



NORTH CAROLINA
RURAL HEALTH TRANSFORMATION

ROOTS Hub Leads RFA Webinar

February 26, 2026

Disclaimer: The North Carolina Rural Health Transformation Program (NCRHTP) is supported by the Centers for Medicare & Medicaid Services (CMS) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$213M in Year 1 with 100% funded by CMS/HHS. The contents are those of the author(s) and do not necessarily represent the official views of nor an endorsement by CMS/HHS or the U.S. Government.

Housekeeping

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- Please make sure you are using a computer or smart phone connected to the internet, the audio function is on, and the volume is turned up.
- Please make sure your microphone is muted for the duration of the call.
- Questions can be submitted any time during the presentation using the “Q&A” box located on your control panel.



Live chat



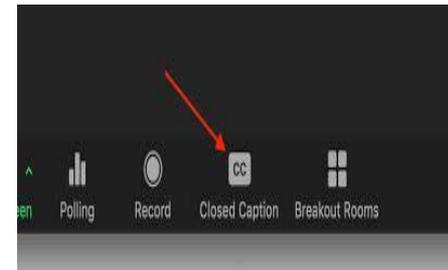
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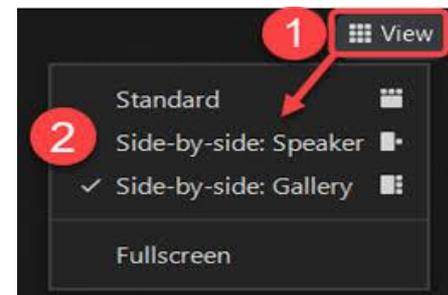
American Sign Language (ASL) Interpreters and Closed-Captioning via Zoom.

- ASL Interpreters and Closed-Captioning options will be available for today's event.
- For closed-captioning options select the "Closed Caption" feature located on your control panel.



Adjusting Video Layout and Screen View.

- Select the "View" feature located in the top right corner of your screen.



A copy of today's slide deck and recording will be available on our website at ncdhhs.gov/rhttp.

Welcome

Thank you for joining us for today's NC Rural Health Transformation Program ROOTS Hub Leads RFA Webinar

Agenda:

- Opening remarks
- Overview of NCRHTP
- ROOTS Hubs details
- RFA details
- Q&A

Debra Farrington

- Deputy Secretary for Health
- North Carolina Department of Health and Human Services



Dr. Devdutta Sangvai

- Secretary
- North Carolina
Department of Health
and Human Services



The Rural Health Transformation Fund is a unique, \$213M+ opportunity to transform rural health in North Carolina

Rural Health Challenges in North Carolina at-a-glance

 **28.4% of North Carolinians are rural** (nearly 3 million people).

 **Chronic, perinatal, & mental health needs** i.e., 17% higher diabetes rate compared to urban areas; 90 counties are mental health shortage areas; maternal care deserts and higher pregnancy-related mortality; higher infant death rates

 **Workforce shortages** where 24 counties lack adequate primary care; shortages in behavioral health, oral health and EMS are acute.

 **Financial instability** i.e., 12 rural hospitals have closed or converted since 2006 limiting access to emergency and inpatient care.

 **Digital divide** including broadband gaps and low digital literacy limit telehealth and care coordination.

Guiding Principles for NCRHTP Implementation

- ✓ **Maximize resources for rural health**
- ✓ **Build out details on high level approaches**
- ✓ **Achieve quick wins**
- ✓ **Plan for long-term sustainability**
- ✓ **Prioritize measurable, community-level impact**
- ✓ **Employ flexible and agile approach; pivot when needed**
- ✓ **Communicate transparently and with integrity**

Six Initiatives Work Together to Achieve NCRHTP Goals

NC's Rural Health Initiatives



Performance Objectives

Establish 6 NC "ROOTS" Hubs by program Y2.

Decrease the % of adults in the target rural population reporting three or more chronic health conditions from 12.1% to 9.7% by Y5.

Increase the number of Medicaid patients beginning MH treatment by 5% year through Y5.

Decrease rural county provider vacancy rates by 10% by program Y5.

Increase rural hospital and primary care clinic readiness for or engagement in VBP by 10-15% by program year 5.

Reduce the gap in rural provider HIE connectivity by 70 practices by program Y3.

Note: Activities and funding are subject to CMS approval and may change

Building the Foundation for Sustainable Growth

Year 1 establishes the foundational infrastructure and addresses immediate needs while positioning the program for sustained, community-driven funding in Year 2 and beyond.

January – March 2026

- Submit revised budget to CMS by January 30 for \$213M Year 1 funding.
- Establish statewide program management and governance structures.
- Release Request for Applications (RFA) for NC ROOTS Hub Lead entities.

April – October 2026

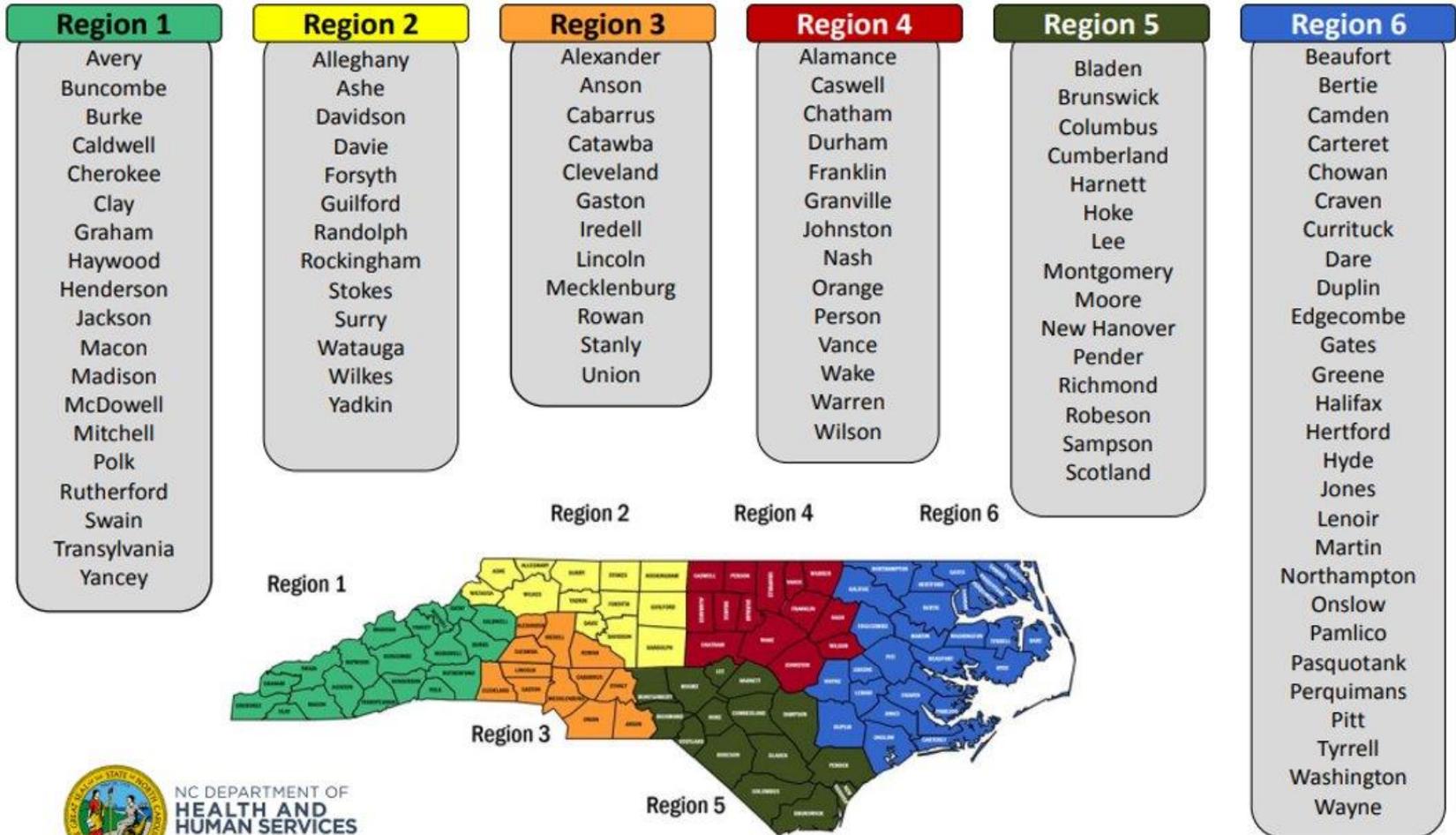
- Conduct award process for regional hubs; Select and onboard Regional Hub Lead entities; Regional hubs develop action plans and local governance.
- Expand reach of existing statewide efforts aligned with NCRHTP.
- Submit first annual progress report to CMS.
- Maintain continuous engagement with stakeholders and CMS to monitor success and progress toward goals.

What is a ROOTS Hub?

NC ROOTS (Rural Organizations Orchestrating Transformation for Sustainability) Hubs

Regional, locally governed networks of community stakeholders that implement NCRHTP initiatives

Six ROOTS Hub Regions

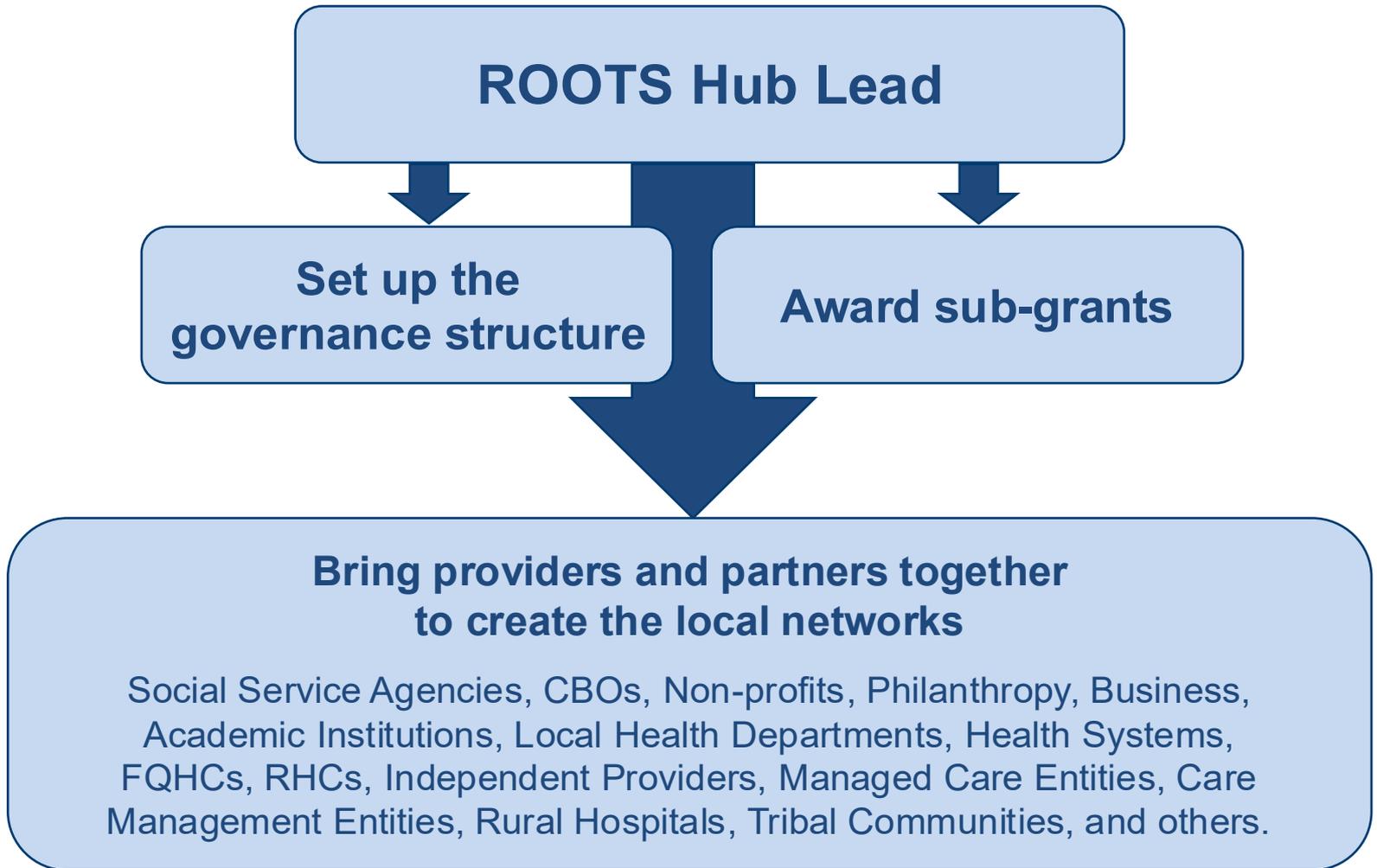


NC DEPARTMENT OF
HEALTH AND
HUMAN SERVICES

What is a ROOTS Hub Lead?

A **ROOTS Hub Lead** is the organization responsible for coordinating and guiding a regional network of partners to improve health and services in rural communities.

What is a ROOTS Hub Lead?



ROOTS Hub Lead Key Responsibilities

- **Establish a governance structure** and onboard providers and partners to drive community-led solutions.
- **Assess regional needs** and align partners around shared priorities and action plans.
- **Develop and implement a Tribal Engagement Plan** that includes decision-making protocols respecting tribal sovereignty.
- **Establish standards to ensure rural residents are effectively connected** to physical health, behavioral health, and social supports.
- **Facilitate funding applications and awards** aligned with regional needs and RHTP grant requirements.
- **Collect and analyze data** to monitor program performance and outcomes against RHTP goals and KPIs.

ROOTS Hub Lead Operational Capabilities

Network and Subrecipient Management	Funds Distribution and Financial Oversight	Data and Analytics	Community Led Solutions
Subrecipient/Partner registry as a source of authoritative record	Grant & sub-award tracking and management (funding source, initiative partner, cost category)	Data ingestion and storage systems and capabilities	Partner with local leaders and organizations to identify priorities and co-design solutions reflective of regional needs.
Manage full contract lifecycle from execution through monitoring and closeout	Payment workflows and cash management	Analytics and reporting capabilities to support measurement development, reporting and dashboards	Bring together health care providers, CBOs, and public agencies to work toward shared goals
Implement standardized onboarding workflows	Audit trails and document retention	Data security and encryption that meets industry encryption standard criteria	
Collect, review, securely store, and transmit program reporting data	Document decision pathways		

ROOTS Hubs' Role in Broader RHTP Initiatives

- *Initiative 1 – Establish ROOTS Hubs*
- **Initiative 2 – Physical Health***
 - Hubs will assess regional needs and fund projects that address chronic disease, perinatal health, and food is medicine
 - Hubs will directly fund:
 - Chronic disease needs assessment and priority program implementation.
 - Efforts that enable nutrition access in rural communities.
 - Perinatal needs assessments, three required perinatal components, and 1-2 elective components.
- **Initiative 3 (Connector) – Mental Health/SUD**
 - Hubs will ensure network partners and community members are aware and have access to BH/SUD services and referral pathways that integrate those services into the broader regional health strategy. *Hubs NOT responsible for direct implementation.*

**Initiatives carried out directly via the NC Roots Hubs*

ROOTS Hubs' Role in Broader RHTP Initiatives

- **Initiative 4 – Workforce***

- Hubs will establish core workforce needs and strategies for the region; Hub Leads may apply for technical assistance
- Hubs will directly fund:
 - Workforce projects including funding to incentivize rural health professionals.

- **Initiative 5 – Financial Sustainability***

- Hubs will implement projects to ensure fiscal sustainability of rural health providers through innovative financial models
- Hubs will directly fund:
 - Efforts to establish fiscal sustainability for rural hospitals and primary care practices, including identifying and funding hospital feasibility studies.
 - Administering value-based payment capacity building funds for rural providers.

- **Initiative 6 (Connector) – Digital Solutions for Rural Health**

- Hubs will facilitate communication between local providers and state-led digital health programs, promoting awareness of available digital tools and resources. *NOT responsible for direct implementation or oversight of digital infrastructure.*

**Initiatives carried out directly via the NC Roots Hubs*

ROOTS Hubs Lead Entity - Request for Applicants (RFA)

RFA will detail:

- Eligibility
- Anticipated funding amounts
- Scope of services
- General information for applicants
- Application process and review
- Evaluation criteria

Public & private entities can apply who:

- Have demonstrated work in NC
- Can work on a cost-reimbursement basis
- Further eligibility will be detailed in the RFA

Application Components

All applicants must submit a complete response to be considered for award:

- Cover Letter
- Applicant Face Sheet
- Section 1 – Capacity & Ability
- Section 2 – Service Area and Community
- Section 3 – Vision and Readiness
- Section 4 – Budget
- Attachment A: Letters of Commitment
- Attachment B: Entity Information
- Attachment C: Policy Control Assessment
- Attachment D: Financial Internal Control Assessment
- Attachment E: IRS Nonprofit Documentation (*nonprofits only*)
- Attachment F: Verification of 501(c)(3) Status Form (*nonprofits only*)
- Attachment G: Conflict of Interest Policy
- Attachment H: No Overdue Tax Debts Certification
- Attachment I: State Certifications
- Attachment J: Federal Certifications
- Attachment K: FFATA Form
- Attachment L: Subcontractor/Subgrantee Information Form
- Attachment M: Confirmation of NC eVP Registration and Login

Timeline and Key Dates

- **February 27:** RFA posted to RHTP website
- **March 6:** Letter of Intent due
- **March 13:** Questions due
- **April 2:** Applications due by 5 p.m. ET
- **April 3-30:** Applications review
- **May 1:** ROOTS Hub award notification
- **May 1-30:** Contract negotiation period
- **June 1:** ROOTS Hub start date

**Pending CMS approvals and subject to change*

Thank You!

Thank you for your interest in our ROOTS Hub application process and your continued contributions to ensure the success of NCRHTP for our state!

Questions?

Learn more, including links to FAQs, meeting recordings, and other NC award information: ncdhhs.gov/rhtp