Goal 1: Empower People with COPD, Their Families, and Caregivers to Recognize and Reduce the Burden of COPD

Patient View - John Linnel

“I see two challenges in Rural COPD Health”

1. Getting Diagnosed
2. Getting Treatment

* Finding Support
* Transportation to Care
* Lack of Trust for Healthcare System

*Man and woman attending better Breathers Group:* Patients listen to other patients

Rural Health Impacted Due To:

* Culture of Smoking
* Economics of Care
* Lack of Access

How do we grow awareness?

*Woman holding “Agro Business Council CEO” sign, man with FFA shirt on, young girl with 4H shirt on*

We need to learn to speak rural and farming to get the message out to those who need it.

* Coordinate in the community across care providers
* We need respiratory therapists in the rural health setting
* Coordinate with Home Health Care to Help Educate and Counsel Patients on Use of Prescribed Medicines and Inhalers

How Do Rural Patients Navigate Access to Care?

*Doctor guiding patient out of home*

* We need people on the ground
* Get Out and Visit the Patients at their Home
* Educate with Accessible Information

*Church building* (Churches)*, McDonalds Sign* (Coffee Clubs at Local Restaurants), *Sally’s Salon Sign* (Where Do People Gather)

* We need to Connect the dots across the care continuum
  + Use Patients to Tell Neighbors their experience
  + Peer Navigators
  + It takes healthcare providers that have passion and patience
    - *Doctors talking to man and woman about their diagnosis inside outline of red heart:* Let’s have a discussion about your diagnosis
  + Often patients need time to understand the implications of the diagnosis

Is there a Role for Telemedicine?

*Two cell phones texting*: This is an intervention that can work in Rural Care

*What is the Role of COPD Caregivers in Rural Settings?*

* Not all Rural is the Same
* Engage family members and caregivers that do have access

Graphics by @StephScribes.