### Rural Palliative Care: Strategies for Sustainability

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| **What:** Direct billing for specific services through Medicare, Medicaid, or private plans. | **What:** Federal, state, local grant opportunities  
- Donations or local foundation funds (i.e., auxiliary) | **What:** Accountable Care Organizations (ACOs)  
- Bundled Payment Programs especially for Oncology or Heart Failure  
- Other population-based or risk-sharing arrangements | **What:** Medicaid programs, Medicare Advantage plans, and/or other payers develop palliative care reimbursement or benefit options (varies by state and market).  
Potential for participation in the Medicare Primary Care First Seriously Ill Population Option – will be available in 26 geographic regions (some of which are rural). |
| **How:**  
- Provider Visits: Physician, APRN/PA, MSW (in some situations)  
- E&M codes  
- Medicare Care Coordination Codes:  
- Advance Care Planning (ACP)  
- Chronic Care Management (CCM and Complex CCM)  
- Transition Care Management (TCM) | **How:** One-time grants are typically used to fund development costs  
- Local foundations might offset operating costs  
- Bequests or larger gifts can support services in a variety of ways | **How:** Understand how focusing on patient goals and active care planning can help:  
- Reduce potentially avoidable utilization  
- Decrease use of high cost treatments and medications as aligned with patient goals  
- Generate savings, which can be used to re-invest and help cover costs of palliative care services  
Request supplements or bonuses based on performance related quality metrics, such as rates of ED visits, readmissions, and patient satisfaction. | **How:** Advocate for development of palliative care reimbursement options, or benefit and insurance coverage programs, ideally with implementation aligned across payers in a state/region. |
| **Align with other services:**  
Incorporate as part of covered home health services for appropriate patients  
Potential for earlier hospice admissions (as appropriate) and longer hospice length of stay. | | | |

**Underlying Value**
- Providing palliative care is the “right thing to do”
- Improved quality of care and quality of life for patients with serious illness and/or complex needs
- Increased likelihood for patients to continue to receive care in their community, close to family and friends
- Increases patient and family/caregiver satisfaction
- Supports clinician and staff satisfaction and resiliency
- Additional palliative care team support for complex patients can reduce clinician stress and enable time to see other patients

Full resource available at [http://www.stratishealth.org/documents/Sustainability-Strategies-for-Rural-Community-Based-Palliative-Care.pdf](http://www.stratishealth.org/documents/Sustainability-Strategies-for-Rural-Community-Based-Palliative-Care.pdf)