



County-Based Purchasing, Rural Health and Telehealth

Steve Gottwalt, MACHP ED | April 23, 2025



County-Based Purchasing



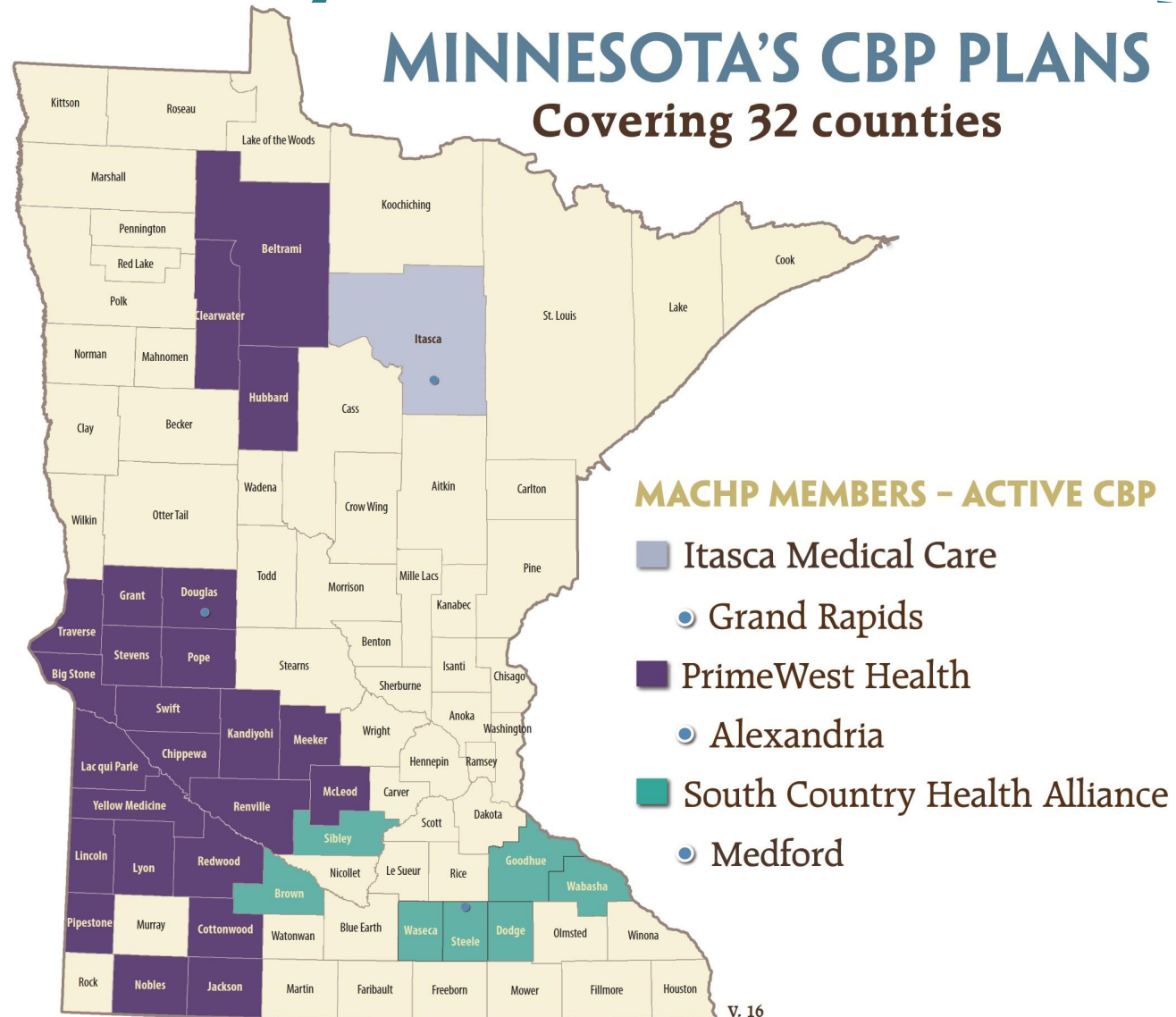
The Minnesota Association of County Health Plans (MACHP) is an alliance of County-Based Purchasing (CBP) plans serving more than 80,000 members enrolled in Minnesota Health Care Programs (MHCP) each month across 32 counties of rural Minnesota.

Minnesota legislators wrote CBP into state law in the 1990s – a distinct and unique model, owned and operated by the counties they serve. CBP empowers counties to exercise local decision-making, self-determination, and community-specific innovations toward improving health while reducing costs. The result is better health outcomes and quality of life.

County-Based Purchasing

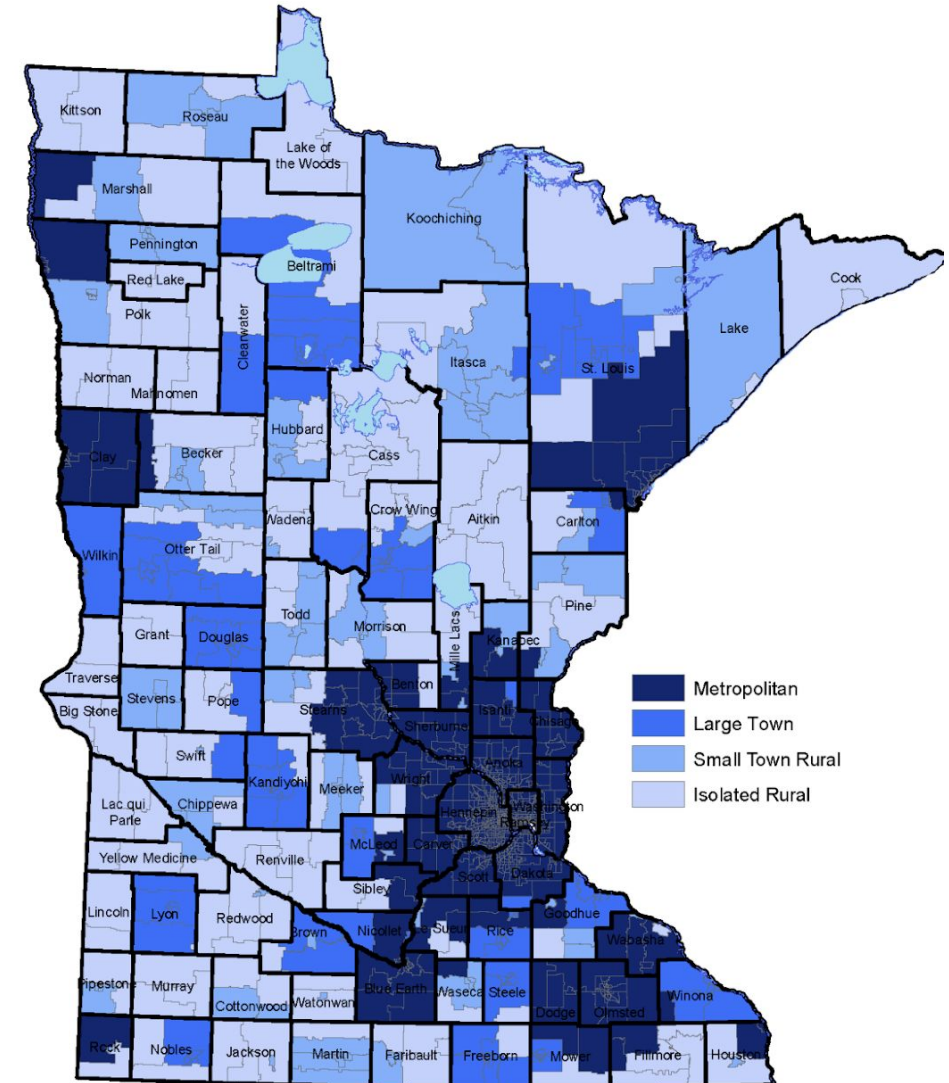
MINNESOTA'S CBP PLANS

Covering 32 counties



Rural Health

- Older, sicker, poorer, more remote population, with fewer resources more widely spread
- Higher percentage of Medicare, Medicaid and MinnesotaCare enrollees than in urban areas
- Older providers are retiring and not being replaced.
- Need technology to help bridge gaps.



Telehealth and Rural Health

- Rural Minnesotans had lower utilization of both phone and video visits
- One in ten rural Minnesotans lack internet reliable enough for a video visit
- There are more video visits for Mental health than phone visits
- Tele-mental health visits were generally less used than in urban areas
- Most people would do a telehealth visit again
- Rural Minnesotans experience more cost-sharing in health care coverage

Minnesota Health Access Survey, 2023
Minnesota Telehealth Access Survey, 2023

The Payer's Perspective

- Access: Telehealth is often a cost-effective way to extend limited expert resources into underserved areas of rural Minnesota
- Telehealth does not replace in-person mental or physical health care, but can help provide timely, life-saving stabilization in emergent situations
- Telemonitoring is an important tool for keeping people healthy in-place, and catching health issues before they get worse
- COVID accelerated people's acceptance of remote or virtual meetings
- Technology, including AI, is making telehealth more potent all the time



Questions?

Thank you!

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