and Uses of Funds Guide
- Talk with your internal team and community partners
- Contact MCRH with questions
- Submit your application by October 30, 2026

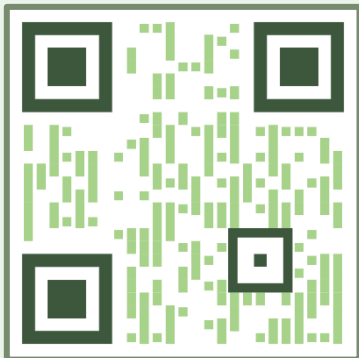
Connect with Us!



**MI Center for
Rural Health**

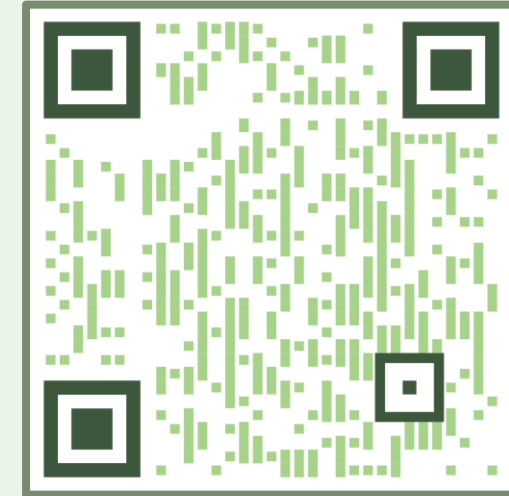


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Thank You

—— Michigan Center for Rural Health

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We look forward to working with you.

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