

Bob Crutchfield is a venture capitalist running an impact fund for the American Cancer Society. There is currently a \$250 million-dollar ROI non-profit fund.

Main Goal: Rural areas have a much higher death percentage than urban areas. Find a way to lower the death percentage in rural areas by looking into how healthcare can be utilized in a more accessible way.

Three main problems:

1. County hospitals are shutting down because of a lack of funding
2. Populations are declining due to socioeconomic disparities
3. Healthcare can only be provided by primary health care providers

Resources to consider:

- Telehealth-relation to WIFI access and provider availability. How do insurance companies handle telehealth? Do people have the technology to do telehealth visits at home?
- Pop up clinics
- Ridesharing/ peer accountability
- Solution needs to be predictable and repeatable for lasting effect
- Early action to treatment/detection reduces acute healthcare costs like ambulance, treatment and rural vs. metropolitan markets

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