

# Rural Health's Magic Numbers

According to Azalea Health's 2019 Rural Health IT Survey

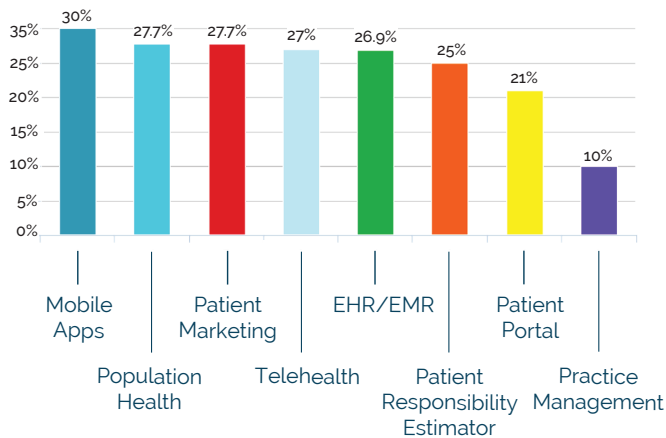


## Rural Providers Are Honing Their Growth Strategy

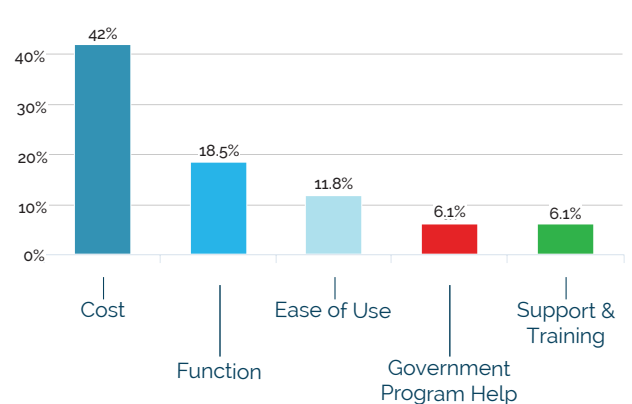
# 72%

plan to grow by adding staff and increasing their patient base over the next five years, compared to previous years- 2017 (**70%**), 2015 (**66%**).

If you had the resources and the budget, which technology would you focus on implementing?



What is the most critical factor in considering your health IT needs or when researching a new system?



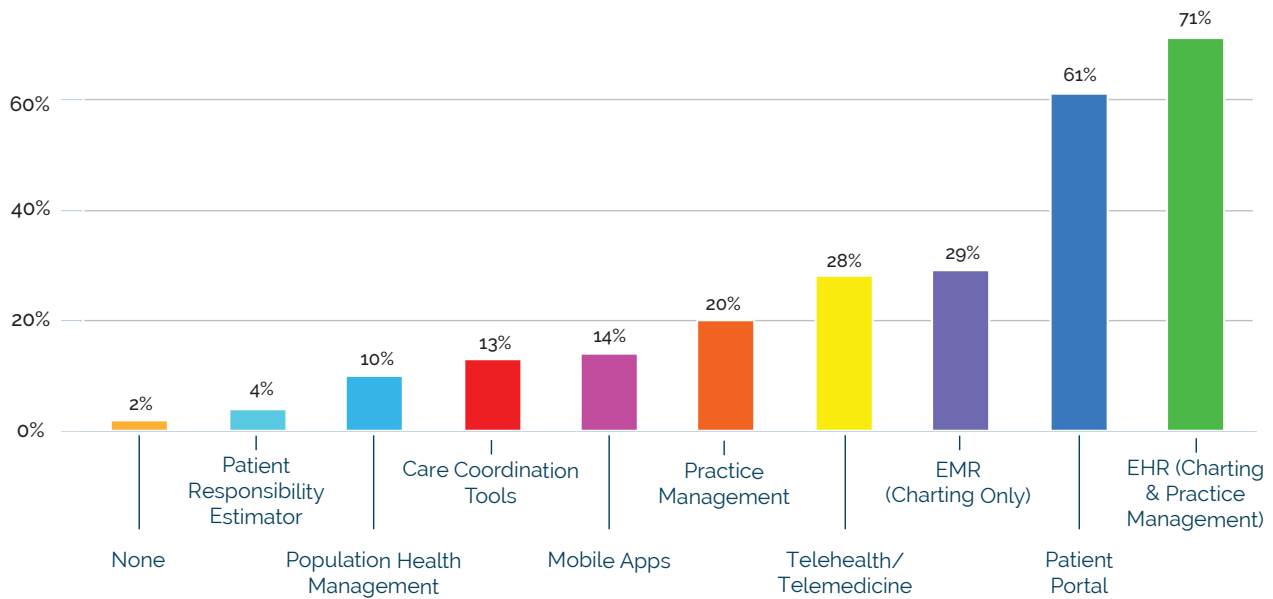
## Sizing Up Challenges in Rural Reimbursement

# 72%

of senior rural health leaders, regardless of facility type, say reimbursement is their No. 1 challenge.

**35 percent of rural healthcare facilities have difficulty collecting from patients.**

## What technologies are rural providers using today?



### Top 7 Factors Preventing Rural Healthcare Organizations from Technology Adoption or Upgrades

1. Cost
2. Staffing and IT Resources
3. Benefits and ROI Uncertainty
4. Difficulty Implementing into Current Workflows
5. Physician/Provider Buy In
6. Overwhelmed by Technology Options
7. Fear of Change

### The Azalea Health 2019 Rural Health IT Survey was sent to healthcare professionals of all types.

- 154 professionals responded.
- 58% practices/clinics, 36% hospitals, and 6% other
- 28% senior leaders (CEO, CFO, CIO)
- 33% office managers/administrators
- 39% physicians, mid-level providers, billing/back office staff, and front office staff

### About Azalea Health

Azalea Health is changing the way health IT platforms connect community-based healthcare providers and patients across the lifecycle of care. Offering a 100% cloud-based and integrated solution, Azalea delivers electronic health records, revenue cycle management, and telehealth services designed for rural and community practices and hospitals.

View on-demand webinar and view full results at:

[AzaleaHealth.com/RuralHIT](https://AzaleaHealth.com/RuralHIT)



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