



Virginia

Title: VA Rural Vitality – transforming health access and outcomes for more than 1.5 million rural residents through technological innovation, workforce development, wellness, and sustainable access

Abstract: Applicant Organization: Virginia Department of Medical Assistance Services (DMAS)

Project Goals: Virginia's rural communities face persistent challenges that limit access to high-quality care and contribute to poor health outcomes. Outdated technology constrains preventive care, provider shortages strain rural health systems, limited access forces long travel distances for care, and high rates of chronic disease remain a leading cause of morbidity.

Through VA Rural Vitality, the Commonwealth seeks to transform health outcomes for Virginia's more than 1.5 million rural residents by addressing these barriers and aligning with CMS's Rural Health Transformation priorities. The initiative will:

- Modernize health technology to support preventive care and data-driven decision-making
- Strengthen and expand the rural health workforce to sustain local care delivery
- Improve access to primary, specialty, and maternal care close to home
- Advance prevention and wellness to reduce chronic disease and improve quality of life

Together, these goals reflect Virginia's commitment to helping rural communities thrive and making the Commonwealth the best place to live, work, and raise a family.

Uses of Funds: Funds will be allocated across four integrated initiatives and central program administration:

1. CareIQ (CMS Goal: Tech Innovation) (\$282.6M) Invest in early-stage health technology startups, modernize electronic health records and productivity tools, and expand remote patient monitoring capacity. These investments will strengthen care coordination, reduce administrative burden, and support value-based care transformation.
2. Homegrown Health Heroes (CMS Goal: Workforce Development) (\$132.0M) Address provider shortages by funding rural medical residencies, allied health apprenticeships, and community college programs, and expanding high school pathways into healthcare. This initiative will create long-term workforce sustainability and stimulate rural economic growth.
3. Connected Care, Closer to Home (CMS Goal: Sustainable Access) (\$412.0M) Expand access through mobile health clinics, hub-and-spoke telehealth models, community paramedicine, and improved maternal care networks. These strategies will enhance care continuity and reduce avoidable hospitalizations for rural residents.

This document includes the State's Rural Health Transformation (RHT) Program Project Abstract submitted in its RHT Program Application. As outlined in the Notice of Funding Opportunity (NOFO), States were required to submit a one-page summary of their proposed project including its purpose and anticipated outcomes for the purposes of public information sharing. Budget amounts/requested funds highlighted in the State's Abstract are purely illustrative and hypothetical and do not reflect the State's final award amount or approved use of funds.