




BlueCross BlueShield
of Texas



Small Towns, Big Solutions: The Future of Health Care for Rural Texas

BOB MORROW, MD, MBA – SOUTHEAST TEXAS MARKET PRESIDENT
BLUE CROSS AND BLUE SHIELD OF TEXAS

Who We Are



16+
Million Members



FOURTH
Largest U.S. Health Insurer



Health



Connectivity



Dental



Pharmacy



Life



Health IT



Disability



Vision

WHY RURAL HEALTH MATTERS?



Membership

1,000,000

Rural Members and

250,000

Blue Card Members



Demographic Issues

Declining populations
and a disproportion
number of elderly



Economic Problems

Financial instability,
limited resources



Health Status and Behaviors

Sicker
with emergent and
chronic illnesses



Limitations on Access to Care

Hospital closures,
provider shortages
and higher rates
of uninsured
residents



Welcome to King County

- Population 282
- 60 miles to nearest hospital
- EMT services only

Our Greatest Assets



FOOD

Nearly \$13B in food production



FIBER

Over \$2B in cotton production



FUEL

One-third of nation's crude oil supply

SOURCES: "In Opinion: If states were countries by economic output, California would be France". *Newsweek*. June 11, 2016. Retrieved June 30, 2017

Texas Energy. Business Texas, 25 Feb. 2019, businessintexas.com/industries/energy.


Texas Ag Stats. Texas Department of Agriculture, 2019, www.texasagriculture.gov/About/TexasAgStats.aspx

Our Greatest Needs



POVERTY

Texas ranks 39th nationally in population under the poverty line.



EDUCATION

<40% of high school graduates are considered "college-ready".



INFRASTRUCTURE

Nearly 20% of Texas roads are in poor condition.

Sources: Center for American Progress. Texas Poverty Report 2017, 2017, <https://talkpoverty.org/state-year-report/texas-2017-report/>

The Texas Tribune. Public School Explorer, 2017, <https://schools.texastribune.org/states/tx/>

Don Morgan. Nationwide Study Shows Texas Teachers' Salaries Rank in Bottom Third. KTSA, 30 Apr. 2018, <https://www.ktsa.com/nationwide-study-shows-texas-teachers-salaries-rank-in-bottom-third/>

American Society of Civil Engineers. Texas 2017 Report Card GPA: C-. Infrastructure Report Card, 2017, <https://www.infrastructurereportcard.org/state-item/texas/>

Our Greatest Needs

WHAT INFLUENCES A PERSON'S HEALTH?

ZIP CODE is likely a stronger predictor of your health outcomes than **GENETIC CODE**.



SOCIAL DETERMINANTS OF HEALTH (SDoH)

- ZIP codes
- Housing
- Transportation
- Food

35 counties have no physician

185 counties have no psychiatrist (=size of KS)

147 counties have no OB (=size of NE)

RURAL HEALTH CARE

138 rural hospital closures since 1960

In some areas, nearly one in three residents are

uninsured

Texas among 17 states that opted out of **Medicaid expansion**

LEVERS FOR OPPORTUNITIES AND SOLUTIONS

ENHANCING ACCESS TO CARE

- Physician workforce
- Transportation

INNOVATION & PARTNERSHIP

- New technology
- New Partnerships



EXPANDED HEALTH LITERACY & NAVIGATION

- Education and outreach
- Community engagement

IMPROVING HEALTH CARE SERVICES

- Expand offerings and early detection
- Target and incentivize community providers



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Collaborative Solutions

A man in a light blue striped shirt is speaking and gesturing with his hands. He is standing in front of a green screen that has some text on it, including "PLUGGING INTO RURAL" and "SUSTAINABLE SOLUTIONS".

**“Rural health
needs moonshots,
not band-aids.”**

- Dr. Dan McCoy, Blue Cross and Blue Shield of Texas President



Rural Health Initiative



BCBSTX and
Texas A&M Health
Science Center
Collaboration



Tackling Distance



Right-Sized Access



Empowering Communities



What Happens to Population Health after Hospital Closure?



Reestablishing Access to Care after Hospital Closure



Using Collaboration to Preserve Access





**From Dallas to Guthrie
and beyond**

90 YEARS

of Celebrating Health



BlueCross BlueShield of Texas

TEXAS BORN

MEMBER OWNED

PURPOSE DRIVEN

FORWARD THINKING



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Thank you!

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