

Empowering Rural Health Transformation Through Data-Driven Innovation

The **Rural Health Transformation Program (RHTP)**, enacted under the One Big Beautiful Bill Act House Resolution 1 (H.R. 1) on July 4, 2025, represents a historic \$50 billion federal investment in rural healthcare. Designed to offset anticipated Medicaid funding reductions, RHTP provides states with a one-time opportunity to secure funding through a comprehensive application to the Center for Medicare and Medicaid Services (CMS) by December 31, 2025.¹

Funds will be distributed annually from FY 2026 to FY 2030, with each state required to submit a detailed rural health transformation plan. **This plan must address critical areas such as:**



**Improving access
and outcomes**
for rural residents



Leveraging technology
for prevention and chronic
disease management



**Recruiting and
retaining clinicians**

This is a one-time application window. States that do not apply—or whose applications are denied—will lose eligibility for future RHTP funding. With CMS decisions due by year-end 2025, the timeline demands immediate coalition-building, data readiness, and strategic planning. Agencies must also prepare for broader H.R. 1 implications, including new Medicaid work requirements, eligibility verification mandates, and funding shifts that disproportionately affect rural populations. The stakes are high—and the time to act is now.

In communities where care is often fragmented and data sources are siloed, **LexisNexis® Risk Solutions precision linking and over 10,000 referential data sources** help to ensure that **every patient and provider is correctly identified, connected, and cared for** across systems and programs.

RURAL HEALTH CHALLENGES



Workforce Shortages – many rural counties face severe shortages of physicians, nurses, and behavioral health professionals.



Fragmented Data – rural systems can struggle with disconnected records and poor interoperability.



Transportation and Access Barriers – access to care can be hindered by long travel distances and lack of public transit.



Difficulty Contacting Individuals – individuals are often highly transient, making care coordination and follow up even more difficult.



Health Disparities – rural areas often face more socioeconomic barriers, contributing to higher rates of chronic disease and worse outcomes.

LexisNexis® Risk Solutions comprehensive insights can help to ensure investments are aligned with Rural Health Strategic Goals:



Master Person Index (MPI) – Leverage referential identity insights and precision linking to support cross-agency coordination and enable whole-person care.



Contact & Locate Data – Identify phone, address, and email information to help ensure effective outreach and follow-up.



Privacy-Preserving Record Linkage Technology (PPRL) – Securely de-identify and link data for longitudinal health outcomes tracking.



Social Determinants of Health Insights (SDoHI) – Uncover root causes of rural health disparities through SDoH insights to improve disease prevention and better identify at-risk individuals and households.



Provider Data – Identify care delivery gaps, support recruitment and retention efforts, and help to ensure compliance to combat FWA and identify pass through billing, while exploring innovative care models.



De-identified Claims Insights – Provide payer mix, referral patterns, volumes trending, and utilization analytics to inform strategic planning.



Identity Verification – As innovation moves more health data into an individual's control, safeguards must evolve to ensure information is kept secure, and personal information and credentials are not misused.

By linking individuals to their complete health, social, and behavioral profiles, LexisNexis® Risk Solutions can help to enable whole-person care, improve efficiencies, and supports comprehensive access to services.

With a proven track record supporting government health efforts, LexisNexis® Risk Solutions can help ensure that states make the most of this unique investment in rural health systems.

By thoughtfully investing in data and infrastructure, states can turn this short-term funding opportunity into long term success to improve access, quality, and outcomes for years to come.



For more information,
scan or call 1-800-869-0751



1 <https://www.cms.gov/priorities/rural-health-transformation-rht-program/rural-health-transformation-rht-program>