How Does the Definition of "Rural" Impact Research?

November 15, 2023

- ✓ All attendees are muted
- ✓ Today's session will be recorded
- ✓ Submit questions using the Q&A function
- ✓ Q&A will follow the presentation



Rural Health Research Gateway

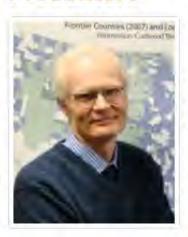
Provide access to publications and projects funded through the Federal Office of Rural Health Policy, Health Resources and Services Administration.

Gateway is a resource for:

- Policy makers
- Students
- Rural health researchers
- Health care providers
- Rural health organizations, professionals, associations, and more



Presenters



George H. Pink, PhD

Dr. Pink is a Research Professor in the Department of Health Policy and Management at the Gillings School of Global Public Health, Deputy Director of the North Carolina Rural Health Research Program, and Senior Research Fellow at the Cecil G. Sheps Center for Health Services Research, all at the University of North Carolina at Chapel Hill.



Janice (Jan) Probst, MS, PhD

Dr. Probst is a former Director of the Rural & Minority
Health Research Center (RMHRC) at the University of
South Carolina. Across nearly 20 years of leading the
RMHRC, Dr. Probst designed and collaborated in
research projects using a variety of metrics for identifying
rural persons and places.

Dr. Probst completed her undergraduate education at Duke University and her graduate training at Purdue University (MS) and the University of South Carolina (PhD). Recognition for her rural health work includes the "outstanding researcher" (2008) and "volunteer of the year" (2016) awards from the National Rural Health Association, and the Martin Luther King Jr. Social Justice Award (faculty) from the University of South Carolina (2013).





Defining rural and advancing rural research

Jan Probst, PhD

Distinguished Professor Emerita

University of South Carolina



November 15, 2023



Lots of potential data sources!



following topics: 5 levels of urbanizadates a 2001 report Rural Health Reform Policy Research Center Demographics tion / rurality from the CDC. Health behaviors and Individual data tables risk factors Mortality rates (Excel) Healthcare access and use Other health measures American Community Demographic A variety of tools are National Data estimates are reavailable, for varying State Survey (ACS) Age and sex leased every year levels of expertise and U.S. Census Bureau Ancestry County

But....

- Lack of uniformity when studying "rural" hinders analysis and interpretation
- "We know it when we see it" isn't good enough

Not rural: New York County, NY

Manhattan:



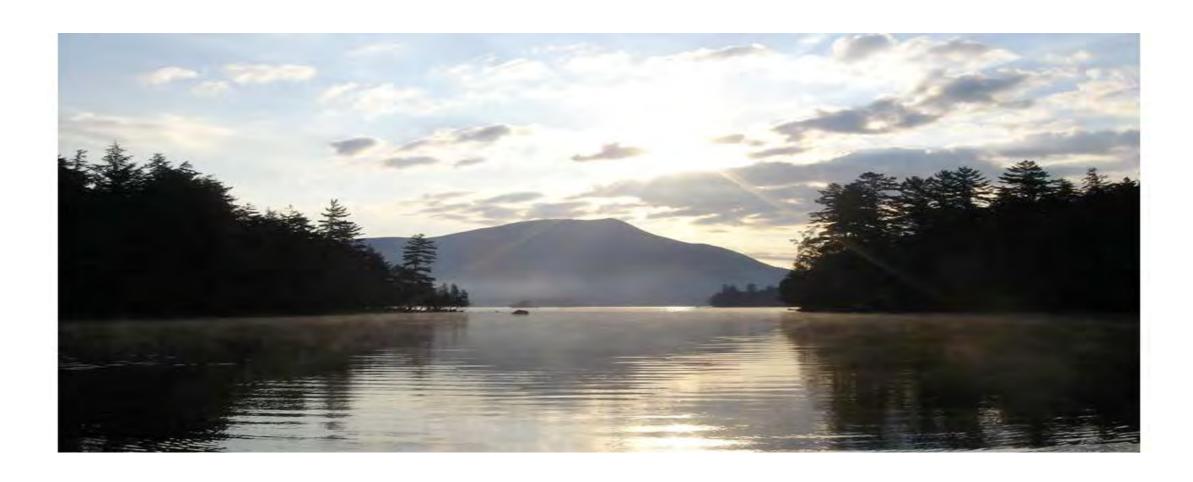
Rural: Loving County, TX

Loving County: 0.1 person per square mile





Also rural: Hamilton County, NY



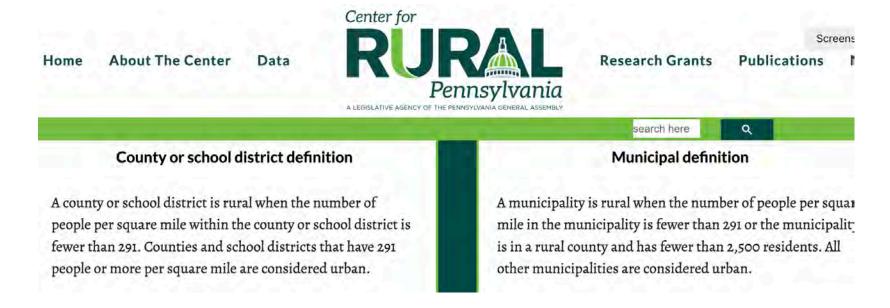
What we want to avoid....

- Multiple definitions of rural
- Sometimes in the same report:
 - Metro-nonmetro at the county level
 - Core-based statistical areas (empty = rural county)
 - Index of relative rurality (county level, in quintiles)
 - Rural Urban Commuting Areas (ZIP Code) 1-3 = urban, 7-10 = "rural" (4-6, micropolitan rural, not included)



Caveat: Legislative vs research definitions

 Single state analyses directed at evaluating policy may need to adopt idiosyncratic definitions



• But:

The question: how do you study rural America?

- Levels of measurement
- Cut points for "rural"
 - Pre-loaded into Federal data sets
 - Created by the investigators
- Cut points when studying special populations

Levels of measurement

- PUMA (not going to discuss)
- County
- ZCTA/Census Tract

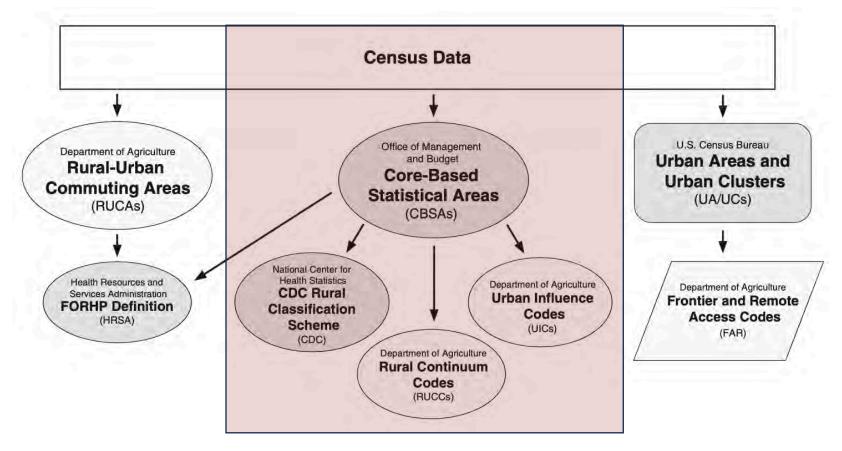
- Excluded: Dartmouth Atlas Projects
 - Hospital Referral Regions
 - Hospital Service Areas

Counties

- Advantages
 - Relatively stable over time
 - Someone is in charge
 - Multiple data sets available
 - Multiple well established rural definitions
- Disadvantages
 - Misses rural populations in large counties that include a densely populated place

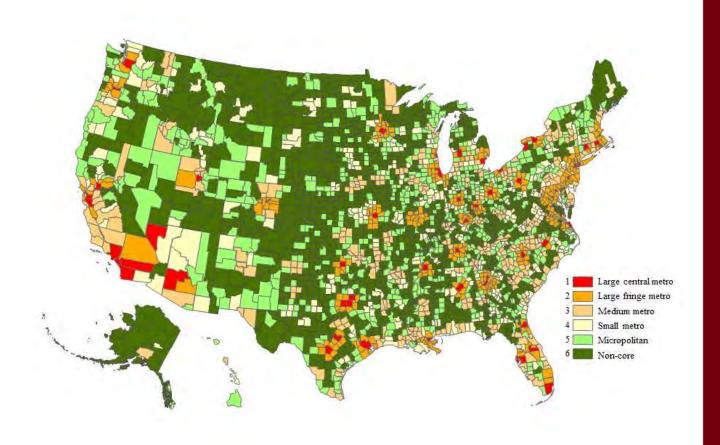
County typologies

- Metropolitan nonmetropolitan
- Urban Influence Codes
- Rural Urban Continuum Codes
- NCHS Codes



NCHS Codes

- Large central metro
- Large fringe metro
- Medium metro
- Small metro
- Nonmetro micropolitan
- Nonmetro non-core



"Micropolitan" confuses many

Micropolitan versus Urban



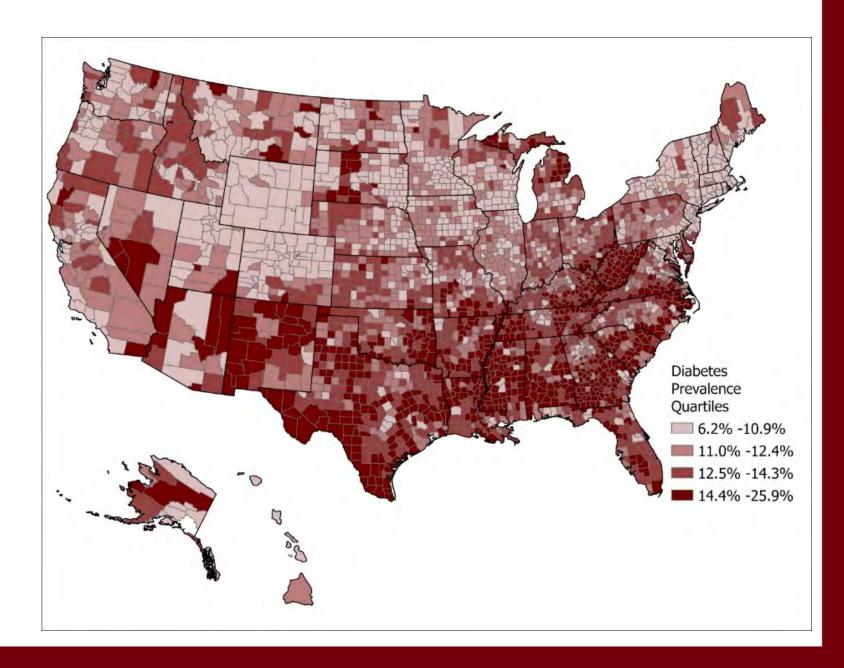
Federal PUFs using NCHS codes

- Metro/nonmetro only:
 - Medicare Current Beneficiary Survey
- NCHS codes:
 - NHIS (3 urban, 1 all nonmetro)
 - CDC WONDER Mortality data
 - National Survey of Children's Health (not all states)
 - BRFSS
 - Rurality available 2018 forward
 - 2 variables, _METSTAT & URBSTAT, can be linked to create 3 levels, urban/micropolitan/noncore
 - Don't use MSCODE!

With the exception of CDC Wonder, these sources suppress individual county ID, but allow examination of national/regional trends

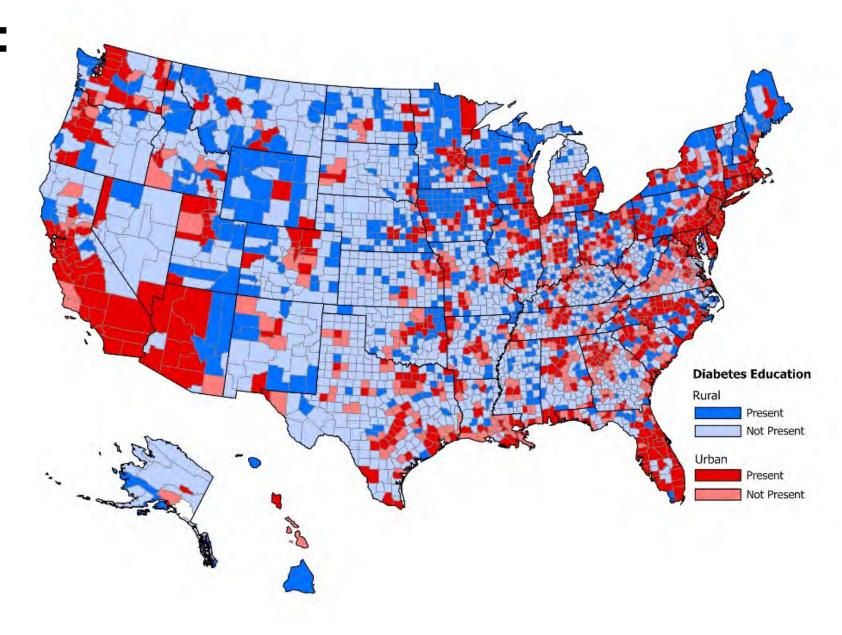
County example: Diabetes prevalence in adults

Data are drawn from the CDC *Places* data set and grouped in quartiles



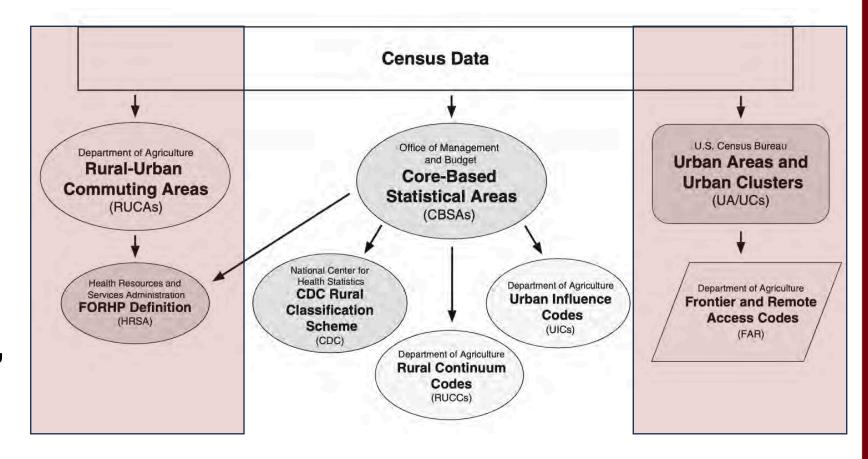
County example: Diabetes Education sites

Uses the
 Metropolitan –
 nonmetropolitan
 distinction to
 define rural



ZCTAs ... subcounty measures

- Rural Urban Commuting Areas (10 levels)
- Frontier &
 Remote Access
 Codes (4 levels,
 kinda)



ZIP Code Tabulation Areas (ZCTAs)

- What they are:
 - ZIP Codes® are routes, not places
 - ZCTAs create a place by grouping Census tracts served by a route
- Advantages:
 - Local; pinpoint areas that might be problematic
 - People understand the concept
 - Helpful for distance approximations

ZCTAs, continued

- Disadvantages:
 - No one is in charge
 - Change over time.
 - ZIP Codes® must be matched to ZCTAs -- it's not a one-to-one correspondence

Two principal ZCTAs categorizations

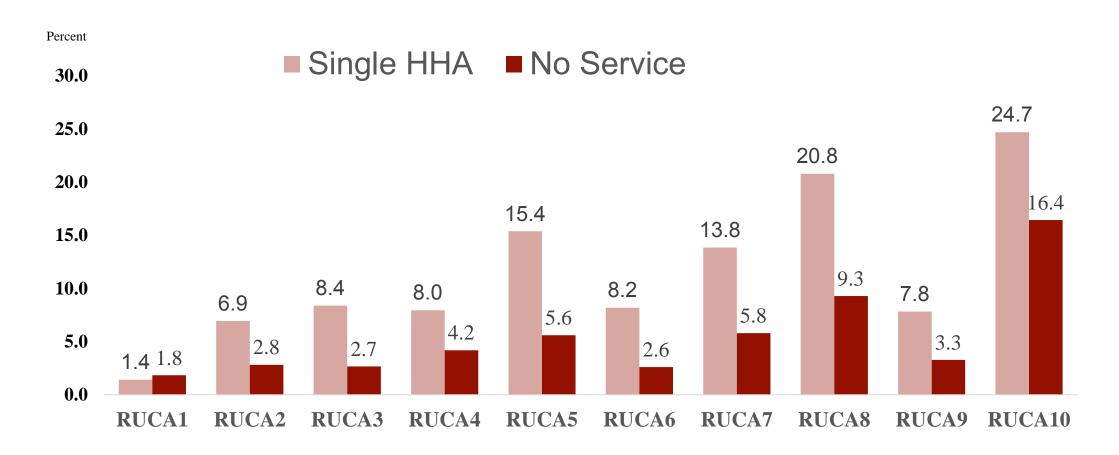
Rural-Urban Commuting Areas (RUCAs)

- Overall:
 - 1 3 = Metropolitan
 - 4 6 = Micropolitan rural
 - 7 10 = Noncore rural
- Subdivided based on commuting patterns

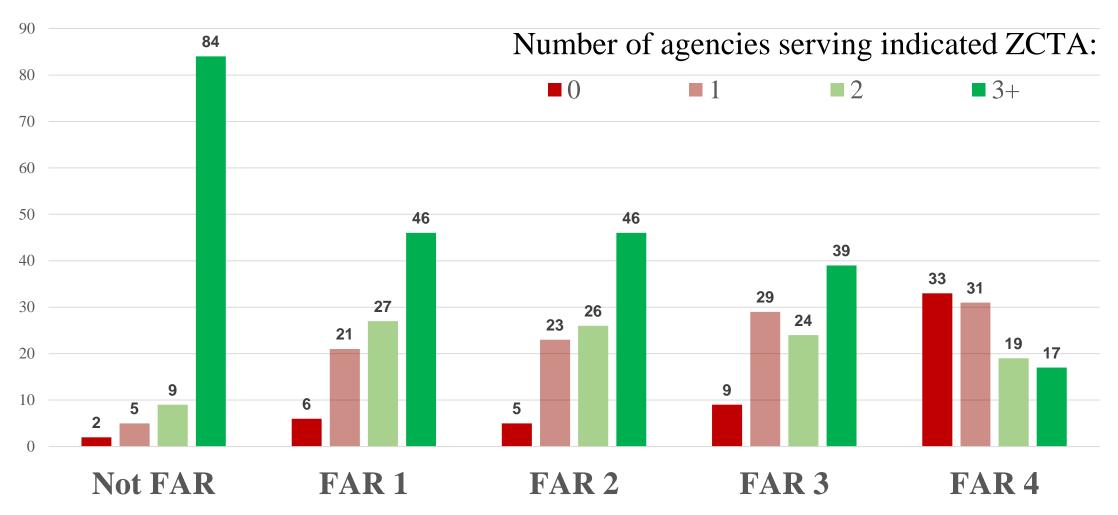
Frontier & Remote (FARs)

- Overall:
 - 4 levels, based on combinations of population and distance to the nearest urban area

RUCA example: Home health Service Availability, October 2020



FAR example: Home health agency service



Probst et al, Access to Home Health Services Across Rural and Urban Minoritized Racial/Ethnic Group Areas, August 2022

When no easy categories exist...

- Examining access to care for minoritized populations at the geographic rather than the personal level
- Are geographic "high minority" places disadvantaged?
- What is "high," anyway?

Example: studying access to care for minoritized populations in rural

- Measure distance: → ZCTA > county
 - Centroid of ZCTA to nearest care source
- Measure rural: RUCAs
- Identifying an area as having "a high proportion" of residents who identify as members of a minoritized population (MRG)
 - Developed rural-specific metric

Rural versus urban demography

Because rural
MRGs are
geographically
concentrated, they
account for small
percentages in the
national picture

Percent of ZCTA residents who identify as:	Urban ZCTAs	Rural ZCTAs
Non-Hispanic Black	10.0	5.0
Non-Hispanic American Indian/Alaska Native	0.8	3.1
Hispanic	8.7	5.1
Non-Hispanic Asian Pacific Islander	3.5	0.7
Non-Hispanic White	0.08	87.6

R&MHRC choice: Top 95% = "top"

One criterion -- 95% percentile

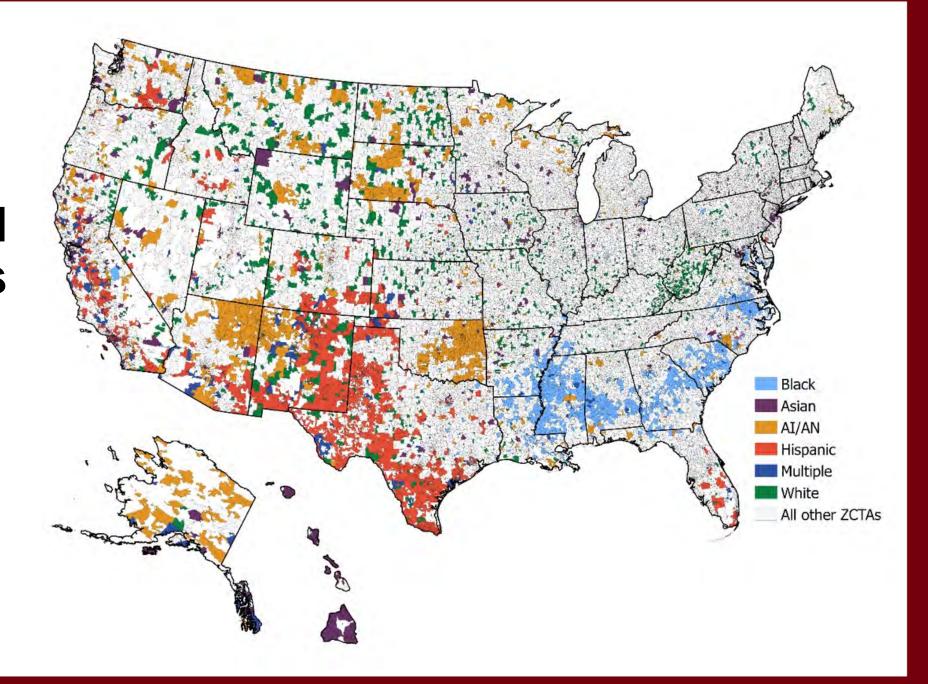
Two distributions → separate criteria for rural and urban places

Proportion of residents ≥95 percentile,^a by race/ethnicity and rurality

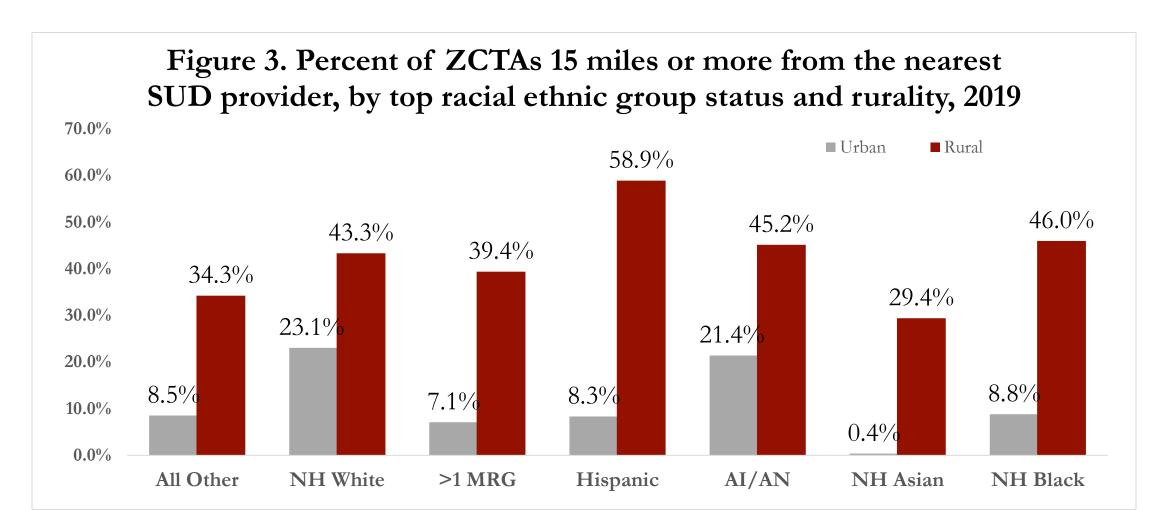
	Rural	Urban
Non-Hispanic Black	34.4%	49.3%
Hispanic	23.8%	34.1%
Non-Hispanic American		
Indian/Alaska Native	11.8%	2.2%
Non-Hispanic Asian	2.5%	15.3%
Non-Hispanic White	100.0%	100.0%

^a Percentiles derived from population data obtained from the American Community Survey.

Distribution of concentrated racial groups



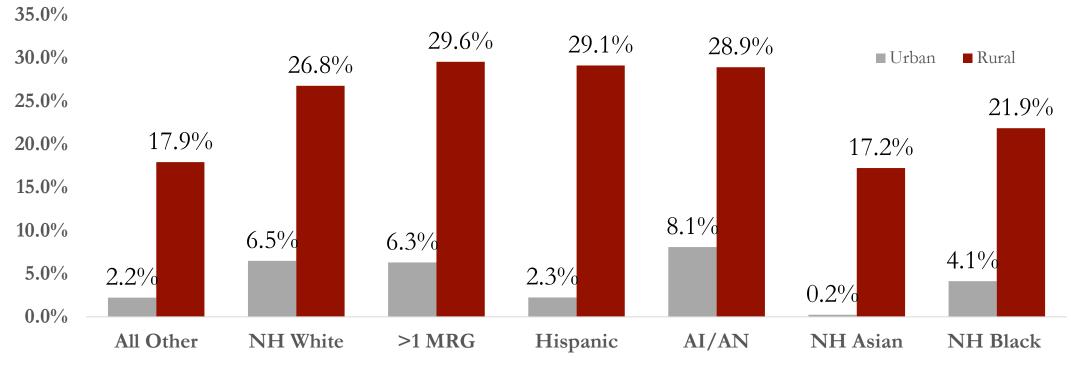
Distance to nearest SUD treatment



Probst et al, Access to Health Services Across Rural and Urban Minoritized Racial/Ethnic Group Areas, March 2023

Distance to the nearest OB Unit

Figure 8. Percent of ZCTAs 30 miles or more from the nearest obstetric care unit, by top racial/ethnic group and rurality, 2019



Probst et al, Access to Health Services Across Rural and Urban Minoritized Racial/Ethnic Group Areas, March 2023

Wrapping up....

- Defining rural is complex
- But considerable work has <u>already been done</u> to develop consistent definitions
- Working with established metrics allows studies to build upon past work.

This presentation has been approved by Sam the rural health advoCATe.



Contact information: Probst.rural@gmail.com

Appendices

- Credits
- Resources

Rural and Minority Health Research Center

- Core funding from the competitive research program of the Federal Office of Rural Health Policy, HRSA
- Focus on rural vulnerable populations
- https://sc.edu/study/colleges_schools/public_health/research/re search centers/sc rural health research center/



Resources: references

- Hart LG, Larson EH, Lishner DM. Rural definitions for health policy and research. *Am J Public Health*. 2005 Jul;95(7):1149-55.
- Bennett KJ, Borders TF, Holmes GM, Kozhimannil KB, Ziller E. What Is Rural? Challenges And Implications Of Definitions That Inadequately Encompass Rural People And Places. *Health Aff* (Millwood). 2019 Dec;38(12):1985-1992.
- Long JC, Delamater PL, Holmes GM. Which Definition of Rurality Should I Use?: The Relative Performance of 8 Federal Rural Definitions in Identifying Rural-Urban Disparities. *Med Care*. 2021 Oct 1;59(Suppl 5):S413-S419. Onlline supplement has great information.

Resources: data links

- Rural definitions webinar: <u>https://www.ruralhealthinfo.org/webinars/rural-definitions</u>
- CDC Places: https://www.cdc.gov/places/index.html
- AHRQ SDOH: https://www.ahrq.gov/sdoh/data-analytics/sdoh-data.html
- Census ZCTAs: https://www.census.gov/programs-surveys/geography/guidance/geo-areas/zctas.html



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George H Pink, PhD

Gateway Webinar

November 15, 2023

This presentation uses work funded by Federal Office of Rural Health Policy, Award #U1GRH03714

North Carolina Rural Health Research Program

- Much of our research focuses on:
 - Rural / urban hospital comparisons
 - Medicare special payment designations CAH, MDH,
 RRC, SCH
- Rural definitions we use most frequently:
 - FORHP definition our funder and primary user of our research
 - OMB / CMS definition because they reimburse hospitals



FORHP versus OMB/CMS rural definitions

Org	Rural Measure	Rural pop*
FORHP	 Nonmetropolitan counties (OMB-defined). Census tracts with RUCA codes 4-10 inside metropolitan counties. Large census tracts (at least 400 square miles) with low population density (35 or fewer people per square mile), RUCA codes 2-3 inside metropolitan counties. All outlying metro counties without an urbanized area 	57.0 million (18.0% of total pop)
OMB / CMS	 Nonmetropolitan counties: Micropolitan: counties with at least one urban cluster (population 10,000-49,999) and adjacent, economically integrated counties. Rural: counties with no urbanized area or cluster and not adjacent to metropolitan or micropolitan county. 	46.3 million (15.0% of total pop)



*https://rupri.publichealth.uiowa.edu/publications/policypapers/Considerat ions%20For%20Defining%20Rural%20Places.pdf

Difference between FORHP and OMB/CMS

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	Difference	10.7 million (3.0%)



Why are there differences between FORHP and OMB/CMS definitions?

- Federal agencies create and use definitions to facilitate their own programs because no single definition clearly divides rural and urban entities.
- Over time, many definitions have been developed by different agencies for various purposes using different classifications.
- Each definition has strengths and weaknesses federal agencies choose the definition that best fits their programmatic goals.

https://www.ruralhealthinfo.org/topics/what-is-rural#major-definitions



How the definition of rural can impact research: two examples



Example 1



Findings Brief NC Rural Health Research Program

July 2022

Types of Rural and Urban Hospitals and Counties Where They Are Located

George Pink, PhD; H. Ann Howard, BS

https://www.shepscenter.unc.edu/download/24953/

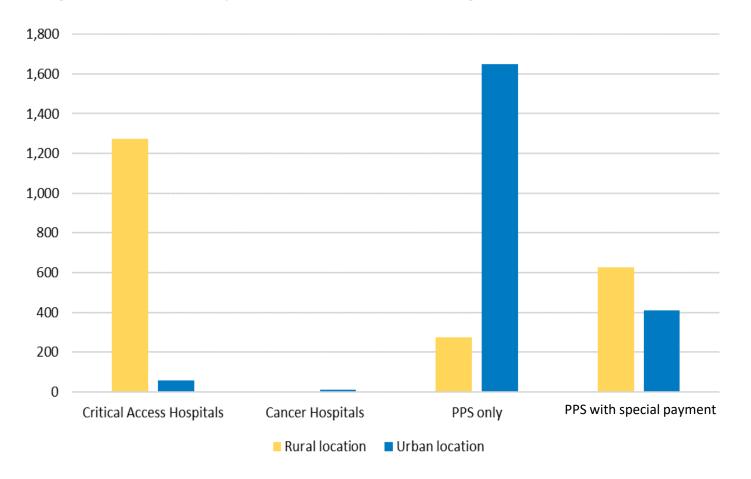


Definition of rural used in the study

"We defined hospitals as rural using the Federal Office of Rural Health Policy definition effective on October 1, 2021. FORHP defines a rural area as: "All non-metro counties; all metro census tracts with RUCA codes 4-10; large area Metro census tracts of at least 400 sq. miles in area with population density of 35 or less per sq. mile with RUCA codes 2-3," and; all outlying metro counties without an urbanized area."



Number of CAHs, Cancer Hospitals, PPS-only Hospitals, and PPS Hospitals with Special Payment Designations by Location Using FORHP Definition



Hospitals in rural locations are primarily CAHs and hospitals in urban locations are primarily PPS-only hospitals.

Number of rural and urban hospitals using FORHP definition (12-31-2021)

There are CAHs,
PPS-only hospitals,
and PPS hospitals
with special
payment
designations in
both urban and
rural locations.

Туре	Payment	Rural	Urban
CAH		1275	59
PPS	PPS only	275	1649
	EACH	1	0
	EACH / RRC	2	0
	MDH	129	10
	MDH / RRC	18	5
	RRC	86	337
	SCH	274	27
	SCH / RRC	116	32
	Total	2176	2119



Number of rural and urban hospitals using FORHP definition

59 CAHs in urban locations

337 RRCs and 74 other hospitals with special payment designations in urban locations

Are RRCs rural hospitals? 80% are in urban locations

Type	Payment	Rural	Urban
CAH		1275	59
PPS	PPS only	275	1649
	EACH	1	0
	EACH / RRC	2	0
	MDH	129	10
	MDH / RRC	18	5
	RRC	86	337
	SCH	274	27
	SCH / RRC	116	32
	Total	2176	2119



What happens if we use OMB/CMS definition instead of FORHP definition?

- All hospitals located in:
 - Census tracts with RUCA codes 4-10 inside metropolitan counties.
 - Large census tracts (at least 400 square miles) with low population density (35 or fewer people per square mile), RUCA codes 2-3 inside metropolitan counties.
 - All outlying metro counties without an urbanized area
- Would change from rural to urban
- How do we calculate the number that would change?



List of hospitals in the U.S. has rural status by FORHP and OMB def'ns for all hospitals in one spreadsheet





https://www.shepscenter.unc.edu/programsprojects/rural-health/list-of-hospitals-in-the-u-s/

What happens if we use OMB/CMS definition instead of FORHP definition?

397 hospitals move from rural to urban

Type	Payment	Rural	Urban
CAH		12 75	59
PPS	PPS only	27	1649
	EACH		0
	EACH / RRC		0
	MDH		10
	MDH / RRC		5
	RRC		337
	SCH	41	27
	SCH / RRC	11	32
	Total	21/6	2119



Example 2: Rural Emergency Hospitals



17 Hospitals Have Converted to Rural Emergency Hospitals since January 2023



REH Location Eligibility

 A facility is eligible to convert to an REH if it was a Critical Access Hospital (CAH) or rural hospital with not more than 50 beds as of December 27, 2020 (including a hospital that closed after December 27, 2020).

https://www.cms.gov/files/document/reh-medicare-provider-instructions.pdf



2023 REH conversions

Hospital	City	State	OMB / CMS	FORHP	Previous Medicare Payment	REH Participation Date
Harper County Community Hospital	BUFFALO	OK	Neither	Rural	CAH	10/1/2023
South Central Kansas Medical Center	ARKANSAS CITY	KS	Micro	Rural	SCH	9/28/2023
Guadalupe County Hospital	SANTA ROSA	NM	Neither	Rural	SCH	9/1/2023
St. Bernards Five Rivers Medical Center	POCAHONTAS	AR	Neither	Rural	SCH	9/1/2023
Assumption Community Hospital	NAPOLEONVILLE	LA	Metro	Urban	CAH	8/3/2023
Sturgis Hospital	STURGIS	MI	Micro	Rural	PPS	7/6/2023
Blue Ridge Medical Center	BLUE RIDGE	GA	Neither	Rural	MDH	7/1/2023
Stillwater Medical-Blackwell	BLACKWELL	OK	Micro	Rural	SCH	7/1/2023
Tristar Ashland City Medical Center	ASHLAND CITY	TN	Metro	Rural	CAH	7/1/2023
St. Luke's Health - Memorial Hospital	SAN AUGUSTINE	TX	Neither	Rural	CAH	6/20/2023
Jefferson County Hospital	FAYETTE	MS	Neither	Rural	PPS	6/1/2023
Stillwater Medical - Perry	PERRY	OK	Neither	Rural	SCH	4/1/2023
Anson General Hospital	ANSON	TX	Metro	Rural	MDH	3/27/2023
Alliance Healthcare System	HOLLY SPRINGS	MS	Metro	Rural	SCH	3/16/2023
Falls Community Hospital and Clinic	MARLIN	TX	Metro	Rural	SCH	2/8/2023
Irwin County Hospital	OCILLA	GA	Neither	Rural	PPS	2/1/2023
Crosbyton Clinic Hospital	CROSBYTON	TX	Metro	Rural	CAH	1/30/2023



https://www.shepscenter.unc.edu/programs-projects/rural-health/rural-emergency-hospitals/#citem_fe3f-61e3

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Crosbyton Clinic Hospital	CROSBYTON	TX	<mark>Metro</mark>	<mark>Rural</mark>	CAH	1/30/2023



#1 Five REHs where the OMB/CMS and FORHP rural definitions differ

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Crosbyton Clinic Hospital	CROSBYTON	TX	<mark>Metro</mark>	Rural	CAH	1/30/2023



#2 S

Six REHs are in Metro areas, as defined by OMB/CMS. How are they eligible for REH?

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Three are CAHs

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Alliance Healthcare System	HOLLY SPRINGS	<mark>MS</mark>	<mark>Metro</mark>	Rural	SCH	3/16/2023
Falls Community Hospital and Clinic	MARLIN	TX	<mark>Metro</mark>	Rural	<mark>SCH</mark>	2/8/2023
Irwin County Hospital	OCILLA	GA	Neither	Rural	PPS	2/1/2023
Crosbyton Clinic Hospital	CROSBYTON	TX	Metro	Rural	CAH	1/30/2023



Three are in Metro areas but not CAHs. How are they eligible for REH?

Urban to Rural Reclassification

Title 42 / Chapter IV / Subchapter B / Part 412 / Subpart G / § 412.103

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ECFR CONTENT



§ 412.103 Special treatment: Hospitals located in urban areas and that apply for reclassification as rural.



(a) General criteria. A prospective payment hospital that is located in an urban area (as defined in subpart D of this part) may be reclassified as a rural hospital if it submits an application in accordance with paragraph (b) of this section and meets any of the following conditions:





https://www.ecfr.gov/current/title-42/chapter-IV/subchapter-B/part-412/subpart-G/section-412.103



Urban to Rural Reclassification

Any Inpatient Prospective Payment System (IPPS) hospital located in an urban area may be reclassified as rural by meeting one of the following criteria:

- It is located in a rural census tract of a Metropolitan Statistical Area (MSA) in the most recent version of the Goldsmith Modification, Rural-Urban Commuting Area (RUCA) codes;
- Any State law or regulation deems it to be a rural hospital or located in a rural area; or
- It would meet all requirements of a RRC or a SCH if it was located in a rural area.
- Five other criteria



https://www.ecfr.gov/current/title-42/chapter-IV/subchapter-B/part-412/subpart-G/section-412.103

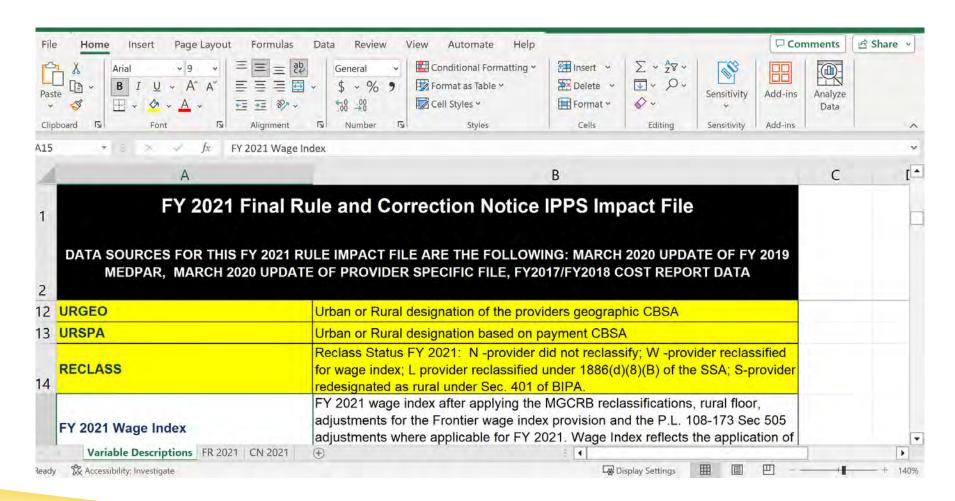
Where do you go to determine whether a PPS hospital has been reclassified as rural?

- RHI Hub Am I rural tool? can be used to determine whether a location is currently rural according to FORHP, CBSA and other definitions https://www.ruralhealthinfo.org/am-i-rural
- CMS Impact file can be used to determine whether a hospital has reclassified as rural
- Suppose I suspect that a 412.103 reclassification had to be active on 12/27/2020, so we will start with 2021 Impact file (issued in Nov 2020)



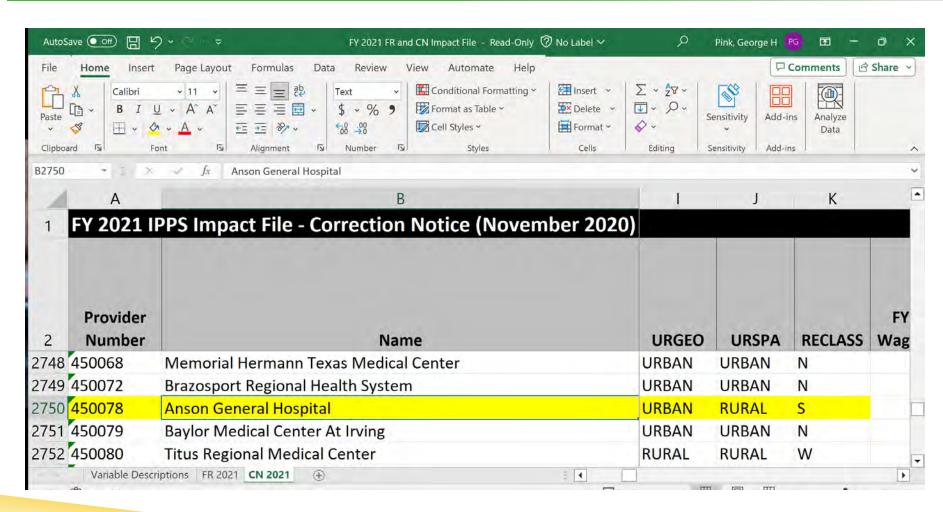
https://www.cms.gov/medicare/payment/prospective-payment-systems/acute-inpatient-pps/fy-2021-ipps-final-rule-home-page

FY 2021 Final Rule and Correction Notice IPPS Impact File





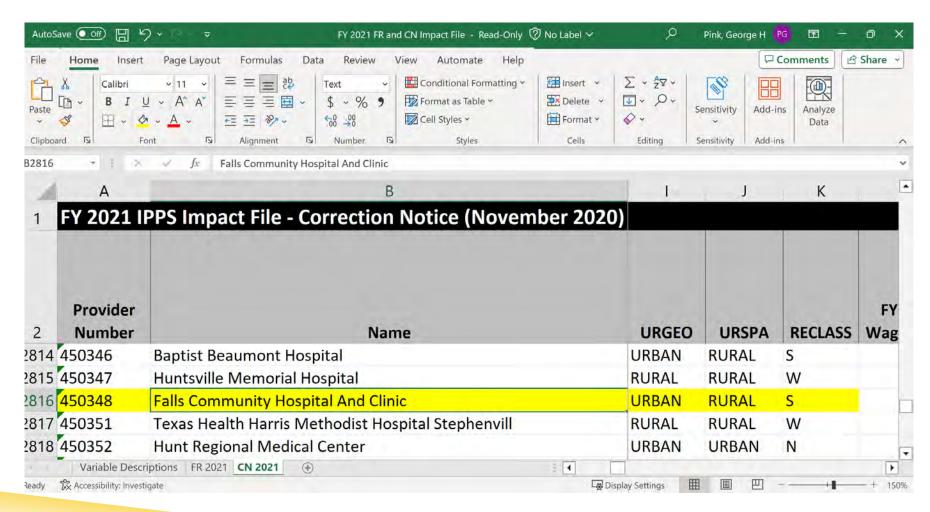
Anson General Hospital, Anson TX





Reclassification confirmed

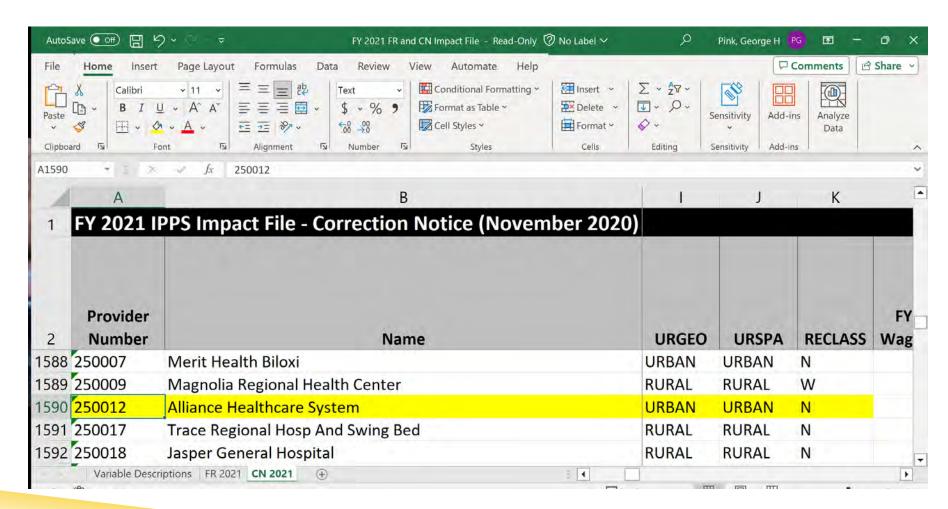
Falls Community Hospital, Marlin TX





Reclassification confirmed

Alliance Healthcare System, Holly Springs MS





No reclassification found

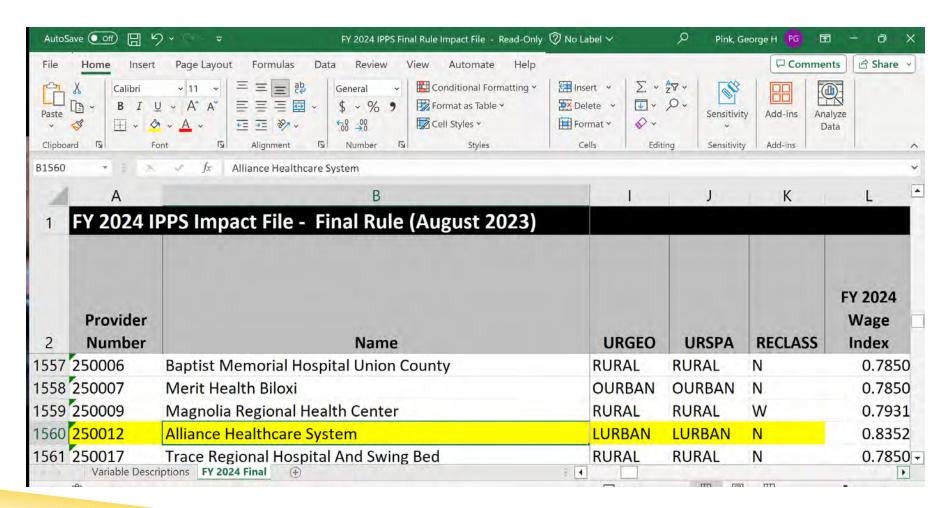
Now what?

- Perhaps my suspicion that a 412.103 reclassification had to be active on 12/27/2020 is incorrect.
- Move on to 2024 Impact file (issued in August 2023)

https://www.cms.gov/medicare/payment/pro spective-payment-systems/acute-inpatientpps/fy-2024-ipps-final-rule-home-page



Alliance Healthcare System, Holly Springs MS





No reclassification found

Next go to the media: April 23, 2023





Holly Springs is listed as a REH in QCOR

- Perhaps reclassification is in progress
- Perhaps REH designation was an error

Summary

- Rural definition for hospital policy analysis (FORHP) differs from rural definition for hospital payment analysis (OMB/CMS)
- # of rural hospitals using FORHP definition >>
 # of rural hospitals using OMB/CMS definition
- Urban to rural reclassification changes CMS payment and research data
- Sometimes detective work is required to find out what is going on with a particular hospital



North Carolina Rural Health Research Program

Location:

Cecil G. Sheps Center for Health Services Research

University of North Carolina at Chapel Hill

Website: http://www.shepscenter.unc.edu/programs-projects/rural-health/

Email: ncrural@unc.edu

Colleagues:

Mark Holmes, PhD Kristin Reiter, PhD

Ann Howard Julie Perry

George Pink, PhD Susie Gurzenda, MPH

Kristie Thompson, MA Tyler Malone, PhD



Resources

North Carolina Rural Health Research Program

http://www.shepscenter.unc.edu/programs-projects/rural-health/

Rural Health Research Gateway

www.ruralhealthresearch.org

Rural Health Information Hub (RHIhub)

https://www.ruralhealthinfo.org/

National Rural Health Association

www.ruralhealthweb.org

National Organization of State Offices of Rural Health

www.nosorh.org



For more than 30 years, the Rural Health Research Centers have been conducting research on healthcare in rural areas.



The Rural Health Research Gateway ensures this research lands in the hands of our rural leaders.

ruralhealthresearch.org