

Georgia GREAT Health Public Awareness Webinar

Department of Community
Health

June 11, 2026

The GREAT Health Program is supported by the Centers for Medicare & Medicaid Services (CMS) of the U.S. Department of Health and Human Services (HHS) as part of the Rural Health Transformation Program, a financial assistance award totaling \$218,862,169.63 with 100% funded by CMS/HHS. The contents are those of DCH and do not necessarily represent the official views of, nor an endorsement by, CMS/HHS, or the U.S. Government.

Transforming health for rural populations in rural places, for rural progress.



Agenda

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Rural Health Transformation / GREAT Health Program Overview

3

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First Awards

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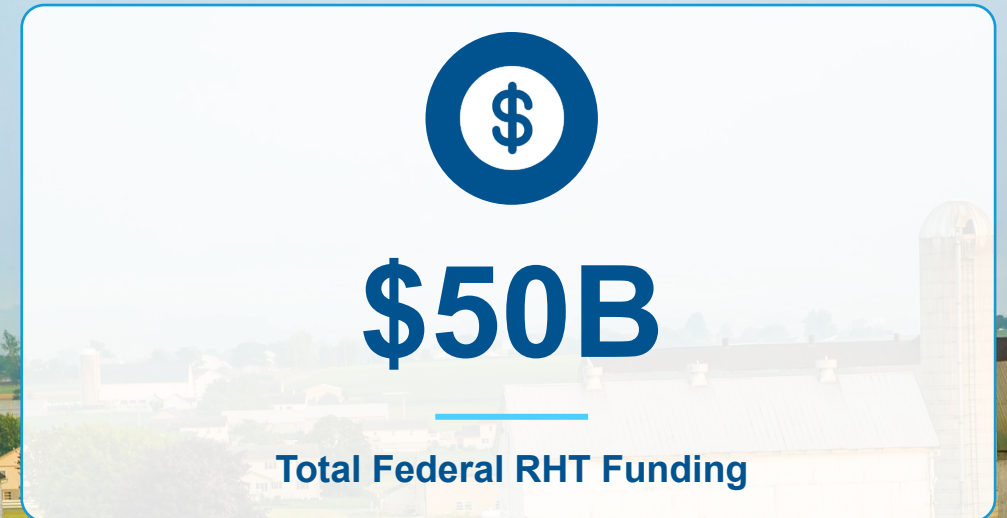
Next Steps / How to Stay Involved

What is the Rural Health Transformation (RHT) Program?

FEDERAL RURAL HEALTH TRANSFORMATION

A federal initiative supporting long-term transformation in rural healthcare.

Administered by the Centers for Medicare & Medicaid Services (CMS), the Rural Health Transformation (RHT) Program supports state-led strategies to improve healthcare access, outcomes, workforce capacity, innovation, and long-term sustainability in rural communities over a five-year demonstration period.



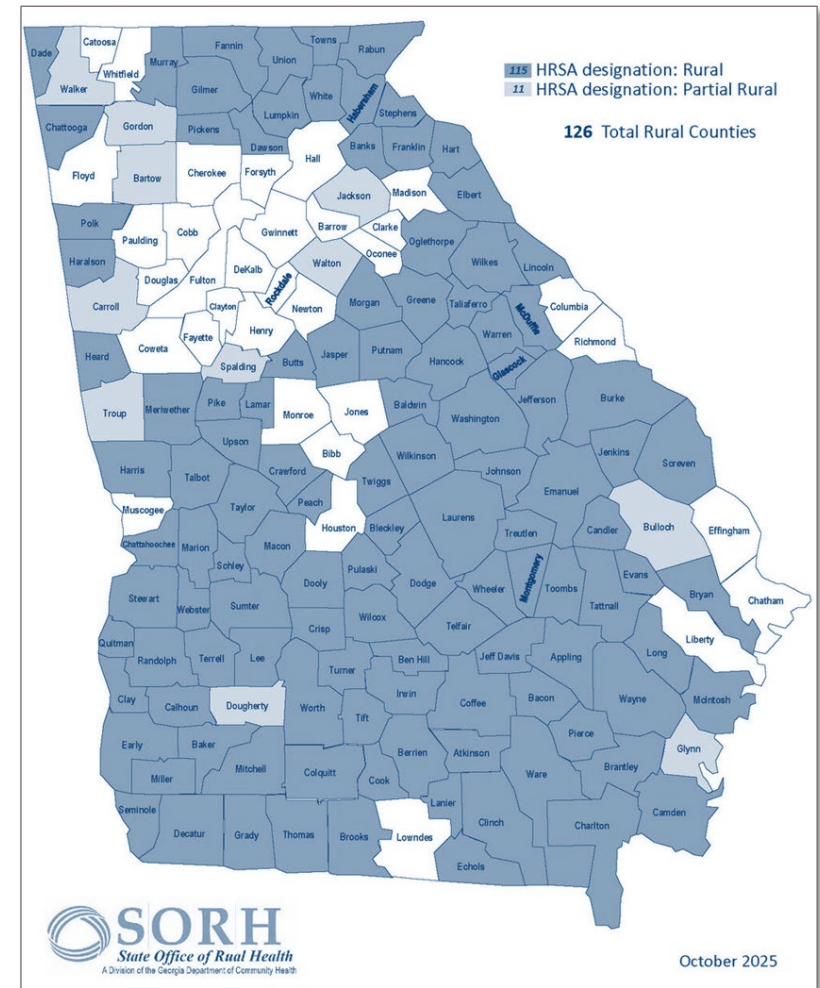
What is GREAT Health?

TRANSFORMING HEALTH FOR RURAL POPULATIONS IN RURAL PLACES, FOR RURAL PROGRESS.

Georgia's Rural Health Transformation Program led by the Department of Community Health.

The Georgia Rural Enhancement and Transformation of Health (GREAT) Health Program serves **millions of Georgians** across **126 rural and partially rural counties** to expand access, improve outcomes, and support value-based care opportunities across Georgia.

 \$218.8M Year 1 Funding	 5 Initiatives	 29 Strategies
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Four GREAT Health Goals

Shaped by rural community input, the GREAT Health goals focus on sustainable, long-term improvements to health systems and outcomes across rural Georgia.



Improve Health Outcomes

Advance prevention and coordinated care



Increase Access to Care

Expand access to high-quality healthcare services



Strengthen Rural Healthcare Systems

Build resilient and sustainable rural health systems



Support Long-Term Financial Sustainability

Prepare providers for value-based care success

Five GREAT Health Initiatives

1



Transforming for a Sustainable Health System in Rural Georgia

Prepares rural hospitals and clinics to succeed in a multi-payer value-based care model aligned with CMS's AHEAD* Model, improving outcomes and financial stability.

2



Strengthening the Continuum of Care in Rural Georgia

Expands behavioral health, public health, and emergency response systems to address root causes of disease and improve coordination across care settings.

3



Connecting to Care to Improve Healthcare Access in Rural Georgia

Increases access through telehealth, mobile services, and new care delivery models that bring care closer to rural communities.

4



Growing a Highly Skilled Healthcare Workforce in Rural Georgia

Builds and sustains a pipeline of healthcare professionals through training, incentives, and rural placement programs.

5

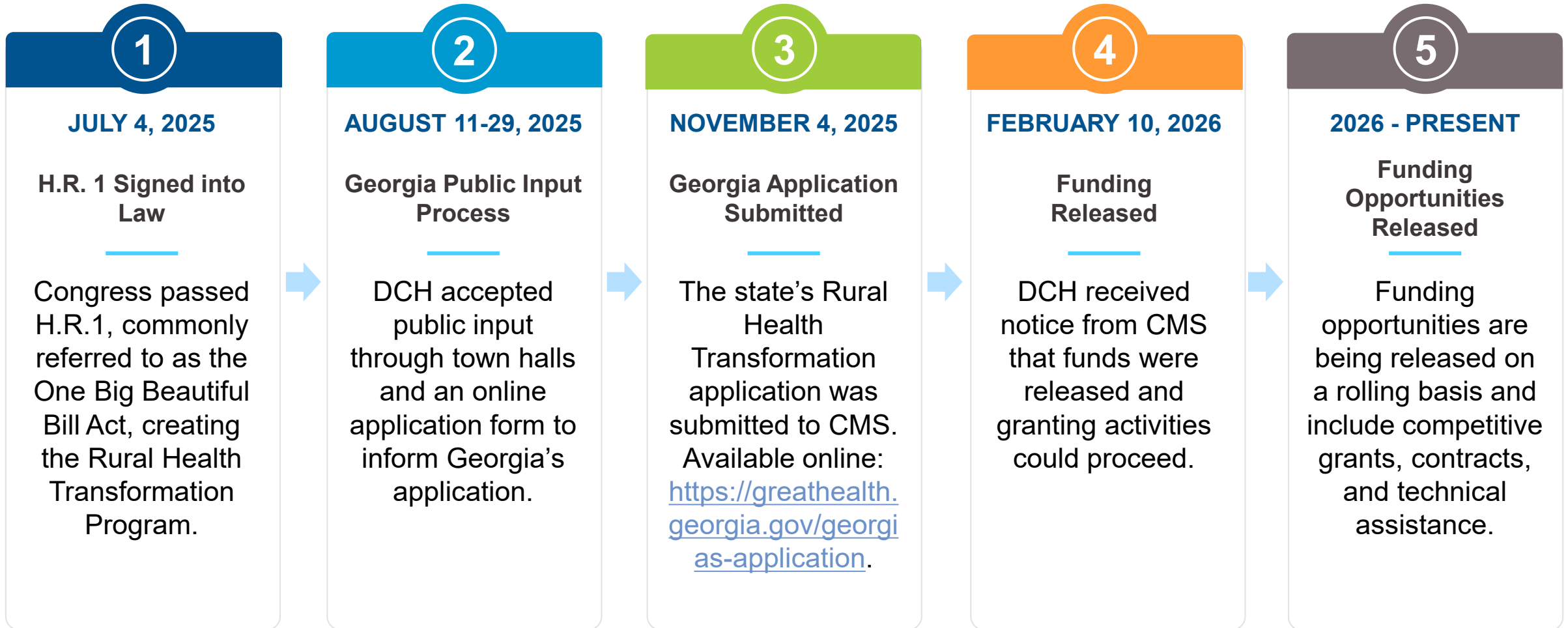


Leveraging Technology for Healthcare Innovation in Rural Georgia

Enhances care delivery through Electronic Medical Record systems, cybersecurity, AI, and digital tools that enable data-driven population health management.

**Achieving Healthcare Efficiency through Accountable Design (AHEAD)*

Program Timeline: From Application to Current Progress



Funding Opportunities



- **Upcoming Funding Opportunities:** Competitive Grants
- **Eligible Applicants:** Providers, community organizations, workforce and education partners.
- Many opportunities support **collaborative, multi-organization approaches.**



Funding opportunities will be released on a rolling basis.

Visit greathealth.georgia.gov for updates.

2026 Funding Opportunity Release Schedule

Phase 1

March 24 – April 15

Phase 2

April 15 – May 15

Phase 3

May 15 – June 15

Phase 4

June 15 – July 15

Current Funding Opportunities

Phase 3: May 15 – June 15, 2026

Care to Consumer: Telepods Grant Application

A Care to Consumer Point-of-Care Telepod (POC Telepod) is a self-contained, soundproof healthcare delivery station with live audio, video, and technology to assess vital signs, health history, current health issues and evaluate physical and mental conditions.

Through real-time connectivity, licensed clinicians will provide non-emergent telehealth services and primary care access without needing an appointment.

Up to 20 awards available | \$356,465 per award



Access the grants management portal to apply:

portal.greathealth.georgia.gov

First Program Awards

First Subgrantees Advance Georgia's Rural Health Transformation Efforts

DCH awarded \$12,730,000 from the GREAT Health Year 1 budget to five strategies that advance the program's core goals of improving health outcomes, increasing access to care, strengthening rural healthcare systems, and supporting long-term financial sustainability across rural Georgia.



\$12.73M
Awarded Across 5
Initial Strategies



Anticipated Impact

Expanded rural workforce recruitment and professional learning opportunities.

Georgia Statewide AHEC Network: Training & Housing



Area Health Education Center (AHEC)

Supports rural healthcare workforce recruitment and training through student housing and rural professional learning opportunities.

Includes Digital Health Navigator training and expanded workforce development initiatives.



Anticipated Impact

Faster screening results and improved access for rural families across Georgia.

Georgia Department of Public Health (DPH)



Georgia Newborn Screening Program

Expanding newborn screenings at the Waycross laboratory to improve access to screenings for blood disorders, hearing issues, congenital heart disease, and other conditions.

Supports equipment upgrades, operational expansion, and staff training.

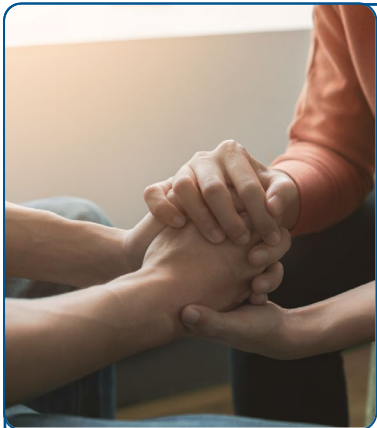
First Program Awards (Continued)

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Side by Side



Support for Acquired Brain Injury (ABI) Survivors

Supports statewide capacity building and the opening of the first rural ABI clubhouse to expand survivor-centered care and services.

Services include vocational training, life skills counseling, caregiver support, and community support.

Anticipated Impact

Expanded survivor-centered care and support services in rural communities.



University System of Georgia



Nursing Care Improvements

Supports Nurse Summer Camps to inspire students to pursue nursing careers and strengthen Georgia's future nursing workforce.

Supports broader efforts to expand nursing education pathways and rural workforce recruitment.

Anticipated Impact

Strengthened nursing workforce pathways and future rural workforce capacity.

First Program Awards (Continued)

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Anticipated Impact

Increased preventive care utilization and improved health engagement.

Sharecare



Consumer Engagement Enhancements

Expanding a consumer-facing wellness platform to encourage preventive care, healthy lifestyles, and greater engagement in personal health among rural Georgians.

Supports wellness coaching, health education, personalized health insights, and connections to community resources.

Next Steps & How to Stay Involved

- **Monitor Funding Opportunities**
Funding opportunities will continue to be released on a rolling basis.
- **Review Initiative Information**
Explore goals, strategies, activities, and outcomes for each initiative on the GREAT Health website.
- **Prepare for Future Application Phases**
Phase 4 competitive applications are expected to open June 15, 2026.
- **Stay Connected**
Visit greathealth.georgia.gov for program updates, funding opportunities, and related materials.



Stay Connected with GREAT Health



Visit our online hub
greathealth.georgia.gov



Email us
greathealth@dch.ga.gov



Connect with us on LinkedIn
[Georgia-department-of-community-health](https://www.linkedin.com/company/georgia-department-of-community-health)

Transforming health for rural populations in rural places, for rural progress.

Pre-Submitted Questions & Answers



Transforming health for rural populations in rural places, for rural progress.

1

When will funding opportunities be released and how can organizations apply?

2

Who is eligible to apply or participate in GREAT Health opportunities?

3

How does GREAT Health relate to AHEAD and Georgia's transition to value-based care?

4

What types of projects and investments are included in GREAT Health?

5

How will GREAT Health improve healthcare access in rural Georgia?

6

How will success be measured?

7

What technology, telehealth, and innovation investments are included in GREAT Health?

8

How can community-based organizations participate in GREAT Health?

9

How does GREAT Health support individuals with intellectual and developmental disabilities (I/DD)?

10

What maternal and child health initiatives are included in GREAT Health?

Thank you!



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