

Joplin Regional Alliance for Healthcare

July 15, 2024

Issues to Address:

- Strengthening Joplin's major industries and education providers
- Improve health outcomes and service capacities
- Meet the demands of a growing community
- Contribute towards a proactive economic development strategy

Strategic Priorities:

Strategy Focus	Description
1. Education for Healthcare and Health Science Careers	**Aligning educational institutions and their offerings with the types of jobs available in the region's healthcare and health sciences workforce.** The signature higher education assets of the region need to be better aligned with the sustained demands of the regional healthcare system for skilled workers. This presents opportunities to enhance economic development along multiple pathways, including growing the existing higher education businesses as an economic driver, reducing personnel acquisition and retention costs across the healthcare system, improving the quality of healthcare services and their productivity, and helping to assure the region educates the necessary personnel to advance digital healthcare and other fast-moving opportunity spaces.
2. Research, Innovation and Business Development	**Developing research and development, innovation, and business development opportunities based on pre-existing and evolving healthcare and higher education assets.** Joplin may leverage its distinctive higher education (especially KCU and MSSU), healthcare, and business assets to build a presence in selected R&D and business innovation opportunities. Emerging technologies in healthcare present multiple pathways for new business development and expansion, especially, but not limited to, the rapidly developing digital health space. As expertise in research builds, this may also become an attractor for existing businesses to consider a Joplin region location.
3. Advanced Healthcare Delivery	**Advancing healthcare delivery to meet the region's unique community health challenges and increase workforce availability and productivity.** The healthcare delivery system within the region may become a leader in the development of an advanced healthcare delivery model that integrates technology, innovation, and new workforce skills to build an expanding position in digital health (Healthcare 4.0). This strategy leverages emerging technologies to significantly improve regional healthcare access and outcomes via the use of telemedicine, medical IoT, remote patient monitoring, emerging AI solutions, and other technologies and innovative approaches to care suited to enhancing healthcare in rural and small community settings. Through enhancements to the healthcare system, this strategy will have the additional benefit of increasing patient access to care and overall community health, thereby promoting increased workforce participation and productivity levels across the economy and boosting GDP.

Desired Outcomes:

Healthier and more productive population	More attractive clinical services	More cost-effective health delivery	Workforce and human capital improvements	New business opportunities
• More proactive responsive community care • Improved community access to care • Fewer productive days lost to illness or care giving	• Improved clinical quality • Attraction of out-of-state/area patient revenues • Reduced leakage of local patients • Care delivery innovations generating commercialization opportunities	• Healthcare cost savings and reduced inefficiencies • Site optimization and demand management • Improved management of chronic disease • Reinvestment (gain share) back into community and economy	• Reduced workforce turnovers and gaps • Increased career opportunities and reduced leakage of educated population • Attraction of skilled personnel • Improved environment for existing employers	• Digital health/ technology opportunities • Connectivity/ collaborations across innovation engines to generate commercialization opportunities and business expansions. • Industry attraction for adjacent health sectors (e.g. Life Sciences)

Opportunities Link to Three Strategic Objectives

1. Education for Healthcare and Health Science Careers



Better align the signature higher education assets of the region with the sustained demands of the regional healthcare system for skilled workers. This presents opportunities to enhance economic development along multiple pathways, including growing the existing higher education cluster as an economic driver, reducing personnel acquisition and retention costs across the healthcare system, improving quality of healthcare services and their productivity, and helping to assure the region educates the necessary personnel to advance digital healthcare and other fast moving opportunity spaces.

2. Research, Innovation & Business Development



Leverage distinctive higher education, healthcare, and business assets to build a presence in selected R&D and business innovation opportunities. Emerging technologies in healthcare present multiple pathways for new business development and business expansion, especially, but not limited to, the rapidly developing digital health space. As expertise in research spaces builds, this may also become an attractor for existing businesses to consider a Joplin region location.

3. Advanced Healthcare Delivery



The healthcare delivery system within the region should become a leader in the development of an advanced healthcare delivery model, that integrates technology, innovation, and new workforce skills, to build an expanding position in digital health (Healthcare 4.0). This strategy seeks to improve regional healthcare access and outcomes via the use of emerging technologies. Through enhancements to the healthcare system, this strategy will have the additional benefit of increasing patient access to care and overall community health, thereby promoting increased workforce participation and productivity levels across the economy.

The three strategies include 17 detailed actions.

Strategy 1 Education for Healthcare and Health Science Careers	Strategy 2 Research, Innovation, and Business Development	Strategy 3 Advanced Healthcare Delivery
Action 1.1: **Expand higher education programs and enrollments to meet anticipated regional health system needs.** Anticipate at least a 2x output of students with focus on nursing, allied health, and emerging digital health fields.	Action 2.1: **Build a presence in 3-4 selected areas of research:** • Digital Health Solutions • Population and Community Health • Medical Devices and Equipment • Health EdTech	Action 3.1: **Primary and Community Care Delivery Network expansion and coordination.** Increase primary and family care networks in the community including addressing physician gaps, patient navigation, and financial assistance.
Action 1.2: **Extend and integrate regional articulation across K-12/CC/Univ systems.** Build and expand the high school caps programs, creating clear articulation pipelines across strategic career pathways.	Action 2.2: **Seek to establish a signature longitudinal health study connected to regional health improvement and digital health.** Establish as a multi-state regional study, to engage with NW Arkansas interests in health community innovations.	Action 3.2: **Become an early adopter of telehealth and digital health solutions.** Expand use of telehealth, remote patient monitoring, and similar patient-facing digital technologies to significantly improve health service access. Enhance broadband and transportation access to serve the needs of remote and disadvantaged populations.
Action 1.3: **Connect higher education degree programs to emerging signature research platforms and encourage student research engagement.** Encourage both undergraduate and graduate student research engagement.	Action 2.3: **Establish a small support stipend program for innovative post-docs to advance promising technologies.** Innovative ideas can be imported by offering supported positions (perhaps joint between hospitals and universities) for those with interesting, vetted concepts in signature research areas.	Action 3.3: **Develop shared data architectures and resources to capture and analyze clinical and population health data.** Leverage and integrate Telehealth, patient-facing digital health and EMR data to seed research and innovation. Consider the launch of patient gene sequencing to build a shared resource for research and clinical care advancement.
Action 1.4: **Explore collaborative program delivery across regional institutions to leverage faculty and scarce resources.** Many new areas of education are multidisciplinary, engaging computer and data sciences, engineering, biosciences, and other disciplines. Skills may exist across institutions to build novel programs.	Action 2.4: **Establish pre-seed fund to help advance IP commercialization and maximize connection building to MO funders and existing support programs.** Seek to establish a moderate $1-2 million pre-seed fund able to provide up to $50,000 seed investments in promising concepts.	Action 3.4: **Implement caregiver support technologies and workforce management systems.** Adopt technologies to improve workforce efficiency, clinical decision making, workforce skills development, and labor productivity. This may include integration of AI-based solutions.
Action 1.5: **Expand opportunities for internships and other employer-student connectivity building activities.** Seek to maximize the retention of regionally educated students by building early career connections with local employers.	Action 2.5: **Assure availability of incubator space and accelerator/mentor services.** Assure budding entrepreneurs have access to space and support to advance early-stage commercial concepts.	Action 3.5:**Care Model Innovation.** Joint initiative to design, pilot, and implement changes to health roles and delivery models (new roles, flexible scheduling, remote workforce, shared employees/pool/agency). This may include integration of AI-based solutions.
Action 1.6: **Form a series of certificate programs, or stackable credential programs, designed for continuing education in fast moving health tech fields.** Such as cybersecurity, telemedicine, analytics, wearable systems		Action 3.6: **Healthy Community Coalition.** Joint coalition (delivery system, business, government) promoting and funding healthy community initiatives in schools, businesses, and the broader community.

Request:

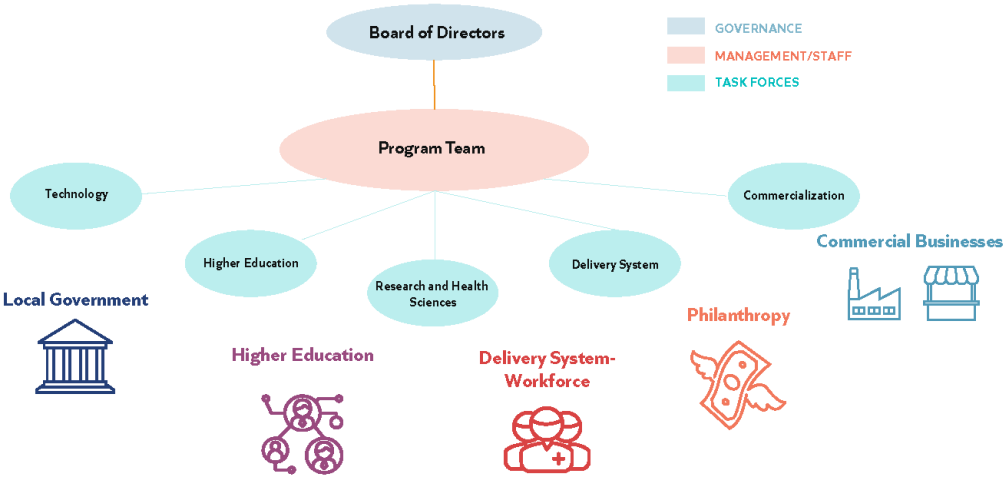
- The JRAH is seeking a 5 year commitment and funding of $50,000 per year to advance strategic priorities.



Request:

- The City contribution is matched by partnering organizations
- The Joplin Chamber of Commerce is the coordinating entity with staff resources to be located at the Chamber
- If supported, a Public Service Agreement would be drafted and presented to the City Council during the budget process

Figure 23: Organization Model for Joplin Regional Alliance for Healthcare and Health Sciences



The Why:

Figure 24: Shared Investments and Shared Benefits



Higher Education

Bring to:
- Resources/expertise
- Technology
- Funding
- Training

Take away:
- Higher enrollment
- Research platform
- Commercialization

Local Businesses

Bring to:
- Workforce needs
- Awareness with employees

Take away:
- More productive workforce
- Commercialization

Community Members

Bring to:
- Attention, awareness, participation
- Commitment to healthy lifestyles

Take away:
- Better health
- Better economic opportunity
- More attractive community

Delivery System

Bring to:
- Resources/expertise
- Technology
- Training space/environment
- Funding

Take away:
- More patient volume
- Less chronic disease
- Research platform
- Commercialization

Local Government

Bring to:
- Coordination
- Regulatory easement
- Built Infrastructure
- Funding/tax abatements

Take away:
- Diverse business environment
- Higher tax base/fiscal efficiency

Questions?

