Bring Healthcare Closer to Rural Communities

Mobile & Hybrid Care Funding Opportunity

Rural Health Transformation Program (RHTP)

The Roanoke-Alleghany/Central Shenandoah/New River Valley Regional Collaborative is seeking innovative projects that improve healthcare access for rural residents through mobile and hybrid care delivery models. Funding is available to support sustainable solutions that bring healthcare services directly to underserved communities.

Central Shenandoah Service Area

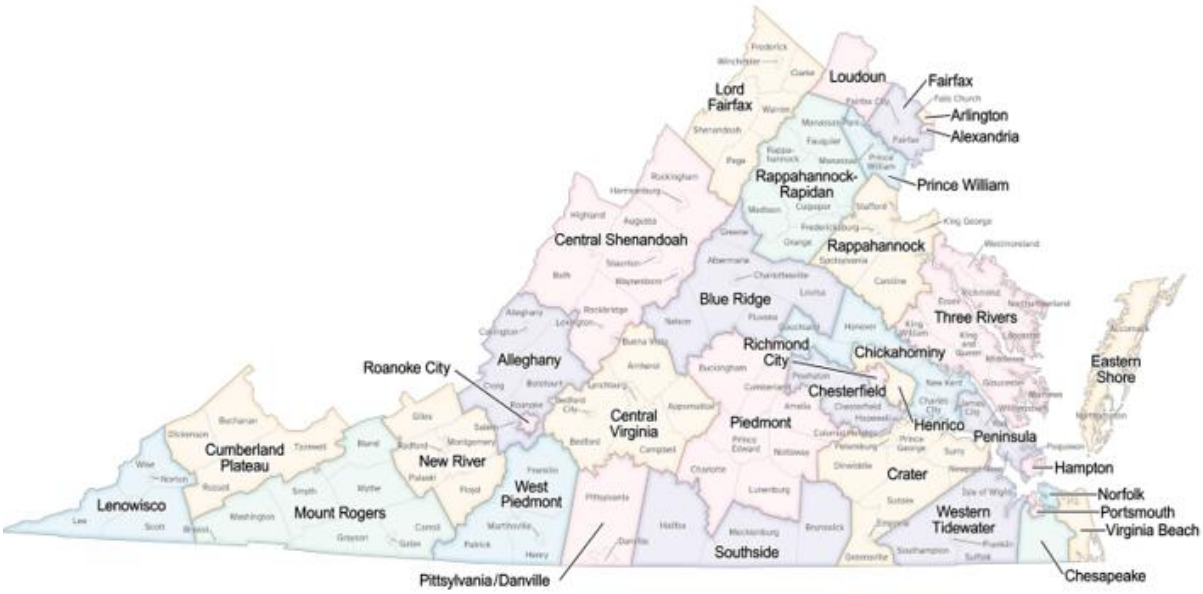
The Central Shenandoah Health District encourages organizations to develop projects that serve residents in:

- Bath County
- Buena Vista
- Highland County
- Lexington
- Rockbridge County

Central Shenandoah Health District



Projects may serve one locality or multiple communities and should address identified healthcare needs within these rural areas. Projects are not required to serve the entire service area.



This funding opportunity is part of a larger regional collaborative that includes the Roanoke-Alleghany, Central Shenandoah, and New River Valley regions. The accompanying map reflects the full eligible service area, recognizing that many healthcare organizations operate across locality boundaries and collaborative projects are encouraged.

For partnerships outside of the Central Shenandoah Health District, please contact the appropriate corresponding health district.

Potential Applicants

This opportunity may be a good fit for:

- Hospitals and health systems
- Community health centers and clinics
- Rural health providers
- Behavioral health organizations
- Community-based organizations
- Nonprofit organizations
- Local governments
- Educational institutions
- Technology and healthcare innovation partners
- Organizations interested in expanding healthcare access in rural communities

Organizations do not need to be physically located within an eligible county if they can demonstrate that the project directly benefits eligible rural residents.

Examples of Eligible Projects

Funding may support:

- Mobile medical, dental, or behavioral health clinics
- Telehealth kiosks and virtual care services
- Clinic-in-a-Box programs
- Rural healthcare hubs and hub-and-spoke models
- Provider-to-provider electronic consultations (e-consults)
- Preventive care and screenings
- Chronic disease management
- Substance use disorder and behavioral health services
- Vision, specialty, and diagnostic services
- Technology solutions that expand access to care

These examples are not exhaustive. Applicants are encouraged to propose innovative approaches that improve healthcare access for rural populations.

Areas of Particular Interest to the Central Shenandoah Health District

While all eligible proposals will be considered through the Regional Collaborative's review process, CSHD is particularly interested in connecting with partners that seek to expand:

- Dental care access in rural communities
- Mental and behavioral health services in rural communities
- Maternal Child Health access in rural communities
- Primary Care access in rural communities

Organizations exploring innovative approaches to reduce barriers to care, strengthen referral networks, or bring services directly into underserved communities are encouraged to reach out and discuss potential partnership opportunities.

Collaboration Is Encouraged

Strong partnerships can help projects reach more residents and improve long-term sustainability. Potential healthcare partners include:

- Augusta Health
- Rockbridge Area Health Center
- Sentara RMH
- Bath Community Hospital
- Highland Medical Center

Local Health Districts have been asked to consider providing letters of support for collaborative projects involving multiple organizations. If your organization is looking for partners, the Central Shenandoah Health District can help connect you with healthcare, community, and regional stakeholders.

Need Project Ideas?

Looking for inspiration or examples of successful rural health initiatives?
The Rural Health Information Hub (RHIhub) Project Examples database features real-world rural health programs from across the country. Organizations can explore examples related to:

- Mobile healthcare
- Telehealth
- Behavioral health
- Substance use services
- Oral health
- Chronic disease management
- Community health workers
- Care coordination
- Health equity and access

Reviewing similar projects can help applicants identify promising approaches, partnership models, and strategies for sustaining services beyond grant funding.

Explore Rural Health Project Examples:

https://www.ruralhealthinfo.org/project-examples

Looking for Opportunities in Other Areas of Virginia?

This handout focuses on organizations serving Bath County, Buena Vista, Highland County, Lexington, and Rockbridge County.
The Rural Health Transformation Program is being implemented through multiple regional collaboratives across Virginia. Each region has a designated organization responsible for managing funding opportunities and application processes for its service area.
Organizations serving other parts of Virginia can identify their regional collaborative, view available funding opportunities, and access region-specific application materials through the statewide funding opportunity website.

What Reviewers Will Be Looking For

Successful projects should demonstrate how they will:

- Increase healthcare access in rural communities
- Reach residents who currently face barriers to care
- Improve care coordination and service delivery
- Strengthen partnerships across organizations
- Develop sustainable models that can continue beyond grant funding

Applicants will also be expected to track and report the number of rural residents served and other project-specific outcomes.

Important Dates

October 23, 2026
RFA Released
November 20, 2026 | 5:00 PM ET

Written Questions Due

November 23, 2026 | 5:00 PM ET

Application Deadline

January 8, 2027
Anticipated Award Announcements

Resources

Funding Opportunity Website

View funding opportunities, regional service areas, timelines, and application materials:
Virginia Rural Health Transformation Program

Request for Applications (RFA)

Review the Mobile & Hybrid Care Request for Applications:
RFA - Roanoke-Alleghany/Central Shenandoah/New River Valley Regional Collaborative

Rural Health Project Examples

Explore successful rural health projects and evidence-informed approaches from across the country:
https://www.ruralhealthinfo.org/project-examples

Application Contact

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Need Help Building Partnerships?

The Central Shenandoah Health District is available to help organizations identify potential collaborators, discuss project concepts, and connect with regional partners serving Bath County, Buena Vista, Highland County, Lexington, and Rockbridge County.
We are especially interested in partnering with organizations seeking to expand dental care and mental health services for rural residents and welcome conversations about collaborative project opportunities.