



A conceptual, discussion-oriented briefing for Advisory Group members. Vendor solicitations have not yet been released.

Maine Rural Health Transformation Program (RHTP)

Technology Innovation Initiatives

A high-level project introduction and overview

Maine Telehealth and Telemonitoring Advisory Group Quarterly Meeting
August 2026





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Discussion Purpose



Introduce upcoming initiatives

Share what's being explored across telehealth, digital health, EMR, and AI



Share intended goals and outcomes

Explain the high-level purpose behind each initiative



Obtain stakeholder feedback

Hear directly from advisory group



Identify implementation considerations

Barriers, opportunities, and priorities



Learn from existing telehealth experience

Build on what has already worked — and not worked — in Maine

Discussion Prompt

“What opportunities and challenges should be considered as these initiatives continue to evolve?”

BACKGROUND

The Rural Health Transformation Program (RHTP)

Congress created the RHTP to help rural health systems modernize and remain sustainable. Maine applied for and received Year 1 funding, organized around five statewide initiatives — our work sits inside Initiative 3.

\$50B

Federal RHTP
funding, FY26–
FY30, nationally

\$190M

Maine's Year 1
RHTP award from
CMS

5

Statewide
initiatives in
Maine's RHTP plan

MAINE'S FIVE RHTP INITIATIVES

1

Population Health

Timely access to high-quality care

2

Workforce

Strengthening Maine's rural health workforce

3

Technology Innovation

Modernizing rural care delivery — our focus

4

Access

Bridging the affordability gap for rural Mainers

5

Sustainability

Financial stability of rural providers

BACKGROUND

MCD's Role – Digital Health Team

Initiative 3, Technology Innovation

The Department of Health and Human Services has engaged MCD Global Health as a CMS subrecipient to help stand up a portion of the Technology Innovation initiative — connecting rural communities and providers to expanded telehealth, patient-facing digital tools, and AI resources.



Activity 3.1

Expanded Telehealth

Grow a network of contracted vendors offering virtual care across rural Maine.



Activity 3.2

EMR Support

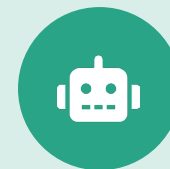
Support providers in upgrading records, cybersecurity, and AI-readiness (partnered with the Department).



Activity 3.4

Patient-Facing Digital Tools

Bring remote monitoring and digital health tools directly to individuals.



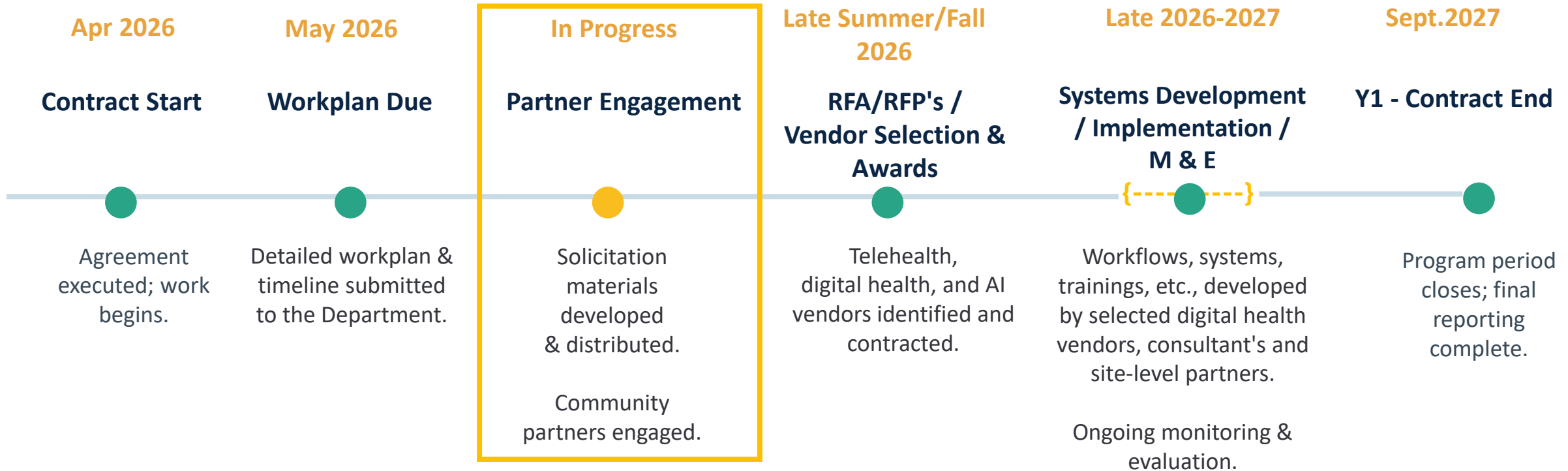
Activity 3.5

Augmented Intelligence (AI)

Stand up a Rural AI Hub and a Rural Health AI Innovation Institute.



Where We Are in the Timeline – Year 1



General Points of Feedback

Questions to Guide Feedback

Where do you see the greatest challenges?

What existing programs or resources could be leveraged?

What recommendations would you make as planning continues?

What thoughts do you have for Year 2?



Virtual Quick Care

Telehealth Expansion - Direct-to-Patient Care



OVERVIEW

A statewide Virtual Quick (Urgent/Same-Day) Care program that provides virtual acute care services to all individuals in Maine, with guaranteed same-day appointments, including after-hours and weekend availability

Purpose & Population



- Expand access to timely acute care through telehealth to all individuals in Maine, with outreach focused on rural communities, providers, and the public.

Goals



- Expand access to timely acute care through telehealth
- Bridge healthcare gaps for rural communities
- Improve health outcomes through digital innovation
- Deliver statewide same-day virtual urgent care with after-hours and weekend access

Partners



- Relevant State agencies/departments (e.g. MaineCare)
- Contracted Virtual Quick Care Vendor
- Rural healthcare providers
- Community organizations
- Telehealth Facilitators

Expected Outcomes



- Statewide Virtual Quick Care program operational
- Same-day virtual acute care available statewide, including evenings and weekends
- Increased awareness through provider and public outreach
- Reduced avoidable ED utilization
- Target utilization: Up to 1,000 visits per month



Youth Tele-Behavioral Health

Telehealth Expansion — Direct-to-Patient Care

OVERVIEW



A statewide program expanding youth tele-behavioral health services to increase access to youth-serving clinicians with a focus on rural areas, school partners and students ages 12-18

Purpose & Population



- Rural Maine communities often have worse behavioral health status than the national average
- Limited number of behavioral health professionals in Maine and rural access barriers
- Focus on youth ages 12-18

Goals



- Improved access to youth behavioral health services
- Care coordinated across schools, providers, families, and community partners
- Increased family and school support
- Increased wellness among youth

Partners



- Relevant State agencies/departments (e.g. DOE)
- Parents and guardians of school-aged children
- Rural K-12 school districts
- Community partners providing individual and family support
- Platform vendors

Expected Outcomes



- Establish telebehavioral health services in participating schools
- Improved behavioral health outcomes for participants
- Reduced barriers to care
- Increase in youth enrolled in behavioral health care statewide
- Target utilization up to 1,000 visits per month



Perinatal Specialty Consults

Telehealth Expansion – Provider-to-Provider

OVERVIEW



A statewide program that connects rural providers with perinatal experts to improve maternal-fetal health outcomes, improve accessibility to specialty services, and reduce need for patient travel.

Purpose & Population



- Expand access of provider-to-provider perinatal specialty telehealth consultations to rural hospital providers, obstetric providers, and pediatricians

Goals



- Expanded rural access to perinatal specialty expertise
- Connect rural providers to perinatal specialty input
- Support local management of higher-risk pregnancies and neonatal concerns
- Stronger rural maternity care network
- Improved continuity of maternal-newborn care

Partners



- Relevant State agencies/departments (e.g. MaineCare)
- Rural Obstetric/Neo-natal Providers & Hospitals
- Perinatal Specialists
- Telehealth Vendor

Expected Outcomes



- Target Utilization: up to 100 consults/month
- Increase connectivity between rural providers & perinatal specialty input
- Reduce avoidable travel, referral delays, and unnecessary transfers
- Enhance early identification of at-risk conditions



Mammha Perinatal Care App

Patient-Facing Digital Health Application

OVERVIEW



A coordinated effort to expand the reach of the Mammha App across rural Maine, thereby expanding access to perinatal behavioral health screenings, services, and resources for the rural pregnant and postpartum population.

Purpose & Population



- Expand access to the Mammha app to provide standardized mental health screening tools, referrals to perinatal behavioral health services, and maternal health resources to rural pregnant and post-partum Mainers.

Goals



- Standardized maternal mental health screening workflows across the state
- Improved early identification of perinatal mental health concerns
- Expanded access to perinatal behavioral health resources for rural Mainers
- Improved perinatal behavioral health outcomes

Partners



- Relevant State agencies/departments (e.g. DHS)
- Mammha
- Community based organizations, government agencies, and healthcare providers who serve rural pregnant and postpartum populations
- Pregnant and postpartum patients in rural Maine
- Perinatal Behavioral Health programs/providers

Expected Outcomes



- Increased utilization and adoption of Mammha
- Increased perinatal behavioral health referrals
- Reduced wait times for perinatal mental health services
- Improved local provider capacity



Automated Text Messaging

Patient-Facing Digital Health Tool



OVERVIEW

Establish an Automated Text Message (ATM) system that provides self-management support for patients with chronic conditions.

Purpose & Population



- Offer a low-cost, scalable 'digital front-door' and self-management tool for chronic disease support with rural patients

Goals



- Supplement patient care with automated, low-cost outreach
- Improved access to health education and community resources
- Improved patient engagement and self-management between healthcare visits

Partners



- Relevant State agencies/departments (e.g. Chronic Disease)
- Automated Text Messaging Vendor
- Health Care Providers in rural Maine
- Patients in rural Maine with chronic conditions

Expected Outcomes



- Increased adherence to medications, appointments, and self-care activities
- Successfully connect 10,000 rural Maine patients with chronic conditions with automated text messaging service



Teledentistry

Telehealth Expansion – Provider-to-Provider



OVERVIEW

Strengthen oral health consultation, referral pathways, and access to dental expertise.

Purpose & Population



- Many rural Mainers, especially children, lack access to timely dental consultation.
- Oral health issues can go unaddressed without a clear referral pathway.

Goals



- Connect school and primary care oral health providers to dental expertise.
- Increased access to preventive and specialty oral health services.
- Standardized statewide tele dentistry service improving access in underserved communities.

Partners



- Relevant State agencies/departments (e.g. MaineCare)
- Children's Oral Health Network (COHN)
- Joint Association Workgroup (JAW)
- Teledentistry organizations
- Oral health consultants
- Dental practices/FQHCs/school-based programs

Expected Outcomes



- Complete up to 500 teledentistry consultations per month
- Expand access in communities without a local dentist.
- Timely oral health consultation and care coordination.
- Improve early identification and referral for dental issues.



P2P On-Demand Specialist e-Consults (Sync.)

Telehealth Expansion – Provider-to-Provider



OVERVIEW

Connect primary care clinicians with specialists in real time for clinical decision support.

Purpose & Population



- Rural primary care providers often lack timely access to specialists for real-time guidance.
- Patients may face long wait times or travel long distances for specialty referrals.
- Real-time “curbside” virtual consults let primary care providers get quick specialist input.

Goals



- Keep patients closer to home while ensuring specialist-informed care.
- Improve access to specialty knowledge
- Expand access to standardized statewide synchronous consultation service.

Partners



- Relevant State agencies/departments (e.g. MaineCare)
- Specialty telehealth vendor with specialist network
- Accountable Care Organization (ACO)

Expected Outcomes



- Timely access to specialty expertise for rural primary care providers.
- Improved clinical decision-making and care coordination.
- Reduced unnecessary referrals and delays in specialty care.
- Strengthen primary care provider confidence and capacity.
- Complete up to 1,000 specialty e-consults per month.



P2P Specialist e-Consults (Async)

Telehealth Expansion – Provider-to-Provider



OVERVIEW

Allow providers to receive specialty guidance through secure electronic consultation workflows.

Purpose & Population



- Rural primary care providers often wait weeks for specialist input via traditional referrals.
- Not every clinical question requires an in-person specialist visit.
- Asynchronous e-consults let providers get specialist guidance without a formal referral.

Goals



- Increase access to specialty expertise for underserved areas.
- Standardize statewide eConsult service supporting quality and sustainability.
- Improved clinical decision-making and care coordination.

Partners



- Relevant State agencies/departments (e.g. MaineCare)
- Telehealth provider/technology platform (asynchronous e-consult network)
- Primary care practices/FQHCs/RHCs

Expected Outcomes



- Reduce wait times and unnecessary specialist visits using virtual consultation platform.
- Reduce unnecessary referrals, avoidable specialty visits, and delays in care.
- Complete up to 1,000 specialty consultations per month.



Geriatric Telehealth in Nursing Homes

Telehealth expansion to older adults



OVERVIEW

Expand access to specialty geriatric care through telehealth for individuals residing in nursing facilities across rural Maine.

Purpose & Population



- Expand access to geriatric specialty care for residents of rural skilled nursing facilities (SNFs).
- Assess technology needs and equip participating facilities to deliver telehealth services.
- Support nursing facilities in integrating telehealth into routine resident care.

Goals



- Expanded access to geriatric specialty care for rural nursing home residents.
- Increased telehealth readiness and sustainable technology infrastructure in participating facilities.
- Reduced avoidable emergency department visits and hospital transfers through timely specialty consultation.

Partners



- Relevant State agencies/departments (e.g. OADS, MaineCare)
- Rural skilled nursing facilities (participating sites)
- Geriatric telehealth service provider(s) and technology vendor(s)

Expected Outcomes



- Achieve utilization of up to 100 geriatric telehealth consultations per month.
- Increased wellness among patients with chronic conditions.
- Improved healthcare engagement.
- Reduced avoidable ED visits.



Adult RPM

Technology-Enabled Chronic Disease Management



OVERVIEW

Expand access to proactive, home-based care for adults with hypertension, heart failure, and other high-risk chronic conditions through Remote Patient Monitoring (RPM).

Purpose & Population



- Improve management of hypertension, heart failure, and other high-risk chronic conditions for individuals in rural Maine.
- Recruit participating healthcare organizations to implement RPM as part of routine patient care.
- Deploy connected monitoring technology to support home-based care and early clinical intervention.

Goals



- Improved chronic disease management
- Increased patient engagement and self-management
- Reduced avoidable ED visits and hospitalizations

Partners



- Relevant State agencies/departments (e.g. Chronic Disease)
- Participating healthcare organizations (Home Health Agencies)
- Centralized RPM vendor and connected device/technology partners

Expected Outcomes



- Expanded access to home-based monitoring for individuals with chronic conditions.
- Earlier identification of clinical deterioration through connected monitoring technology.
- Improved patient engagement, self-management, and reduced avoidable emergency department visits and hospitalizations.
- Enroll up to 900 individuals per month.



Perinatal RPM

Technology-Enabled Maternal Health

OVERVIEW

- 
- Expand access to home-based monitoring for pregnant and postpartum individuals with hypertension through Remote Patient Monitoring (RPM).

Purpose & Population



- Improve management of hypertension during pregnancy and the postpartum period for individuals in rural Maine.
- Recruit participating maternal health providers to integrate RPM into perinatal care.
- Deploy connected monitoring technology to support home-based blood pressure monitoring and early clinical intervention.

Goals



- Improved maternal health outcomes
- Early identification of pregnancy-related complications
- Expanded access to perinatal monitoring and care coordination

Partners



- Relevant State agencies/departments (e.g. MaineCare, TMaH)
- Obstetric and maternal health providers
- RPM vendor and connected device technology partners

Expected Outcomes



- Reduced avoidable ED visits among perinatal patients.
- Increased healthcare engagement among perinatal patients.
- Timely healthcare services for at-risk patients.
- Enroll up to 100 individuals per month.



Questions/Discussion

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General Points of Feedback

Questions to Guide Feedback

Where do you see the greatest challenges?

What existing programs or resources could be leveraged?

What recommendations would you make as planning continues?

What thoughts do you have for Year 2?

