



RESEARCH SPOTLIGHT ON

Rural Health

Forty-six million Americans, or 15 percent of the population, live in rural areas and often have difficulty obtaining needed healthcare services. Remote location, coupled with economic, cultural, educational, and social factors, combine to create a range of health challenges for these populations. For example, rural residents experience higher rates of chronic diseases and disability and death from injuries than residents of cities and suburbs.

PCORI is addressing these issues by funding research that seeks to improve care and outcomes among rural populations, focusing both on residents of rural areas and the conditions that impose greater burdens on them than others.

Research Addressing Questions That Matter

PCORI funds **comparative clinical effectiveness research (CER)** to determine which healthcare options work best for which patients, based on their needs and preferences. This research produces evidence that helps people make better-informed healthcare choices.



DOCTOR

I work at a primary care clinic in Kansas, and many of my patients struggle with their weight.

What strategies, beyond usual care, can better help my patients adopt healthy lifestyle choices, including weight loss, lower blood pressure and cholesterol levels, and improved sleep quality?



PRIMARY CARE PROVIDER

I have patients who have been diagnosed with depression and I would like to

treat them more effectively and in a more patient-centered way. Will having access to two different strategies for cognitive behavioral therapy help me lower a patient's depressive symptoms?

STUDY SPOTLIGHTS

Helping Patients in Rural Areas Transition from Hospital to Home

When patients go home from the hospital, they can still need help to recover and avoid readmission but might not know how to arrange such care. This can be especially challenging in rural areas. A PCORI-funded research team compared how well a program specifically designed to support people in rural areas after they go home from the hospital compared with standard support. The result: in the first 30 days after discharge, patients in the specialized program had fewer return visits to the hospital.

For more information about this project, visit www.pcori.org/Seekins221.

Improving Medication Adherence in Rural America

Despite extensive research, up to half of patients with chronic diseases don't take medications as recommended. That can mean poorer outcomes for these patients. Chronic disease is also estimated to account for \$290 billion in healthcare costs annually. To address this problem, PCORI-funded researchers are comparing the effectiveness of two ways to help people with type 2 diabetes stay on their medications. One is usual care, comprising general health education, and the other a program using educational materials, storytelling, and peer coaching to improve such health measurements as blood glucose levels, blood pressure, and cholesterol. Further details about this project are at www.pcori.org/Safford246.

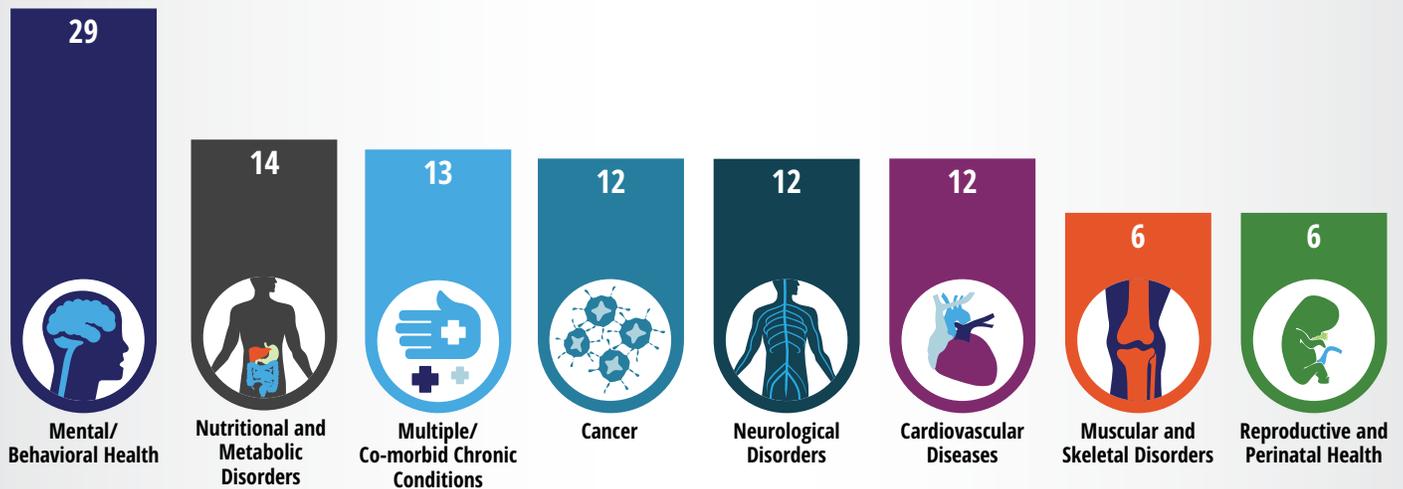
As of March 2020, PCORI has invested

\$396 MILLION TO FUND **90**

comparative clinical effectiveness research studies
that are relevant to or involve rural populations.

BY THE NUMBER OF PROJECTS

Top Condition Categories



**A study may be counted across more than one category*