



# BROADBAND DELIVERS HEALTH CARE

Help the Smart Rural Community<sup>SM</sup> network build a brighter future for small-town America.



On average, rural residents are older and poorer than their urban counterparts; they face higher incidences of chronic and acute medical conditions, including cancer and diabetes. In addition, rural residents must travel farther to access health care. Broadband-enabled telemedicine promises easy access to greater health care benefits and significant economic benefits for rural America.

## GREATER HEALTH CARE ACCESS DRIVES ECONOMIC GROWTH

**48M** Americans live in rural areas.



Rural areas have **25% fewer physicians** per 100,000 residents than urban areas.



**60%** of the nation's 7,200 Health Professional Shortage Areas are in rural counties.



Rural poverty **increases the risk of complications** from chronic conditions and **decreases the likelihood of obtaining treatment** to prevent adverse outcomes.



Rural telehealth can enable, on average, and per medical facility, more than

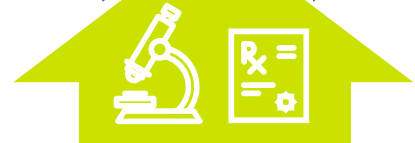
**\$30,000** in savings



from avoided travel expenses, lost wages, and hospital costs.

Rural telehealth can increase annual local laboratory and pharmacy revenues

**\$12,000-\$45,000**



## CASE STUDY

### DAKOTA CENTRAL TELECOMMUNICATIONS



#### Fiber optic broadband for home health care

Carrington, ND (pop. 1,989)

For elderly residents and those battling diseases or injuries, fiber optic broadband allows for home health care. Robotic home health devices are used by providers to administer tests and medications and report patient information to the hospital over a fiber connection.

### HOME TELECOM



#### Psychiatrists available anywhere at any time

Moncks Corner, SC (pop. 11,419)

Roper St. Francis (RSF) Moncks Corner Medical Plaza provides high-quality patient care to the citizens of Moncks Corner and the surrounding rural areas. Using high definition cameras, large monitors, and symmetrical broadband from Home Telecom, telepsychiatry allows RSF Moncks Corner Medical Plaza to call on psychiatrists located virtually anywhere at any time. The average stay has been reduced from 36 to 4 hours.

Smart Rural Community<sup>SM</sup> is an initiative of NTCA-The Rural Broadband Association. Smart Rural Community comprises programming to promote the rural broadband networks and broadband-enabled applications that rural communities can leverage to foster innovative economic development, education, health care and other vital services.

**Broadband Enabled. Locally Driven. Globally Connected.®**

[www.ntca.org/smart](http://www.ntca.org/smart)

