

Goodland Regional Medical Center: Hospital Alliance Enables More Telemedicine Specialty Care

The Need: Expanded, Accessible Specialty Care to Serve Rural Patients

Tucked into the northwest corner of Kansas in Sherman County, Goodland Regional Medical Center serves a largely rural population across several counties as well as eastern Colorado. A designated Critical Access hospital, Goodland also provides family medicine services through its Rural Health Clinic to a large population of Medicare, commercially insured, and Medicaid patients. Additionally, Goodland Regional's Outreach Specialty Clinic offers consultations and specialty services from 29 providers, both on-site and virtually. Goodland knew its patients needed care from other specialty disciplines that had not been readily available due to the economics of funding new clinics and the overall costs of financially supporting new providers. The hospital sought innovative solutions to make specialty care more accessible.

The Challenge: Adding Specialty Services on a Budget

Goodland faced several challenges in expanding specialty care. Lower availability of specialty physicians in rural areas continues to be a factor across the health care sector. In rural communities like northwest Kansas, patients are dispersed over a number of communities so finding convenient locations is a hurdle. Budgetary concerns are also a common challenge.

"Failure to access these services can result in unmet healthcare needs, contributing to health disparities. Access to healthcare services is therefore crucial for the optimal health and well-being of our rural residents," said Amie Powell, RN, BSN, chief operations officer, and clinic administrator at Goodland Regional Medical Center.

Goodland set its sights on adding rheumatology, nephrology, and endocrinology to its roster of specialty offerings. However, starting up new services often takes time to build up patient volumes, fill doctors' schedules, and receive external providers' referrals. "As a result, it is often difficult to be financially viable within the first year, or even two years, due to the high fees for specialist providers," said Powell.



Enabled the hospital to **provide access** to critically important specialty care.



Rural patients can now **receive specialist care** at their local healthcare facility



Reduces the need for extensive travel for care



The hospital sought innovative approaches to specialty care access to solve the issues of availability and budget constraints. Goodland decided to partner with Eagle Telemedicine and become a member of the Eagle Rural Care Alliance.

The Solution: The Eagle Rural Care Alliance Makes Specialty Care Sustainable.

The Eagle Rural Care Alliance brings together rural and community hospitals to bundle telemedicine services, thereby achieving economies of scale and enabling the hospitals to provide access to critically important specialty care.

“By collaborating with Eagle Telemedicine and the other rural hospitals in our network, our rural patients can now receive specialist care at our local healthcare facility, and local healthcare providers can access subspecialists' expertise,” Powell said. “It significantly reduces the need for extensive travel for care, making healthcare services more accessible to rural populations.”

Goodland began bundling services with four other hospitals in the region, sharing specialty services according to need. As part of the Alliance, the hospital received 4-hour blocks of coverage, once a month, for each of its new rheumatology, nephrology, and endocrinology services.

“I believe we are already seeing these clinics be a success,” Powell said. The alliance has worked so well for Goodland that the hospital is looking at how to offer more time for services as the clinic days have filled up quickly. “We want to assure patients that we are working together to provide exceptional healthcare for each of them and their family. In this case, this means partnering with Eagle Telemedicine and others in the alliance to provide the best care possible for our patients. “



Goodland Regional Medical Center

Based in Goodland, Kansas, Goodland Regional Medical Center is a Critical Access Hospital offering a wide range of services including cardiac and pulmonary rehabilitation, and physical, occupational and speech rehabilitative therapy.

Use Case

Add more specialty care and improve patient access.

Eagle Telemedicine Benefits

- Hospitals can share in costs of new specialty clinics
- Expanding services becomes economically feasible
- Patients have easier access to care via telemedicine
- Improved patient health due to more availability of specialty care

“There would be significant financial limitations if Goodland Regional Medical Center were to provide these services independently from Eagle Telemedicine and collaboration with the other rural hospitals.”

- **Amie Powell, Chief Operations Officer, Goodland Regional Medical Center**

To learn more about joining The Eagle Rural Care Alliance visit:

<https://www.eagletelemedicine.com/eagle-rural-care-alliance>.