

Integrating Health and Social Care in Rural Communities

Prepared for the 2025 USAging Conference and Tradeshow

Partnership
to Align Social Care

A National Learning
& Action Network

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to Align Health and Social Care

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July 2025

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Advancing and socializing
Community Care Hubs (CCH)
as a preferred organized delivery
system to **enable sustainable,
and aligned social and health
care ecosystems** providing
holistic, person-centered care.

USAging Conference & Tradeshow

July 21, 2025

*Integrating Health and
Social Care in Rural
Communities*

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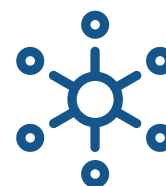
The Case for Cross-Sector Co-Design



Growing recognition about the **importance** of addressing health related social needs **(HRSN)** non-medical drivers of health.



Successful coordination and alignment of health and social care requires co-designed **delivery systems that center the community.**



Effective, sustainable **partnerships** between CBOs and health care can be **facilitated through a Community Care Hub (CCH).**



Advocate for and **operationalize** opportunities to **adopt CCH as vital partner** to organize and support a network of CBOs providing services to **address HRSNs.**

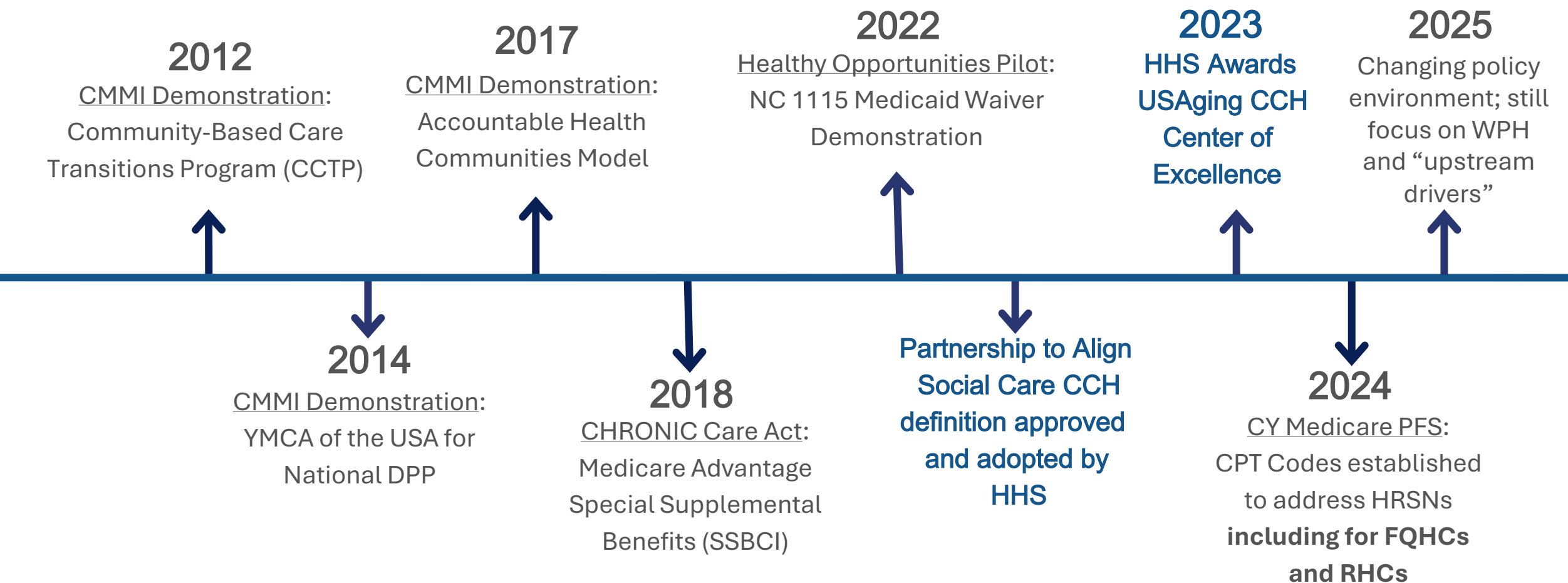
Community Care Hubs

Improving health through efficient coordination of services and supports



CCH Development Journey

Hub Model and Non-Clinical Service Delivery Investment Timeline



Co-Designing Solutions for Unique Challenges and Opportunities in Rural Communities

Rural Healthy People 2030: Access to services to address HRSN
comprise 9 of the top 20 Priority Health Concerns for Rural
Americans



- **Community Care Hubs** can serve as multi-sector stakeholder entities to streamline access to community services addressing non-medical drivers of health
- Alleviate burden on individual health care and CBO providers to have “all” the answers

THANK YOU!

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Rural CCH Discovery Project

Gaps, Needs, and Potential Opportunities

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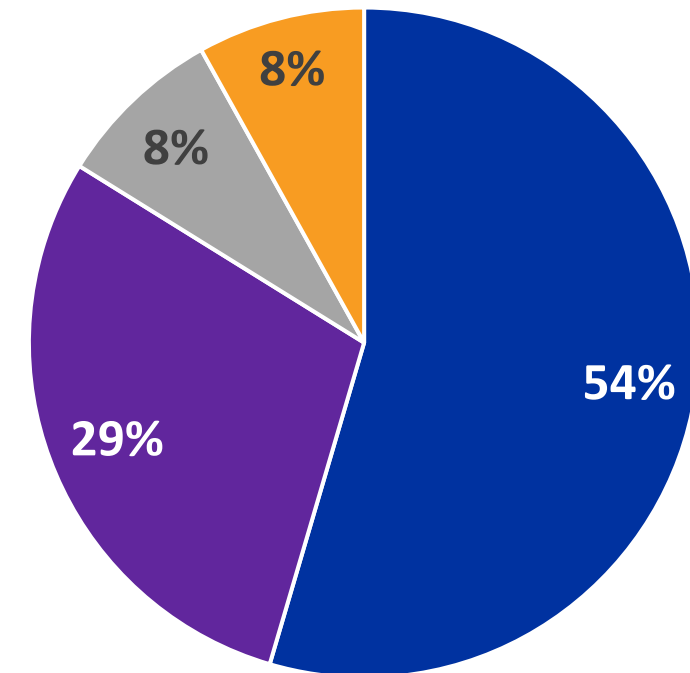
Prioritizing Rural, Frontier, and Tribal Health and Social Care Integration

- USAging's **Center of Excellence to Align Health and Social Care** (COE)*, supports the development and expansion of Community Care Hubs (CCHs)
- USAging received additional funding from **Margaret A. Cargill Philanthropies** to explore the benefits, challenges, and needs for CCH development in rural areas



Key Informant Interviews

- 2024 USAging Conference Kick-Off and Roundtable informed interview guide and process
- 24 interviews with 44 individuals across 20 states
- All have rural areas, but around 30% were *predominately* rural



■ Leading a CCH ■ Pursuing a CCH ■ Participating in a CCH ■ Not interested/able

Preliminary Results: CCH Benefits

- Innovation, growth, and change
- Efficiency, standardization, and compliance
- Performance and quality
- Mission alignment
- Sustainability
- Improved health outcomes

Preliminary Results: Challenges

- Capacity, workforce & staffing
- Billing/Coding
- Technology and data sharing
- Establishing and building a relationship
- Federal, state, and local restrictions
- Proving value

Preliminary Results: Needs

- Continued training and Technical Assistance
- Implementation support
- Funding
- Technology infrastructure
- Business acumen

USAging Resources & Contact

- **NEW!** A CCH Map is now available on the [COE Website](#)
- **STAY TUNED.** A compilation of findings from the discovery period of this project will be released later this year

Contacts

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USAging wishes to acknowledge Margaret A. Cargill Philanthropies (MACP) for their generous support on this initiative.

Expanding Opportunities and Addressing Challenges

Co-Designing Opportunities and Resources Focused on Shared Needs



Relationships & Collaboration

Partnership offers collaboration opportunities and resources to ease communication with peers across sectors.



Peer Learning, Resources, TA

Partnership hosts regular cross-sector workgroup opportunities and frequent peer-learning events.



Revenue, Governance, Infrastructure

Numerous resources developed by multi-stakeholder perspective to support hub development.



Business Acumen, Value Proposition

Referral and collaboration with partners working at all levels to articulate Hub/CBO ROI for health care.



CBO Culture Change

Ongoing learning and sharing about realities inherent in aligning with health care providers and payers through CCH.

Access these and more resources at
www.partnership2asc.org/resources/USAging2025 or scan



We Want to Hear From You!

- How can networks and hubs of community-based organizations best serve the health and social care challenges that you face?
- Are you or your organization currently engaged in or pursuing CBO network involvement?
- If not, would a CCH model be feasible in your community? Why or why not?
- What resources would be needed to help promote and scale CCHs in rural communities?



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