



ASPIRING TO
IMPROVE LIVES
THROUGH ACCESS
TO AFFORDABLE
HEALTHCARE

THE LEONA M. AND HARRY B.
HELMSLEY
CHARITABLE TRUST

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THE LEONA M. AND HARRY B.
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RURAL
HEALTHCARE
PROGRAM



ABOUT THE LEONA M. AND HARRY B. HELMSLEY CHARITABLE TRUST

Established in 1999, the Trust supports a diverse range of organizations with a major focus on health and medical research, human services, education and conservation.

In April 2009, the Trust began awarding grants for rural healthcare delivery in the upper Midwest. By June 2010, the Helmsley Trust awarded more than \$65 million in grants to nonprofit organizations in the upper Midwest.

STRATEGIES FOR AWARDING GRANTS

Rural populations in the upper Midwest (western Minnesota, Iowa, Nebraska, North Dakota, South Dakota and Wyoming) are underserved in healthcare grant funding. In 2007, the upper Midwest received \$65.3 million in private foundation donations in healthcare, which is just 1.3 percent of healthcare dollars allocated nationwide that year.

Even within the upper Midwest, healthcare grants are not distributed evenly. South Dakota, for example, received less than 1 percent of the total healthcare grant dollars given to the upper Midwest in 2007. For this reason, the Trust awards grants in areas with the most need.

The Rural Healthcare Program awards grants to organizations in the upper Midwest that do the following:

- Use information technology to connect patients to specialty care in communities where basic healthcare facilities exist but whose population cannot support specialty practices.
- Make advanced therapies available to help people balance home life, work and treatments.

PRINCIPLES OF GRANTMAKING

The Rural Healthcare Program aims to:

- Strengthen healthcare institutions in rural communities, including hospitals, assisted-living facilities, skilled nursing centers and ambulatory care services.
- Foster incentives for physicians to train and serve in rural areas.
- Support the development and training of healthcare personnel.
- Increase use of computers and information technology to train rural healthcare providers and allow for long-distance specialty consultation.
- Provide multiyear support for funded projects.
- Collaborate with other foundations to meet community needs.



WHAT IT MEANS TO PARTNER WITH THE TRUST

An Invitation to Join

The Rural Healthcare Program staff invite nonprofit organizations to partner with them to provide much-needed health care services in rural locations. The Trust funds programs that provide rural health care delivery, with a specific focus on emergency services and technological improvements for hospital and ambulatory care.

The Rural Healthcare Program awards grants to organizations in western Minnesota, Iowa, Nebraska, North Dakota, South Dakota and Wyoming.

The Next Step

Once a partnership is established, partners work with the Helmsley Trust's program director to fully develop the project. Helmsley Trust staff members work closely with the project's staff to establish and refine the program. Throughout the project, Helmsley Trust staff works with its partners to evaluate and disseminate the project's results.



THE NEED FOR RURAL HEALTHCARE

While many Americans grapple with access to affordable health care, the obstacles faced by health care providers and patients in rural areas differ from those in urban areas. Because of low average incomes, geographic isolation and a severe shortage of qualified health care providers, rural Americans often face challenges in accessing quality health care.

The Rural Healthcare Program of the Leona M. and Harry B. Helmsley Charitable Trust aims to meet the needs of rural Americans in the upper Midwest by funding programs that deliver rural healthcare. The upper Midwest was specifically chosen for its gaps in healthcare access and relative lack of private funding. Providing rural healthcare also presents a unique opportunity to develop health care innovations and service models that may be replicated nationwide.

RURAL HEALTHCARE PROGRAM

CURRENT PROJECTS

Cancer Screening and Care

- Funds equipment upgrades from analog to digital mammography
- Provides new technology for cancer treatment, such as brachytherapy and electron beam therapy

Pre-hospital Training and Care

- Trains hospital, clinic and emergency response personnel to provide optimal care for trauma and emergency cases while transporting patients over long distances
- Creates a comprehensive system of care for heart attack patients that will place 12-lead ECGs in 169 ambulances in South Dakota. The machines will transmit directly to six hospitals capable of performing life-saving angioplasty to reduce mortality and disability rates.

E-technology for Hospitals and Other Healthcare Facilities

- Provides 24-hour rural access to specialty care physicians and pharmacists.
- **eICU** links rural ICUs to an around-the-clock care team led by an intensivist.
- **eEmergency** links two-way video equipment in local emergency departments to emergency departments in tertiary-care and trauma centers. This supports rural physicians, who often are the lone care providers in their communities.
- Sensor technology and telemedicine for seniors keep them in their homes longer and prevent acute conditions that require hospitalization. Motion detectors, bed sensors and impact sensors at the senior's home record vital signs and movement, which are monitored by a nurse case manager in another location.
- **ePharmacy** gives rural hospitals around-the-clock access to pharmacists to ensure prescription review and approval prior to administration to a patient. **ePharmacy** means fewer medication errors, improved patient safety, access to medication consults and comprehensive medication management.