VIRGINIA
RURAL HEALTH TRANSFORMATION

Request for Applications (RFA) Navigator

Virginia's Rural Health Transformation Program (RHTP) includes 15 sub-initiatives to strengthen our rural health care safety net. Virginia's Department of Medical Assistance Services has contracted with key implementation partners (KIP) to distribute funds for each sub-initiative. This resource is designed to help RHTP applicants navigate the application process. For final information on program requirements, timelines and funding eligibility please refer directly to the RFAs.

> Can my organization apply to more than one RFA?

Yes! RFAs are based on sub-initiatives and organizations can apply to participate in the sub-initiatives that align with their work. If an organization would like to apply to multiple RFAs, note that organizations must submit an application for each RFA.

> Who can I contact if I have questions?

Please review the information included in the RFA Navigator and reach out to the KIP point of contact listed in the attached table with any additional questions.

> Need additional help?

- You can find more information at: **https://www.ruralhealthtransformationva.virginia.gov/**
- For general questions about the Rural Health Transformation Program, you may also contact: **RuralTransformation@governor.virginia.gov**.

> How can I prepare to apply?

Organizations interested in RHTP funding are subject to federal rules.

1. Your organization MUST have **active SAM.gov registration** and valid **Unique Entity Identifier (UEI),** associated with accurate organization details.
   - **To register:** Go to **SAM.gov Entity Registration**. Processing of your registration can take several weeks.
   - **Active exclusions in SAM.gov:** Any organizations that have debarment or suspension flags in SAM.gov may be prohibited from receiving federal funds under this program.
2. Your organization will be required to submit additional information to determine your eligibility for federal funds. This includes:
   - **Financial management system:** Your organization must have a financial management system that can track federal grant funds separately from other program funds.
   - **Financial documentation:** You must provide information on your federal single audit or your organization's audited financial statements from the past 3 years.
   - **Audit findings:** You must be prepared to provide information on any outstanding audit findings issued in the past 3 years.
   - **Compliance history:** Your organization will need to share information about any past noncompliance with state or federal requirements.
   - **Legal history:** You should be prepared to provide details on any litigation or investigations involving your organization or leadership within the last 5 years.
   - **Federal program experience:** You will need to share your organization's prior experience managing federally funded programs.
   - **Disallowed costs:** Your organization will need to identify any prior disallowed costs or funds that were required to be returned to federal agencies.

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> What initiative(s) am I eligible for? [1]

The attached table includes a list of project types and target audience for each sub-initiative. We also recommend looking at the associated metrics to see if your project evaluation aligns. Below are sub-initiatives grouped by common applicant types.

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Target Audience	Care IQ	Homegrown Health Heroes	Connected to Care, Closer to Home	Live Well, Together
Health Systems and Hospitals	▪ Provider Productivity Fund ▪ Provider Interoperability Fund ▪ Remote Patient Monitoring	▪ Attract and Retain Physicians ▪ Earn to Learn	▪ Mobile and Hybrid Care ▪ Community Paramedicine ▪ Innovative Maternal Care	▪ Consumer Tech
Rural Health Clinics, Federally Qualified Health Centers, Free Clinics and Independent Practices	▪ Provider Productivity Fund ▪ Provider Interoperability Fund	▪ Earn to Learn	▪ Mobile and Hybrid Care ▪ Community Paramedicine ▪ Innovative Maternal Care	▪ Consumer Tech
Educational Institutions		▪ Allied Health Degrees ▪ Build Career Pipelines ▪ Earn to Learn	▪ Mobile and Hybrid Care ▪ Innovative Maternal Care	▪ Active Kids
Community-Based Organizations and Non-Profits			▪ Mobile and Hybrid Care ▪ Innovative Maternal Care	▪ Active Kids ▪ Food is Medicine ▪ Consumer Tech ▪ Integrated Care for Duals
Health and Digital Technology Companies	▪ Tech Innovation Fund		▪ Mobile and Hybrid Care ▪ Community Paramedicine ▪ Innovative Maternal Care	▪ Consumer Tech
Local Government Agencies	▪ Provider Interoperability Fund		▪ Mobile and Hybrid Care ▪ Community Paramedicine	▪ Integrated Care for Duals

1 *Recommendations for applicants based on project narrative, please refer to individual RFAs.*

Virginia Rural Health Transformation Fund

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Care IQ

Sub-initiative	**Tech Innovation Fund**
KIP	Virginia Innovation Partnership Corporation
Contact	Allison Youngblood, Director of Life Sciences Partner Relations, **Allison.Youngblood@VirginiaIPC.org**
Project Types	Promising healthcare technology solutions.
Target Audience	Virginia-based health start ups and companies.
Timeline	August–September 2026
Award Details	▪ Additional details pending.
Associated Metrics	▪ Number of innovation fund sub-awardees. ▪ Number of active users of innovation fund sub-awardee products.

Sub-initiative	**Provider Productivity Fund**
KIP	Virginia Health Care Foundation
Contact	Ben Barber, Chief Rural Health Officer, **ben@vhcf.org**
Project Types	Adoption or expansion of clinical decision support, documentation assistance, and workflow automation digital productivity tools.
Target Audience	Rural health care providers, including but not limited to, independent practices, federally recognized Tribes, free clinics, federally qualified health centers (FQHCs), rural health clinics (RHCs), and hospitals/health systems.
Timeline	August 14, 2026–September 14, 2026
Award Details	▪ 1 year performance period. ▪ No set funding ranges or number of awards. Year 1 funding cap set in RFA.
Associated Metrics	▪ Number of rural providers making new or expanded use of provider productivity tools by provider type. ▪ Incremental number of rural providers reporting time savings achieved through use of new or expanded provider productivity tools. ▪ Incremental number of rural providers reporting positive impact on revenue or billable services achieved through new or expanded use of provider productivity tools.

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Care IQ

Sub-initiative	Provider Interoperability Fund
KIP	Virginia Health Care Foundation
Contact	Ben Barber, Chief Rural Health Officer, ben@vhcf.org
Project Types	Adoption or upgrades to electronic health record, cybersecurity, and data analytics platforms to support interoperability.
Target Audience	Rural health care providers, including but not limited to, independent practices, federally recognized Tribes, free clinics, FQHCs, RHCs, and hospitals/health systems.
Timeline	July 31, 2026–August 31, 2026
Award Details	▪ 1 year performance period. ▪ No set funding ranges or number of awards. Year 1 funding cap set in RFA.
Associated Metrics	▪ Percent of sub-awardee rural providers on certified electronic health record technology (CEHRT).

Sub-initiative	Remote Patient Monitoring (RPM)
KIP	Virginia Hospital and Healthcare Foundation
Contact	Heather Neil, Program Manager, hneil@vhha.com
Project Types	Wearables, RPM devices and clinical dashboards integrated with EHR systems to support continuous patient oversight and early intervention.
Target Audience	Health systems.
Timeline	August 10, 2026–September 15, 2026
Award Details	▪ Total year 1 funding available $14.3M. ▪ 2-3 awards estimated.
Associated Metrics	▪ Percent of RPM fund sub-awardees reporting using >=1 RPM technology by rural locality.

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Homegrown Health Heroes

Sub-initiative	**Attract and Retain Physicians**
KIP	Virginia Hospital and Healthcare Foundation
Contact	Kayla Diggs-Brody, Program Manager, Kdiggsbrody@vhha.com
Project Types	Resident salary and benefits and health system cost to implement new slots.
Target Audience	Health systems.
Timeline	August 10, 2026–August 31, 2026
Award Details	▪ 1 year performance period. ▪ 47 awardees for residency slots.
Associated Metrics	▪ Incremental number of residency positions filled over the course of the RHTP as a result of the sub-initiative. ▪ Physician to population ratio in rural localities in fields targeted by sub-initiative.

Sub-initiative	**Allied Health Degrees**
KIP	Virginia Foundation for Community College Education
Contact	Steven Jones, Chief Development Officer, sjones@vccs.edu
Project Types	Technology, curriculum and equipment upgrades, and personnel support at community colleges.
Target Audience	Community colleges.
Timeline	August 14, 2026–September 14, 2026
Award Details	▪ 1 year performance period. ▪ Award range $50k–$2.5M.
Associated Metrics	▪ Percent increase in accredited 2-year allied health graduates in rural health regions. ▪ Allied health professional to population ratio in rural localities.

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Homegrown Health Heroes

Sub-initiative	**Earn to Learn Programs**
KIP	VA Works
Contact	Nick Toth, Deputy Commissioner, Nicholas.Toth@virginiaworks.gov
Project Types	Funding to support outreach, recruitment and training for allied health work-based learning programs, such as Registered Apprenticeship. Specifically, funding may support costs related to: On the Job Training (OJT) wages, related technical instruction, program management/ administration, supportive services, and other related training costs.
Target Audience	Health systems, community providers, education institutions, employers, apprenticeship intermediaries, local workforce development boards, and other groups that can support the expansion or creation of earn to learn programs in allied health.
Timeline	August 2026
Award Details	▪ Additional details pending.
Associated Metrics	▪ Incremental number of apprenticeship placements in allied health fields in rural regions.

Sub-initiative	**Build Career Pipelines**
KIP	Virginia Department of Education
Contact	J. Anthony Williams, Director, Office of Career and Technical Education (CTE), cte@doe.virginia.gov
Project Types	Equipment and supplies for labs and startup costs for faculty and curriculum.
Target Audience	Rural local educational agencies (LEAs).
Timeline	Fall 2026
Award Details	▪ Additional details pending.
Associated Metrics	▪ Incremental number of Health and Medical Sciences CTE courses created or enhanced in rural regions as a result of sub-initiative.

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Connected to Care, Closer to Home

Sub-initiative	**Mobile and Hybrid Care**
KIP	Virginia Planning District Commissions
Contact	Heidi Hertz, Director, Rural Health Transformation, Heidi.Hertz@governor.virginia.gov
Project Types	Equipment, minor revisions, technical assistance, training and personnel costs.
Target Audience	Health care providers, mobile units, mobile health technology.
Timeline	Fall 2026
Award Details	▪ Additional details will be based on Planning District Specific RFAs.
Associated Metrics	▪ Incremental number of rural residents served by mobile and hybrid care programs in localities targeted by the sub-initiative. ▪ Rate of annual wellness visits in rural regions.

Sub-initiative	**Community Paramedicine**
KIP	Virginia Department of Health
Contact	Brandon Rivenbark, Flex/SHIP Program Manager, Brandon.Rivenbark@vdh.virginia.gov
Project Types	Chronic disease management, rural care transition & readmission prevention, behavioral health & substance use support, older adult & aging in place programs, rural access & primary care extension, innovative mobile integrated health pilot projects, care coordination and patient navigation, preventative health services, community resource referral and linkage, regional EMS-healthcare partnerships.
Target Audience	Healthcare systems, rural hospitals, technology companies to support community paramedicine/MIH initiatives, EMS agencies, allied healthcare groups, RHCs, FQHCs, free clinics, community-based organizations, behavioral health providers.
Timeline	August 2026
Award Details	▪ Additional details pending.
Associated Metrics	▪ Incremental number of residents receiving one or more preventive visits from community paramedicine in rural localities targeted by the sub-initiative. ▪ Rate of avoidable ED visits by residents in rural localities targeted by the sub-initiative.

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Connected to Care, Closer to Home

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Sub-initiative	**Innovative Maternal Care**
KIP	Virginia Department of Health
Contact	Brandon Rivenbark, Flex/SHIP Program Manager, Brandon.Rivenbark@vdh.virginia.gov
Project Types	Maternal health access hubs, innovative rural prenatal care models, rural postpartum care & navigation, maternal technology & telehealth innovation, maternal substance use & recovery supports, community-based maternal innovation pilots, maternal behavioral health integration, transportation and access solutions, regional maternal health networks, community health worker, doula, peer support, and home visiting models, innovative workforce development for maternal care.
Target Audience	Healthcare systems, rural hospitals, maternal and family medicine providers, labor and delivery units, entities who can provide maternal health technology services, community organizations to support maternal health initiatives, FQHCs, free clinics, pharmacies, educational institutions, RHCs, behavioral health providers, non-profit organizations, organizations employing community health workers or doulas.
Timeline	August 2026
Award Details	▪ Additional details pending.
Associated Metrics	▪ HEDIS measure PPC: Timeliness of prenatal care in rural localities targeted by the sub-initiative. ▪ Completion of postpartum care in rural localities targeted by the sub-initiative. ▪ Rate of postpartum hospital readmissions in rural localities targeted by the sub-initiative.

> RFA Navigator

Live Well, Together

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Sub-initiative	**Food is Medicine**
KIP	Virginia Hospital and Healthcare Foundation
Contact	Adrianne Hill, Program Manager, ahill@vhha.com
Project Types	Infrastructure to support food pharmacies, technical assistance, nutrition counseling, digital health technology partnerships, and reporting systems.
Target Audience	Community-based organizations (CBOs).
Timeline	Fall 2026
Award Details	▪ 1 year performance period. ▪ We anticipate 1 awardee in Year 1.
Associated Metrics	▪ Cumulative number of residents enrolled in food prescription or medically tailored meal services by rural locality. ▪ Percent of participants with diabetes experiencing a measurable decline in HbA1c after food as medicine sub-initiative program participation. ▪ Percent of participants with hypertension experiencing a measurable decline in blood pressure after food as medicine sub-initiative program participation.

Sub-initiative	**Consumer Tech for Education and Lifestyle Change**
KIP	Virginia Foundation for Healthy Youth
Contact	Michael Parsons, Director of Programs, Michael.Parsons@healthyyouthva.org
Project Types	Procurement and technical assistance to support integration of consumer facing health apps, wearables and platforms.
Target Audience	Health systems, providers, CBOs in partnership with digital technology companies.
Timeline	Fall 2026
Award Details	▪ Additional details pending.
Associated Metrics	▪ Cumulative number of rural residents onboarded to sub-initiative consumer digital health platforms and receiving engagement support (e.g., coaching, reminders, or gamified prompts) by locality. ▪ Percent of rural participants onboarded to sub-initiative consumer digital health platforms actively engaging with digital health tools 6 months after sub-initiative enrollment. ▪ Percent of rural participants onboarded to sub-initiative consumer digital health platforms reporting improved digital literacy and confidence in managing their health or symptoms after sub-initiative enrollment.

Virginia Rural Health Transformation Fund

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Live Well, Together

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Sub-initiative	**Active Kids**
KIP	Virginia Foundation for Healthy Youth
Contact	Michael Parsons, Director of Programs, Michael.Parsons@healthyyouthva.org
Project Types	Minor renovations and upgrades to existing spaces for physical activity, development and delivery of structured youth programming.
Target Audience	Local governments, schools, parks and recreation departments, and CBOs.
Timeline	August 2026
Award Details	▪ 1 year performance period. ▪ Will be accepting applications for minor renovations and/or repurposing along with programming that meets program objectives. ▪ Number of awards will be based on submissions.
Associated Metrics	▪ Incremental number of play spaces improved and regular physical activity programs launched or expanded for rural youth.

Sub-initiative	**Integrated Care for Duals**
KIP	Virginia Department for Aging and Rehabilitative Services
Contact	Leonard Eshmont, Project Management Director, Leonard.Eshmont@dars.virginia.gov
Project Types	Development and deployment of supporting technology, technical assistance for community navigators to understand integrated care plan options and enrollment.
Target Audience	Area agencies on aging, managed care plans, DMAS, CBOs.
Timeline	Fall 2026
Award Details	▪ Additional details pending.
Associated Metrics	▪ Incremental number of dual-eligible residents engaged with the sub-initiative platform in rural regions. ▪ Incremental number of area agencies on aging (or similar) utilizing sub-initiative platform in rural regions.

> What may exclude applicants from being chosen?

- **Incomplete or inaccurate applications:** Applications that are incomplete, submitted after the deadline, contain materially inaccurate information, or do not include required documentation may not be considered.
- **RFA requirements:** Applicants must meet the eligibility, rural service area, project scope, and documentation requirements in the applicable RFA.
- **Federal exclusions:** Applicants suspended, debarred, or otherwise excluded from receiving federal funds may be ineligible.
- **Program alignment:** Proposed activities and costs must align with the RFA, Virginia's approved RHTP initiative, and applicable funding requirements.
- **Organizational capacity:** Applicants must be able to manage, track, document, and report federal funds. Compliance or financial management concerns may affect selection or result in additional award conditions.
- **Conflicts of interest:** Applicants must disclose actual, apparent, or potential conflicts. Individuals with a conflict may not participate in reviewing or approving the affected application.

Additional Considerations

- **State agency applicants:** State agencies may apply when permitted by the RFA. If the applicant is part of the agency overseeing the funding opportunity, the relationship must be disclosed and an independent review process must be used.
- **Other funding:** Receiving other federal, state, local, or private funding does not automatically make an applicant ineligible. However, RHTP funds may not duplicate or replace existing funding, pay the same cost twice, or satisfy another award's matching requirement. Applicants must disclose related funding and distinguish the activities and costs supported by RHTP.

> RHTP Program-Level Spending Caps

Additional program-level limitations apply to Virginia's total RHTP award for each budget period, including a 10% cap on administrative expenses, a 15% cap on provider payments, a 20% cap on capital expenditures and infrastructure, a cap of the lesser of 10% or $20 million for Rural Tech Catalyst Fund activities, and a 5% cap on replacing an EMR system when a HITECH-certified system was already in place as of September 1, 2025.

Category	Description
Administrative Expenses	Virginia **may use no more than 10%** of the amount allotted for a budget period for administrative expenses. The cap includes both direct and indirect administrative costs.
Provider Payments	Funding classified as provider payments under Use of Funds Category B **may not exceed 15%** of Virginia's total CMS award for the applicable budget period. Provider payments also cannot duplicate billable services or modify existing fee schedule payments.
Capital Expenditures and Infrastructure	Funding under Use of Funds Category J **may not exceed 20%** of Virginia's total CMS award for the applicable budget period. New construction remains unallowable, although certain renovations, alterations, infrastructure investments, and equipment upgrades may be permitted when linked to approved program goals.
Rural Tech Catalyst Fund	Funding for initiatives similar to the Rural Tech Catalyst Fund **may not exceed the lesser of:** ▪ **10% of Virginia's award for the applicable budget period, or** ▪ **$20 million for that budget period.**
Certain EMR Replacement Costs	**No more than 5%** of Virginia's total CMS award for the applicable budget period may support replacement of an EMR system when a HITECH-certified EMR system was already in place as of September 1, 2025.

> Use of Fund Examples

Use of funds varies based on the initiative you are applying for. CMS also provides guidance on how funds can be used. Below are examples of what is and is not allowable but does not represent an exhaustive list. Please refer to CMS FAQ for additional details. If you still have questions after reading, please refer to the specific contact for the initiative to which you are applying.

Allowable Costs

Allowable costs may include, but are not limited to, the following categories when directly related to the approved RHTP initiative(s):

- **Program administration and implementation:** Personnel, fringe benefits, and operating expenses necessary to carry out approved RHTP activities, provided administrative costs remain within applicable CMS or DMAS limits.
- **Planning, coordination, and capacity building:** Activities that support the planning, coordination, and development of capacity needed for rural health system transformation.
- **Training and technical assistance:** Workforce development, provider support, and implementation assistance aligned with RHTP objectives.
- **Technology and infrastructure:** Health information technology, data systems, cybersecurity, telehealth, and other digital tools permitted under CMS guidance.
- **Authorized provider payments:** Payments for delivering health care items or services when expressly authorized under CMS RHTP guidance and within applicable limitations.
- **Evaluation and performance measurement:** Evaluation, data collection, and performance measurement activities required to demonstrate program progress and outcomes.

Unallowable Costs

- **Pre-award or out-of-period costs:** Expenses incurred before the award begins or outside the approved period of performance.
- **Construction and unapproved capital improvements:** Construction is prohibited. Capital improvements that materially increase the value or useful life of land, buildings, or equipment require prior written approval.
- **Costs outside the approved project:** Goods or services that are not allocable to the approved scope of work or budget.
- **Matching or replacement funding:** Costs used to meet another funding source's matching requirements or replace existing state, local, tribal, or private funding, including existing staff salaries.
- **Another party's legal responsibilities:** Services, equipment, workplace modifications, or other supports that an employer or another entity is legally required to provide.
- **Profit or unrelated research:** Profit paid to a subrecipient or independent research and development that is not directly tied to approved program implementation.
- **Lobbying and advocacy:** Activities intended to influence legislation, regulations, appropriations, or administrative actions.
- **Unapproved meals and promotional expenses:** Unapproved meals or entertainment, promotional items, gifts, souvenirs, or advertising intended solely to promote the organization.
- **Prohibited technology:** Covered telecommunications or video surveillance equipment prohibited under federal requirements.
- **Unsupported costs:** Expenses that lack adequate invoices, receipts, payroll records, or other required supporting documentation.

Additional CMS RHTP resources are available online at: https://www.medicaid.gov/resources-for-states/rural-health/rhtp-resources