

# Developing a Rural Sleep Center of Excellence. A Modern Collaborative Model

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# Educational Objectives

1. Understand the unique challenges and opportunities of establishing a sleep center of excellence in a rural setting, including demographic considerations, resource allocation, and community engagement strategies.
2. Gain insight into the essential components of a comprehensive rural sleep center, from diagnostic capabilities and treatment modalities to interdisciplinary collaboration and patient-centered care approaches.

# American Academy of Sleep Medicine (AASM)

- Association of Sleep Disorders Centers – 1975
- Professional society dedicated exclusively to the medical subspecialty of sleep medicine.
- Sets standards and promotes excellence in sleep medicine health care, education, and research
- Combined membership of 11,000 accredited member sleep centers and individual members

# Types of AASM Accreditation

1. Sleep Facilities (Comprehensive sleep centers)
2. Independent Sleep Practices
3. DME Suppliers
4. Specialty Practices (Cardiology)

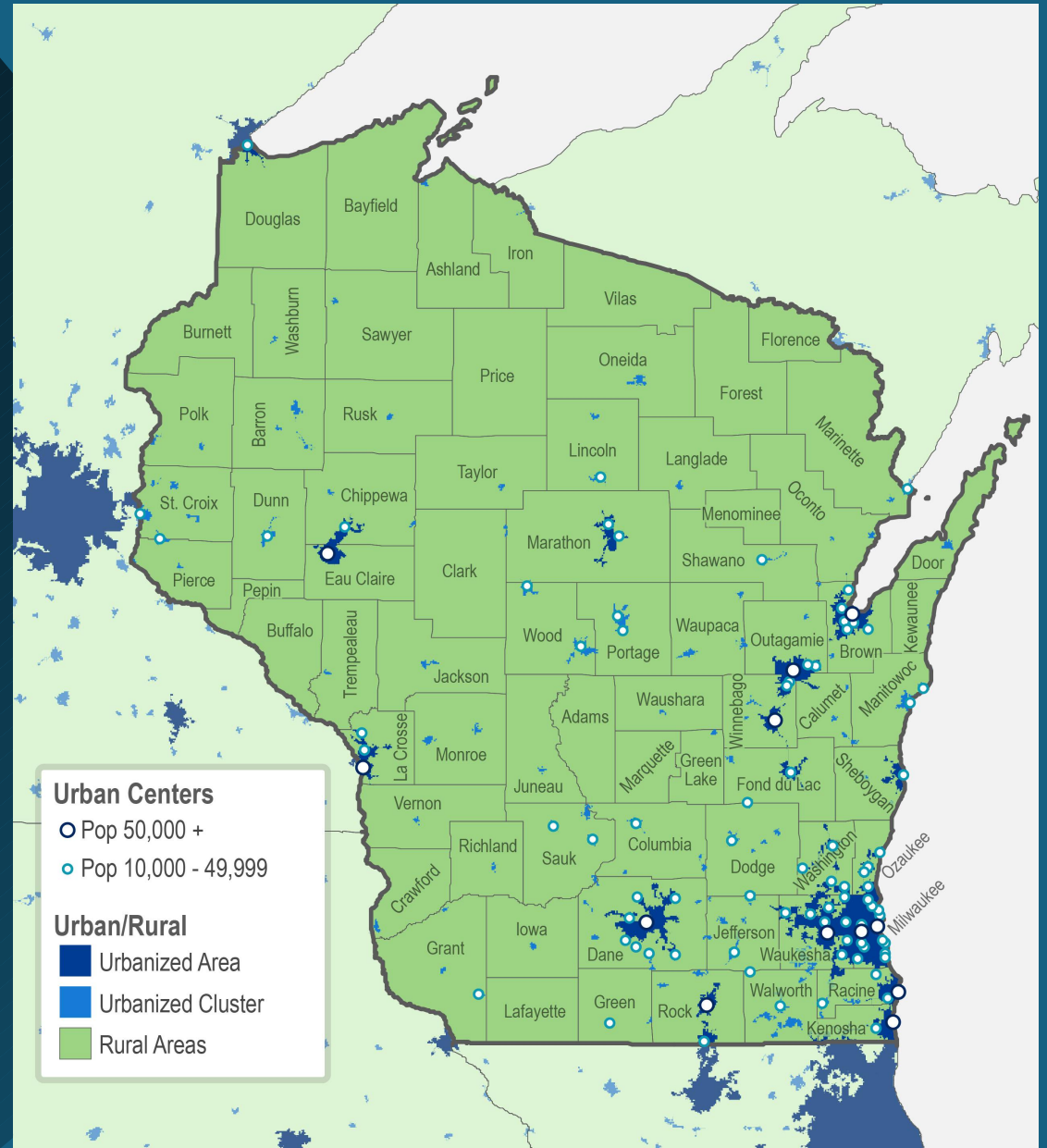
# Comprehensive Sleep Centers

# Independent Sleep Practice

# Specialty Practice (Cardiology)

- Non-sleep medical practice
- Screens for sleep apnea, and conducts home sleep apnea testing
- Facilitates treatment and patient management through an AASM-accredited Sleep Facility

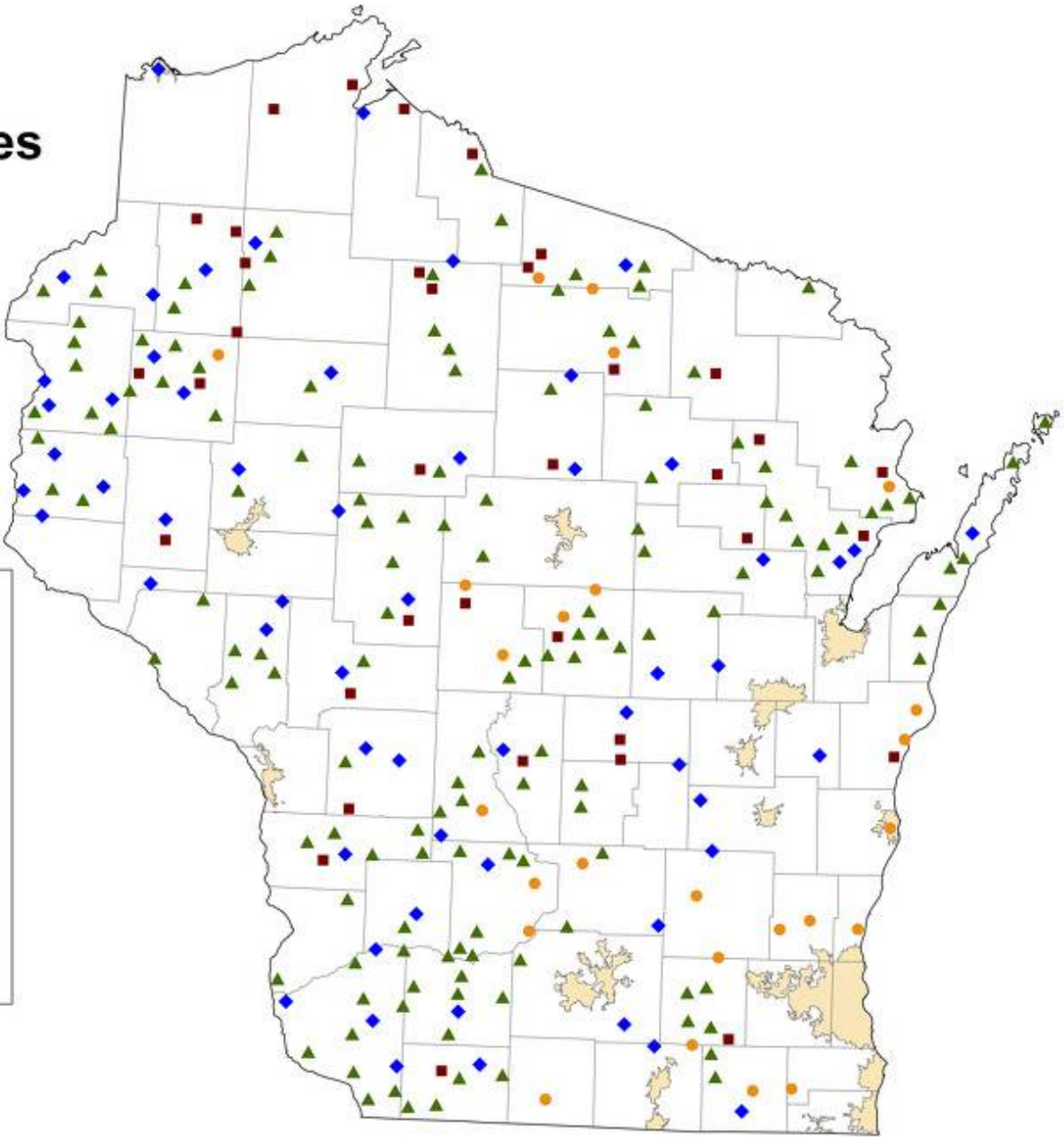
# Most of Wisconsin is Rural





# Selected Rural Healthcare Facilities in Wisconsin

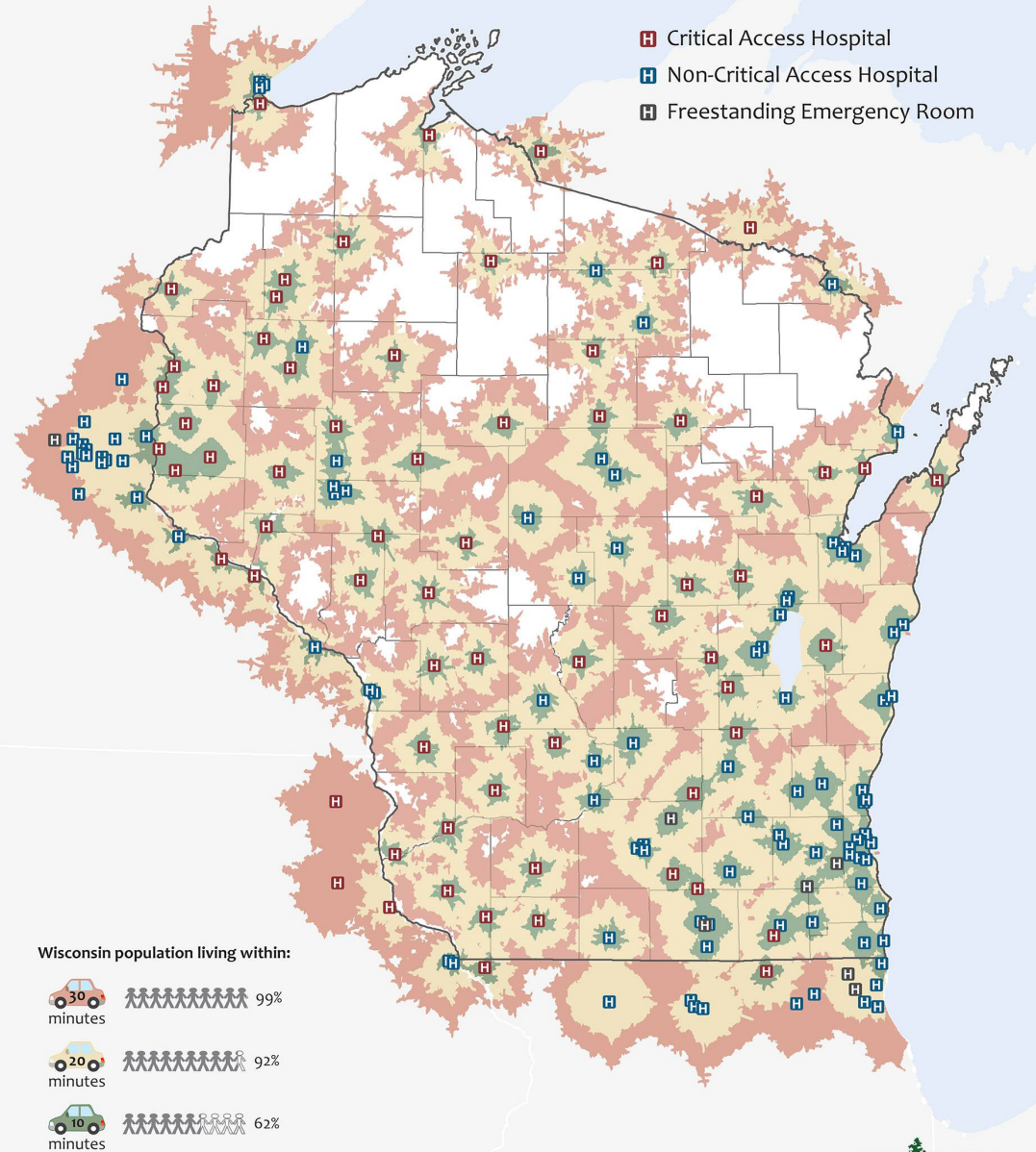
- ◆ Critical Access Hospital
- ▲ Rural Health Clinic
- Federally Qualified Health Center Site in Rural Area\*
- Short Term/PPS Hospital in Rural Area\*
- \*Non-Rural Area (U.S. Census Bureau Urban Area with a population of 50,000 or more)



# Barriers to Healthcare Access in Rural Areas

# Distance and Transportation

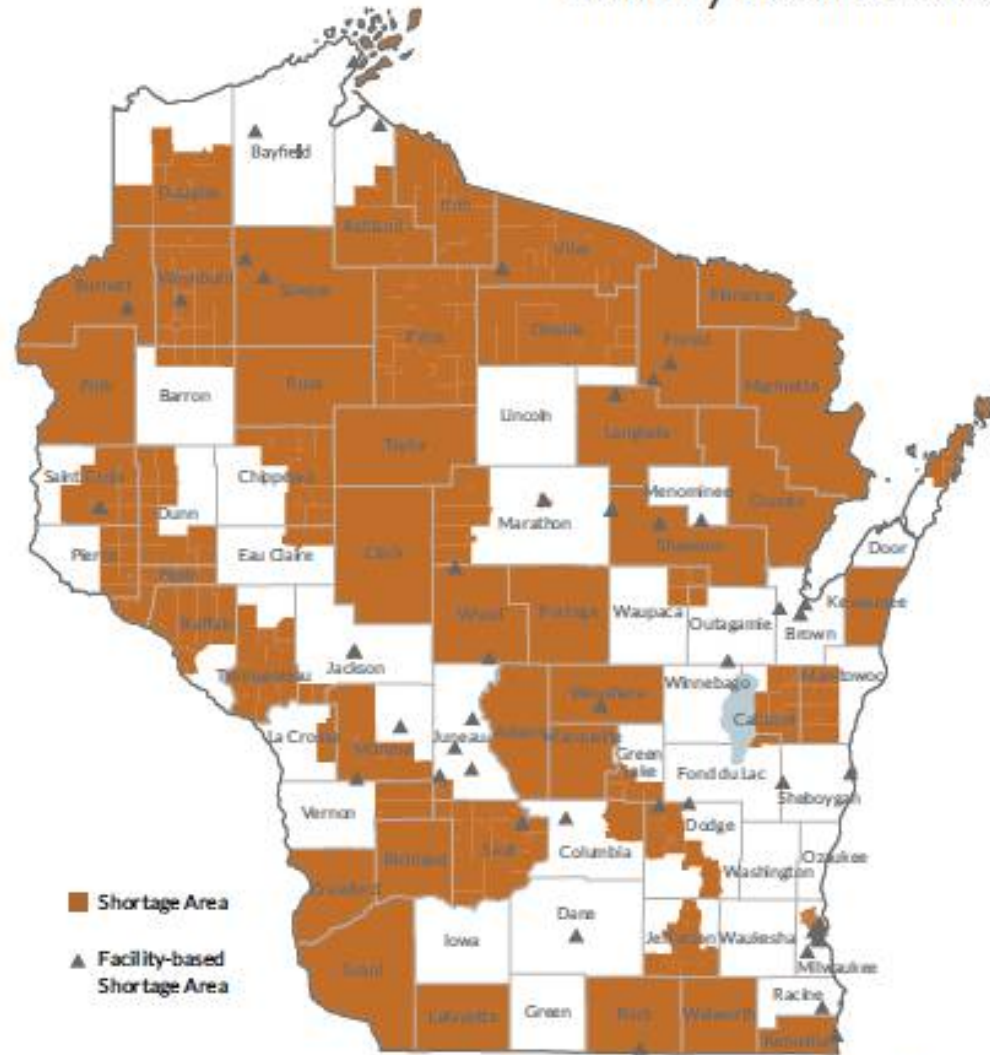
## Drive Time to Emergency Care



Drive-time analysis was conducted using ArcGIS Business Analyst, Navteq 2014 Quarter 3 routing data, and methodology recommended by the State Cartographer's Office. Emergency care location data sources: Wisconsin Department of Health Services, HSA Data Warehouse, and State Offices of Rural Health in Minnesota, Iowa, Michigan, and Illinois. Population data source: Wisconsin Legislative Technology Services Bureau. Map by Casey Kalman and Penny Black, September 2017.

# Workforce Shortages

## Health Professional Shortage Areas Primary Health Care



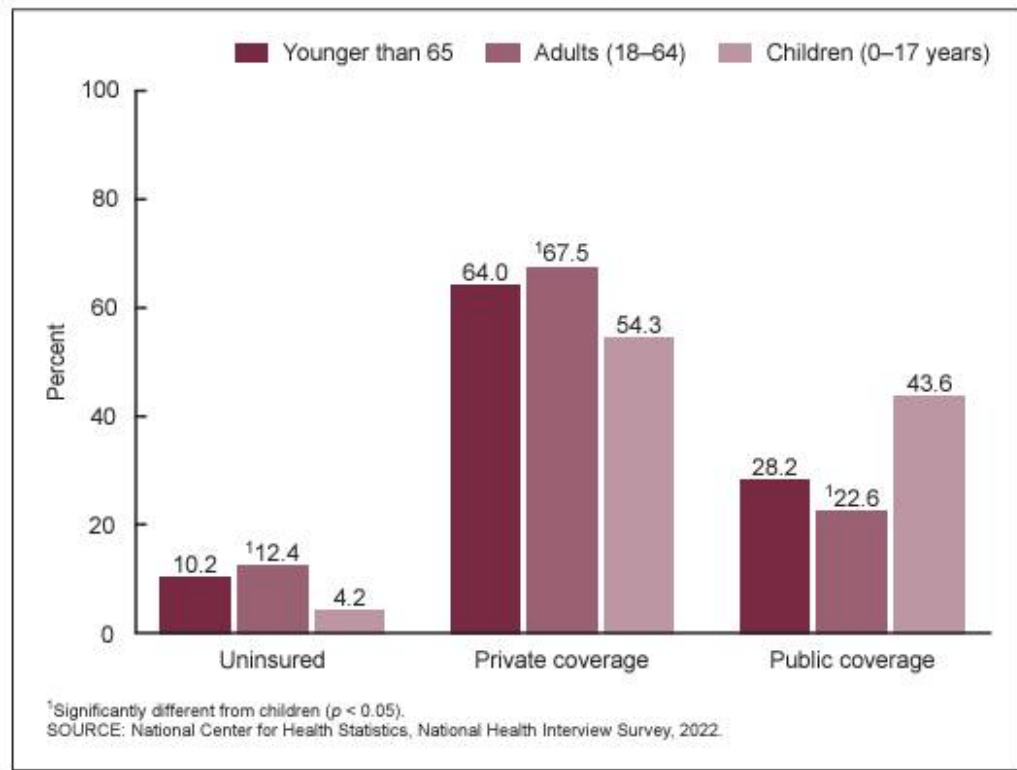
To determine if a specific location has a HPSA designation, visit [HPSA Find](#).

Source: Health Resources and Services Administration, Geospatial Data Warehouse, Feb 2020.

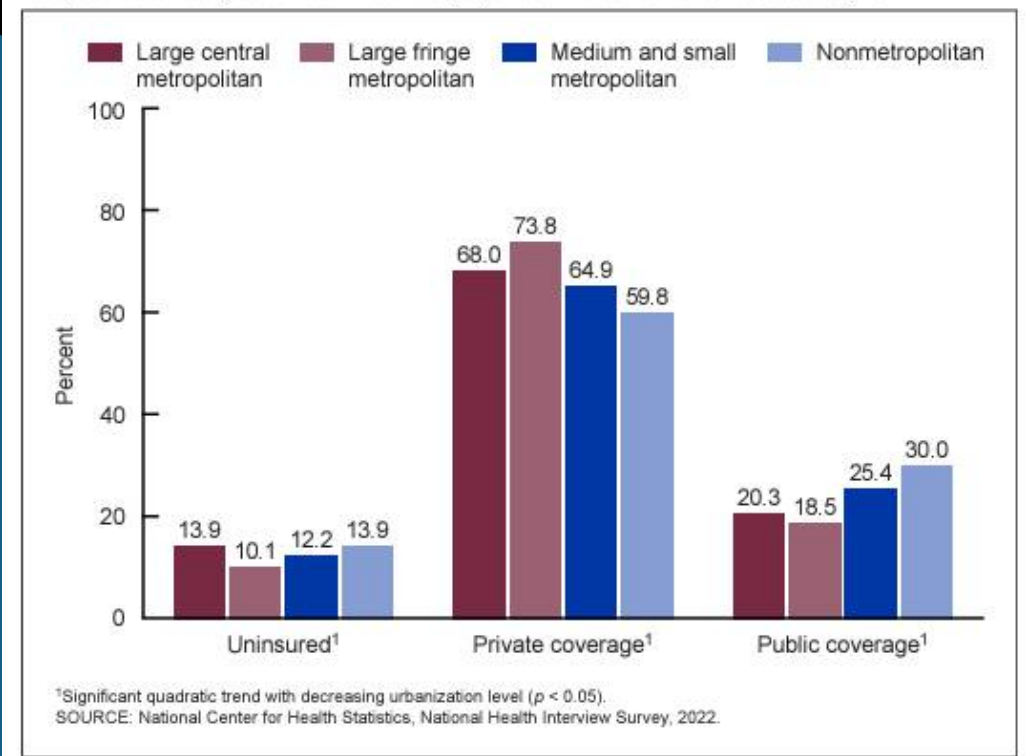


# Insurance

**Figure 1. Percentage of people younger than age 65 who were uninsured, had private coverage, or had public coverage at time of interview, by age group: United States, 2022**



**Figure 2. Percentage of adults ages 18–64 who were uninsured, had private coverage, or had public coverage at time of interview, by urbanization level: United States, 2022**

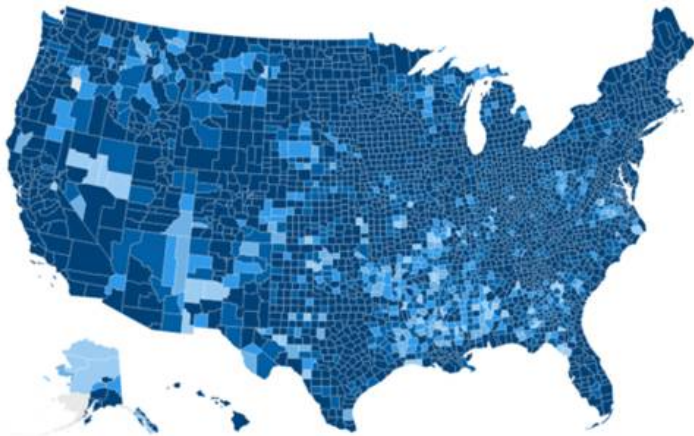


# Poor Broadband Access in Rural America



Maps showing FCC fixed broadband availability and broadband usage based on Microsoft data updated as of October 2020

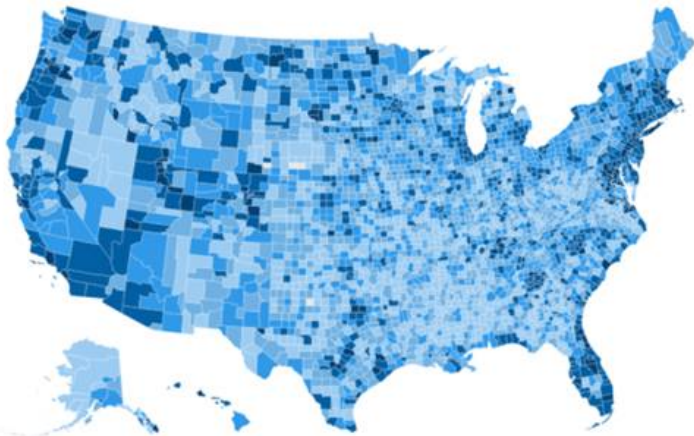
FCC indicates broadband is not available to ~14.5M people



FCC broadband availability\* 0% >0 to 20% >20% to 40% >40% to 60% >60% to 80% >80% to 100%

\* FCC Broadband has or "could" provide greater than or equal to 25 Mbps / 3 Mbps

Microsoft data indicates ~120.4M people do not use the internet at broadband speeds



Broadband usage\*\* 0% >0 to 20% >20% to 40% >40% to 60% >60% to 80% >80% to 100%

\*\* Broadband speeds greater than or equal to 25 Mbps

Select a View

FCC broadband availability

FCC and Microsoft

Congressional districts

Broadband subscriptions

Select a State

All

Sources: FCC Fourteenth Broadband report based on form 477 data from December 2019 and Microsoft data from October 2020  
To assist with additional broadband mapping analysis data has been made downloadable [here](#). Learn more in this [GitHub repository](#).

# Face Serious

ALERT

WESTERN WISCONSIN

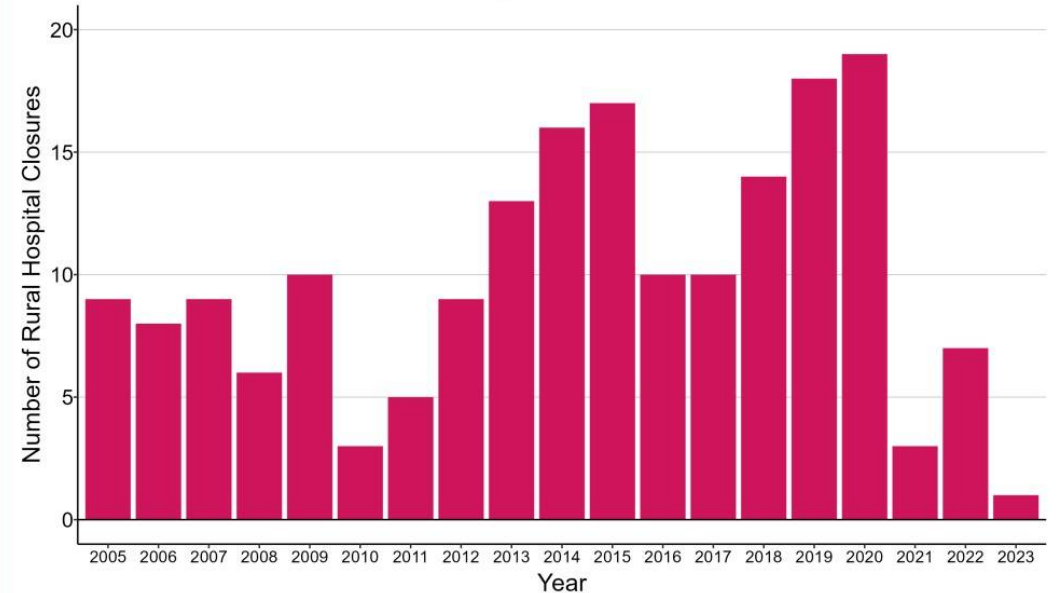
## Hospitals to close in Chippewa Falls, Eau Claire

Audrey Korte Jan 23, 2024



**C**HIPPEWA FALLS — HSHS St. Joseph's Hospital in Chippewa Falls, HSHS Sacred Heart Hospital in Eau Claire and all Prevea Health locations in western Wisconsin's Chippewa Valley will permanently close, the hospitals announced Monday.

### Rural Hospital Closures



Source: Cecil G. Sheps Center for Health Services Research

# Improving Access to Care in Rural Communities

1. Delivery Models
2. Partnership with Larger Systems or Networks
3. Efforts to Improve the Workforce
4. Telehealth





EXPERT  
ADVICE

enter  
return

alt  
control



Beth Ann  
Patterson,  
RRT -

- Sauk Prairie Healthcare
- Director Better Health Center & Respiratory Services
- Director of the Sleep Center
- “This sleep center is in the top 1%” AASM Surveyor



Beth Ann, please tell us about yourself and how you became the director of the sleep center in Sauk Prairie Health



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How did you transform your program from a sleep lab to a comprehensive sleep center?



the role of training a local advanced practice clinician in the success of your sleep program compared to a traditional outreach model?



What type of support staff did you hire for the sleep clinic?



You are an excellent communicator. What other measures do you take to keep your team engaged?



What is the role of telehealth in the success of your program?






What partnerships outside Sauk Prairie were helpful in your success?



How did you obtain buy in from administration?



Questions  
from the  
audience

A 3D paper cutout of a speech bubble is centered on a blue background. The speech bubble is white with a blue shadow underneath, giving it a three-dimensional appearance. The text 'THANK YOU!' is printed in a bold, blue, sans-serif font on the front of the bubble. The bubble has a rectangular top and a pointed tail at the bottom center.

**THANK YOU!**