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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 nonrural healthcare was in specialty care, while the lowest rating among rural HCPs overall was for mental health.

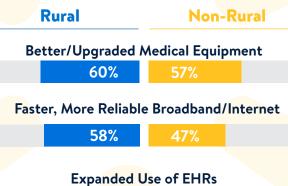
Ratings of Quality as Very Good or Excellent

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.

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.



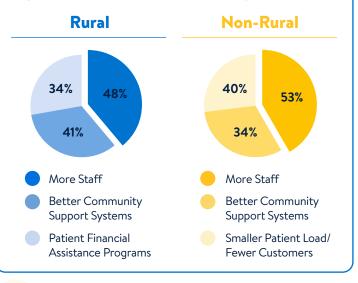
57%

57%

HCPs Agree on Factors to

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.

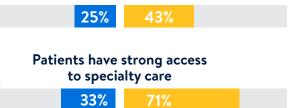


Access to Specialty Care and Mental Health Services Remain Low in Rural Communities Rural HCPs perceive gaps in accessibility across many types of care, with specialty care and mental health services

of care, with specialty care and mental health services ranking as the least accessible.



Patients have strong access to mental or behavioral health care



The survey was fielded from December 29, 2021 to March 9, 2022 to 10,045 healthcare professionals practicing in the US (rural: 2,935; non-rural: 7,110). Respondents who agreed to participate in survey research were randomly invited via email to participate in a 10-minute online survey. The survey included primary care physicians, primary care nurse practitioners (NPs), primary care physician assistants, registered nurses (RNs), pharmacists, and optometrists. Physicians, NPs, RNs, and optometrists were required to see a minimum of 10 patients per week.