

08-25 Policy Matters

Subject: Addressing the Needs of Our Rural Communities

Preheader: Here, Policy Matters. Learn the latest from UPMC's Government Relations team.



Across Pennsylvania's rural counties, access to health care remains a challenge. These communities often face lower life expectancy, higher rates of chronic illness, and significant behavioral health needs. There are also often workforce shortages, transportation barriers, outdated funding models, and vulnerable emergency medical services.

At UPMC, we recognize these challenges and aim to deliver world-class care to every community we serve. Recent initiatives include investing in telehealth services to overcome geographic and transportation barriers and strengthening partnerships with regional organizations to deliver care where it's needed most.

Specific examples featured in this edition of *Policy Matters* include the launch of 81 new UPMC-GoHealth Urgent Care centers, expanded access to gynecologic oncology care, participation at the North Central Regional Healthcare Summit, and more. These initiatives exemplify UPMC's commitment to helping ensure that our communities can receive timely, compassionate, and comprehensive care.



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UPMC-GoHealth Urgent Care Unveils 81 New Centers Across Pennsylvania and West Virginia

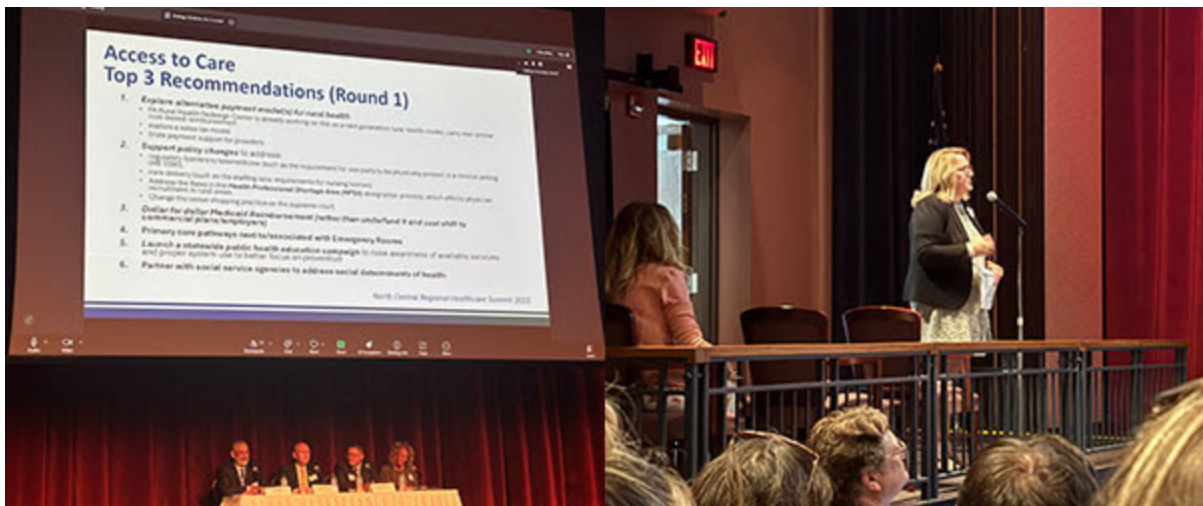
UPMC and GoHealth Urgent Care announced the unveiling of 81 UPMC-GoHealth Urgent Care locations across Pennsylvania and West Virginia.

The new UPMC-GoHealth partnership creates a digital and physical front door to connect patients to care within the robust network of trusted UPMC physicians and specialists. It also brings more ambulatory services, such as primary care, women's health, orthopaedics, and radiology, closer to communities that need them. The UPMC-GoHealth Urgent Care locations incorporate advances in technology and operations while providing the same premier health care that people know and trust from UPMC.

Learn more about how these new centers across the region are set to improve patient access:

- [Butler, Pa.](#)
- [Erie, Pa.](#)
- [Harrisburg, Pa.](#)
- [Weirton, W.Va.](#)
- [South central Pennsylvania region.](#)

Learn more



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North Central Regional Healthcare Summit Held at Pitt-Bradford

The North Central Regional Healthcare Summit highlighted the importance of speaking with one voice to advocate for rural health equity. Representatives from around the state — including David Gibbons, senior vice president, Health Services Division, and regional president, UPMC — collaborated in breakout sessions regarding maternity care, telemedicine, community engagement, and more.

These collaborative conversations pave the way for our organization to improve care for our patients in rural areas, ensuring Life Changing Medicine for all.

[Learn more](#)



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UPMC Washington Provides UPMC Magee-Womens Gynecologic Oncology Care

In partnership with UPMC Magee-Womens Hospital, UPMC Washington now offers advanced gynecologic oncology (gyn-onc) services. This brings access to nationally recognized women's cancer care close to home for residents in Washington County and its surrounding communities.

"Adding advanced gynecologic oncology care right here in our region is a significant milestone for UPMC Washington," says Brook Ward, president, UPMC Washington and UPMC Greene. "It's another example of the many clinical advancements we've added since becoming UPMC in 2024. We're so proud to offer these specialized services locally, reducing the burden of travel for patients and families, and ensuring the highest quality standards and clinical excellence that UPMC is known for."

Learn more



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UPMC St. Margaret's New Urology Lab Streamlines Prostate Cancer Testing & Treatment

A new urology lab with advanced diagnostic testing is up and running at UPMC St. Margaret Hospital to help detect and treat the increasing number of prostate cancer cases diagnosed each year. UPMC urologic oncologist Robert Turner, MD, says the advancements underscore the hospital's commitment to disease prevention and community-wide healthy living.

[Learn more](#)



Rep. Mike Kelly Named Recipient of the 2025 Rush to Crush Cancer Extra Mile Award

U.S. Rep. Mike Kelly of Butler, Pa., was awarded the Extra Mile award from UPMC Hillman Cancer Center's "Rush to Crush Cancer" organization. He was recognized for his support of the critical work being done at UPMC in the fight against cancer.

Register for the Upcoming 'Keeping Kids Safe' Event Hosted by UPMC Western Behavioral Health

UPMC Western Behavioral Health is hosting "Keeping Kids Safe: A Summit on Physical and Psychological Safety Guards for Kids" on Friday, Sept. 19, from 8 a.m. to 12:30 p.m.

Programming will address online safety, concerning behaviors, mentorships, and more. There will be speakers and moderators from the Neighborhood Resilience Project, Healthy Start, the Watson Institute, the Kingsley Association, Hope Deals Counseling & Consulting, the Mentoring Partnership of Southwestern Pennsylvania, and more. The event is sponsored by UPMC Health Plan and the UPMC Community Care Behavioral Health Organization.

[**Learn more**](#)

Teleconsult Technology Developed by UPMC Enterprises Acquired by eVisit

Last June, eVisit, a trailblazing virtual care company within the UPMC Enterprises portfolio, acquired UPMC Enterprises' cutting-edge teleconsult technology. Developed by UPMC experts during the initial stages of the COVID-19 pandemic, this innovative technology empowers virtual clinical specialists to efficiently consult with bedside clinicians, bridging the gap between experts and patients. UPMC Enterprises continues this partnership to create an end-to-end virtual care platform to elevate patient outcomes and streamline health care delivery.

[Learn more](#)

UPMC Hospitals Recognized by *U.S. News & World Report*

UPMC Presbyterian Shadyside ranks No. 1 in Pittsburgh and No. 2 in Pennsylvania on *U.S. News & World Report's* annual "Best Hospitals" rankings. UPMC Presbyterian Shadyside earned national recognition in nine specialties, including a No. 7 national ranking in psychiatry, and honors for community access.

Additionally, UPMC Magee-Womens Hospital is nationally ranked in obstetrics and gynecology, and UPMC Mercy is nationally ranked in rehabilitation. State and regional hospital rankings include UPMC Harrisburg ranking No. 7 in Pennsylvania, UPMC Hamot ranking No. 17 (tied) in Pennsylvania, and UPMC Passavant ranking No. 20 (tied) in Pennsylvania.

[Learn more](#)



Updates from UPMC Health Plan

UPMC Health Plan Neighborhood Center Officially Opens in Erie, Pa.

UPMC Health Plan and community partners celebrated the opening of the UPMC Health Plan Neighborhood Center in Erie with a ribbon-cutting event and guided tours of the 4,000-square-foot facility, located at [803 East Ave.](#) in Erie.

The Neighborhood Center will serve UPMC Health Plan members and all individuals and families in the Erie region. It will provide a wide range of essential services, including:

- Health insurance navigators offered by Hamot Health Foundation.
- Job search services offered by UPMC Pathways to Work and PA CareerLink®.
- A marketplace-style food pantry in partnership with Second Harvest Food Bank of Northwest Pennsylvania.
- Referrals to support services.

[Learn more](#)

UPMC Leaders Author Blog Post on Value of Learning Communities

A recent AcademyHealth blog post features authors from UPMC Health Plan, the UPMC Center for High-Value Health Care, and Community Care Behavioral Health Organization. They review how UPMC's Center for High-Value Health Care leverages a decade of interdisciplinary collaboration to build a robust learning community that advances patient-outcomes research, innovation, and evidence-based decision-making.

By fostering stakeholder-driven partnerships, this approach aims to help health care systems adapt to rapid change while creating a stronger, more sustainable foundation for the future.

[Learn more](#)

Care Management Intervention for Medicaid-Enrolled Adults with First-Time Psychiatric Admission

Members of the Community Care Behavioral Health Organization within the UPMC Insurance Services Division wrote a column that was recently published in *Psychiatric Services*. The column reports that individuals who receive an enhanced care coordination intervention during their first psychiatric inpatient admission have a significantly lower rate of readmission and improved receipt of aftercare within 30 days compared to individuals without intervention.

Results also indicate direct cost savings through fewer readmissions and the potential for longer-term savings from the intervention's impact on behavioral health illness trajectory.

[Learn more](#)

UPMC's Collaborative COPD Care: View the Three-Part Video Interview Series with *Pharmacy Times*

This new series with *Pharmacy Times* highlights UPMC's collaborative chronic obstructive pulmonary disease (COPD) care. It features UPMC pulmonologist Nathaniel Weathington, MD, PhD, and UPMC Health Plan pharmacist David Marr, PharmD.

- [Part 1: Integrating Comprehensive COPD Care: UPMC's Multidisciplinary Approach to Support, Education, and Rehabilitation.](#)
- [Part 2: Optimizing COPD Management Through Team-Based and Remote Care at UPMC.](#)
- [Part 3: Integrated Care Pathways and Future Directions in COPD Management at UPMC.](#)

[Learn more](#)



New Fast Facts

- [Maternal Health Programming at UPMC Insurance Services Division.](#)
- [UPMC Insurance Services Division Collaborations and Programming in Erie, Pa. and Surrounding Regions.](#)

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UPMC, [200 Lothrop Street](#)
Pittsburgh, PA 15213

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