

# RHCA

THE RURAL HEALTH & CARE ALLIANCE



**DEDICATED TO GETTING A FAIR DEAL FOR RURAL  
COMMUNITIES IN TERMS OF HEALTH AND CARE**



# WE WANT TO MAKE A DIFFERENCE

## WHAT IS RHCA?

The Rural Health & Care Alliance is a membership organisation dedicated to providing news, information, innovation and best practice to those delivering and interested in rural health and care.

The Rural Health and Care Alliance (RHCA) has been established through a partnership between the National Centre for Rural Health and Care and the Rural Services Network (RSN) and is affiliated to both the National Centre and the RSN.

Members will be kept informed of the National Centre's activity and the related activity of the RSN on rural health and care and have the opportunity to influence both organisations' work.

## OUR CORE VALUES

1. Seeking equity of health and care for rural communities
2. Creating a strong collective voice for those involved in rural health and care
3. Raising awareness of the challenges faced in rural health and care

# OUR WHY

We want to create a strong collective voice to draw attention to issues relating to health and care in rural communities. This voice is currently lacking – no such forum or alliance presently exists - we aim to change that.

Issues such as vulnerability, isolation and loneliness sit at the heart of our rural communities across the UK. With these challenges come the additional cost and workforce requirements of delivering effective services to improve healthcare outcomes for those living and working in these communities.

We will develop the Alliance through the sharing of information, case studies and best practice from the local to the global level. We will exercise influence right at the heart of policy making in the UK by engaging with decision makers and opinion formers through the partnership between The National Centre for Rural Health and Care and The Rural Services Network.

**WE BELIEVE  
RURAL PEOPLE  
DESERVE A  
VOICE AND  
EQUITY  
OF CARE.**

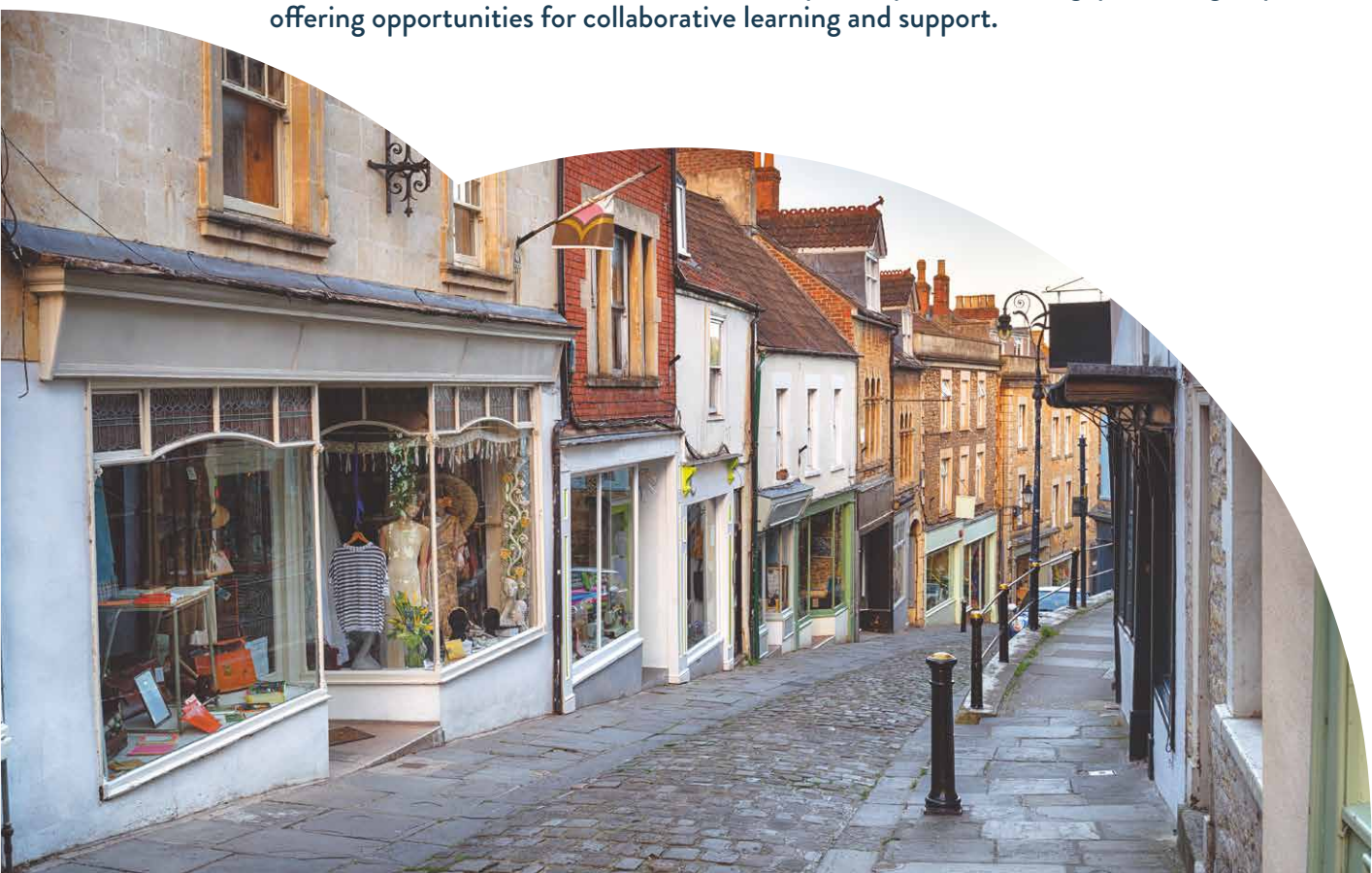


# WHO IS RHCA FOR?

RHCA is for everyone who can make a difference to rural health & care outcomes.

- NHS TRUSTS / CCG'S
- RURAL GP PRACTICES, RURAL PHARMACIES AND SUSTAINABILITY & TRANSFORMATION PARTNERSHIPS
- UNIVERSITIES
- ACUTE HOSPITAL AND COMMUNITY TRUSTS
- PROFESSIONAL AND REGULATORY BODIES
- MEDICAL SCHOOLS
- DISTRICT, COUNTY, UNITARY AND PARISH / TOWN COUNCILS
- COMMERCIAL ORGANISATIONS
- GOVERNMENT
- POLICY MAKERS
- NATIONAL AND LOCAL CHARITIES & COMMUNITY ORGANISATIONS
- HEALTH AND SOCIAL CARE COMMISSIONERS

YOUR involvement will make this alliance a potent problem solving, practical group offering opportunities for collaborative learning and support.



# HOW YOU CAN GET INVOLVED?

You can support the important work of the Alliance by becoming a member. Members have the opportunity to have their voice heard and to influence the work of both the National Centre for Rural Health and Care and the Rural Services Network.

“We have a unique opportunity to bring issues, concerns and examples of good practice together at a national level to affect rural health and care provision and impact healthcare outcomes in our rural communities”

**Professor Richard Parish CBE Executive Chair – National Centre for Rural Health and Care**

## BY BECOMING A MEMBER, YOU WILL

Contribute to our overall aims. These are to enable more effective planning and better use of resources for healthcare delivery for rural communities, and to help to improve health outcomes for rural people.

From a practical perspective you will:



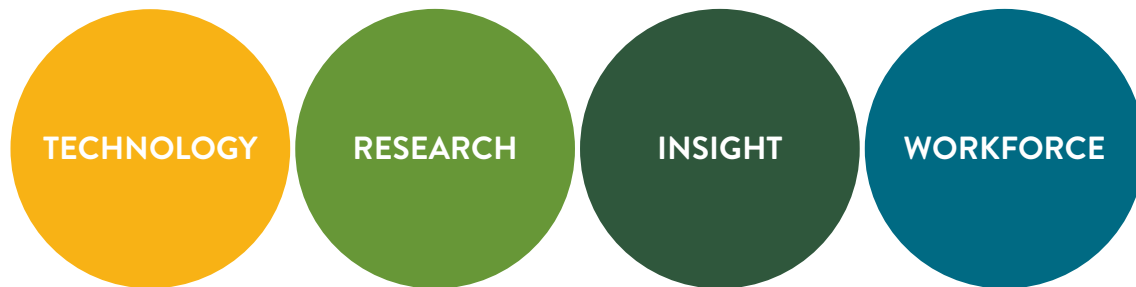
Membership will cost £500+VAT per year, and in return RHCA will provide a forum and active processes which brings together those with an interest in addressing the inequalities in health and care in rural areas.

# HOW WE WORK

The RHCA is committed to working with our members to:

- Provide regular and relevant news and information focused on rural health & care
- Create opportunities for informal networking between members
- Provide opportunity and mechanism for members to raise specific local issues and concerns to bodies operating nationally on behalf of rural service providers and rural communities by developing a common cause
- Link members into the activities of the RSN and the National Centre

The National Centre's areas of focus are:



The RSN's current priorities relate to:



**RURAL VULNERABILITY IS A CROSS CUTTING ISSUE**

# HOW WILL WE MEASURE SUCCESS?

Our success is dependent upon our members – we will become successful when you engage with us to effect change.

MEASURING  
GROWTH AND  
ENGAGEMENT

CREATING  
AWARENESS

HIGHLIGHTING  
MEMBER IMPACT

HIGHLIGHTING  
ALLIANCE  
IMPACT ON  
POLICY AND  
DECISION  
MAKING



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 RURALHCA

 RURALHCA

The Rural Health and Care Alliance is hosted by  
The Rural Services Network and all Alliance's information  
can be found on the website below:

RSN : [WWW.RSONLINE.ORG.UK](http://WWW.RSONLINE.ORG.UK)

NATIONAL CENTRE : [WWW.NCRHC.ORG](http://WWW.NCRHC.ORG)