



PRESS RELEASE

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Hillsdale Hospital Launches Rural Health Podcast ***“Rural Health Rising” to Reach National Audience, Raise Awareness*** ***for Rural Hospitals and Healthcare Providers***

HILLSDALE, Mich.—In honor of rural hospitals and healthcare providers on National Rural Health Day, Hillsdale Hospital today launched its new podcast, Rural Health Rising. The podcast is expected to reach a national audience, building awareness about the challenges, successes and future of rural health in America.

“We are excited to share the power of rural with today’s announcement as we officially launch Rural Health Rising,” Jeremiah J. Hodshire, president and CEO, said. “This project has been in the works for about a year now, and today is the perfect day to share it as we celebrate and recognize National Rural Health Day.”

Hodshire hosts the podcast along with Rachel Lott, director of marketing and development. The pair interviews experts on various rural issues and leaders with expertise in areas critical to the long-term sustainability of rural hospitals and healthcare providers.

“The goal of this podcast is to bring attention to the unique circumstances rural healthcare providers operate within and create awareness regarding the major issues facing rural hospitals today,” Lott said. “Each episode features an interview with an expert in rural issues that relate to rural health in some way. From rural hospital leaders to academic researchers to educators and economic development professionals, we hope to shed light on the important role rural hospitals play in their communities.”

The plight and fate of rural hospitals has received increased attention in the wake of the COVID-19 pandemic, highlighting their importance to the health and well-being of the patients they serve, who make up roughly 20 percent of the nation’s population.

“The health of rural hospitals is more critical than ever,” Hodshire said. “Not only are we facing unprecedented challenges in caring for our patients (including those who have COVID-19 and those who do not), we are also facing staggering financial consequences as an indirect result of the pandemic.”

The first four episodes of Rural Health Rising include:

- The State of Rural Health, featuring hosts Hodshire and Lott
- Critical Access Hospitals, featuring Tim Johnson, CEO of Eaton Rapids Medical Center in Eaton Rapids, Michigan
- Quality & Safety in Rural Hospitals, featuring Sam Watson, senior vice president of field engagement for the Michigan Health & Hospital Association
- Growing Rural Economies, featuring Eric Doden, president of Pago USA

-more-

The first episode of Rural Health Rising is available now on most podcast platforms, including [Apple Podcasts](#), [Spotify](#), [Stitcher](#), [TuneIn](#), [Podchaser](#), [Pocket Casts](#) and more. For more information or to listen now, visit www.ruralhealthrising.com.

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About Rural Health Rising

Rural Health Rising is a nationally available podcast designed to grow attention and build awareness about the challenges, successes and future of rural health in America. Hosted by President & CEO JJ Hodshire and Director of Marketing & Development Rachel Lott, Rural Health Rising is a production of Hillsdale Hospital. Original music and audio engineering is by Kenji Ullmer. Rural Health Rising is recorded at Hillsdale Hospital in Hillsdale, Michigan. For more information, visit www.ruralhealthrising.com.

About Hillsdale Hospital

Founded in 1915, Hillsdale Hospital is a community-based hospital providing high-quality healthcare in south central Lower Michigan. The hospital offers comprehensive care, including acute inpatient services, advanced radiology and imaging services, full-service laboratory, surgery, a state-of-the-art birthing center, emergency care, inpatient psychiatric care and more. The healthcare organization also delivers specialty care and owns and operates multiple outpatient clinics. Specialty care provided includes pulmonology and sleep disorders, orthopedics, home care, a pain management clinic, short-stay rehab, vascular care and more. Three primary care clinics, Hillsdale Health & Wellness, Litchfield Health Clinic and Reading Health Clinic provide walk-in care or same-day appointments. For more information, visit www.hillsdalehospital.com.