

# Key Findings:

## Healthcare Professionals' Perspectives on Healthcare in Rural America

The HCPs' Perspectives on Healthcare in Rural America Report, led by Walmart and Medscape, is the largest study of U.S. healthcare professionals' perceptions on access and quality of care in their communities, with a focus on rural and non-rural locations.

### What You Need to Know



#### In Rural Communities, HCPs Perceive Significant Gaps in Quality of Healthcare

The largest perceived quality gap between rural and non-rural healthcare was in specialty care, while the lowest rating among rural HCPs overall was for mental health.

Ratings of Quality as Very Good or Excellent

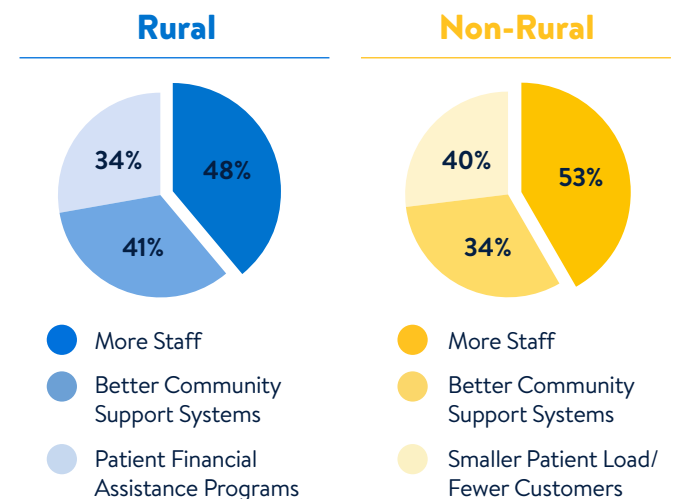
Rural	Clinicians	Non-Rural
46%	Hospitals	68%
38%	Urgent Care	57%
35%	Specialty Care	62%
35%	Chronic Care	53%
18%	Mental Health	31%

Categories with >10% gap in quality between rural and non-rural HCPs are presented.



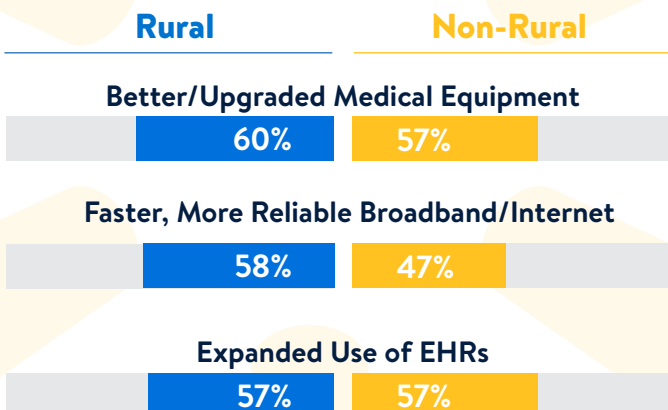
#### HCPs Agree on Factors to Improve Quality of Care

The top factors to improve quality of care are the same for rural and non-rural HCPs, with *More Staff* ranked highest for both. In rural communities – *Community Support Systems* is ranked as the second most important factor.



#### Further Adoption of Technology Across Both Rural and Non-rural Communities Will Continue to Improve Healthcare Quality

The top three perceived opportunities for technology to improve care quality are the same across rural and non-rural HCPs.



#### Access to Specialty Care and Mental Health Services Remain Low in Rural Communities

Rural HCPs perceive gaps in accessibility across many types of care, with specialty care and mental health services ranking as the least accessible.

