

MCR Health Awarded \$1.31 Million to Advance Value-Based Care in DeSoto County

Year One Rural Health Transformation Program funding will expand Value-Based Care for Medicaid patients and strengthen rural healthcare access.

BRADENTON, FL, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- MCR Health has been awarded \$1,310,893.34 in Year One funding through Florida's Rural Health Transformation Program to advance Value-Based Care and improve access and health outcomes for Medicaid populations in DeSoto County.



This investment gives us an opportunity to strengthen not only access to care, but how that care is coordinated and delivered for patients in DeSoto County."

*Dr. Melvin B. Price, President
and CEO*

MCR Health was selected by the Florida Agency for Health Care Administration (AHCA) as a Southwest Region recipient under Initiative 11: Value Based Care – Innovative Care and Payment Transformation.

While MCR Health's broader healthcare network serves

communities throughout Manatee, Sarasota and DeSoto counties, the funding awarded through this specific initiative is designated for the work and populations served in DeSoto County. The program is designed to strengthen MCR Health's ability to expand Value-Based Care arrangements with Medicaid Managed Care Organizations (MCOs), creating greater opportunities for coordinated, sustainable access to care for Medicaid recipients in the rural community.

"This investment gives us an opportunity to strengthen not only access to care, but how that care is coordinated and delivered for patients in DeSoto County," said Dr. Melvin Price, President and CEO of MCR Health. "By expanding our Value-Based Care capabilities, we can focus more intentionally on prevention, chronic disease management and keeping patients connected to the care and resources they need to achieve better health outcomes."

MCR Health's initiative will use a coordinated population health approach with an initial focus on three significant drivers of morbidity, mortality and preventable healthcare utilization in DeSoto County: breast cancer, diabetes and hypertension.

The program will support efforts to:

- Expand access for Medicaid patients by advancing Value-Based Care opportunities with Medicaid Managed Care Organizations;

- Increase breast cancer screening and early detection through expanded access, community engagement and mobile mammography services;
- Strengthen diabetes management through MCR Health's Diabetes Self-Management Education and Support program, care coordination and ongoing patient monitoring;
- Improve hypertension management through clinical pharmacy support, telehealth, remote patient monitoring and coordinated follow-up;
- Enhance population health capabilities to identify care gaps, monitor utilization and better manage chronic conditions;
- Strengthen care coordination across clinical, behavioral health, pharmacy and community resources; and
- Use technology and health information exchange capabilities to support more connected, proactive and patient-centered care.

The initiative directly supports Rural Health Transformation Program priorities around improving rural health outcomes, creating sustainable access to care, strengthening the healthcare workforce, advancing innovative models of care and leveraging technology to improve rural healthcare delivery.

Importantly, the \$1.31 million award is designated for the DeSoto County initiative and will not fund MCR Health operations in Manatee, Sarasota or other counties. However, the experience, systems and Value-Based Care capabilities developed through this work will strengthen MCR Health's organizational knowledge and infrastructure, better positioning the organization to pursue future Value-Based Care arrangements and opportunities across its broader service area.

While the initiative is primarily focused on improving care and access for Medicaid populations, the investments made in care coordination, technology, clinical workflows and population health management can also create indirect benefits for other insured and uninsured patients receiving care within the DeSoto County delivery system.

"This is about building a sustainable model of rural healthcare," said Dr. Price. "We have an opportunity to improve care for Medicaid patients today while developing the tools, partnerships and experience that will help MCR Health continue advancing Value-Based Care into the future."

MCR Health will now move forward with year one of a planned 5-year award cycle.

About MCR Health

MCR Health is a nonprofit community health organization committed to providing high-quality, compassionate healthcare and improving access for the communities it serves. Through an integrated network of healthcare services, MCR Health works to reduce barriers to care and improve the health and well-being of patients and families throughout the region.

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