

Rural Health Innovation Initiative

A six-month pilot addressing rural pharmacy deserts by delivering remote pharmacy access, medication management and clinical support directly into patients' homes through Omcare's Home Health Hub[®].

LOCATION Lanesboro and Fillmore County, Minnesota	DURATION 6-month pilot launched in May 2026	PARTNERS Omcare, PharMerica and the U of MN Center for Healthy Aging and Innovation
MODEL Virtual-first care via the Hub, monthly nurse check-ins and more	EVALUATION Assessing medication adherence, care access and replication feasibility	HONOREE Fast Company 2026 World Changing Ideas 

Overview

Nearly half of all U.S. counties contain at least one pharmacy desert, leaving millions of older adults without consistent access to medication services.

The Rural Health Innovation Initiative brings remote pharmacy access, medication management and clinical support into the home, pairing local leadership with clinical expertise, pharmacy infrastructure and technology.

The pilot launched in May 2026 in Lanesboro, Minnesota and is currently enrolling participants in Lanesboro and surrounding communities.

"There's just no single organization that could solve a healthcare or pharmacy desert problem alone. It takes a collaborative: local leadership, clinical expertise, pharmacy infrastructure and technology that brings it all together. That's what makes this model scalable, and that's what we intend to prove."

LISA LAVIN · CEO, OM CARE

"Rural communities do an enormous amount of the work that keeps this country running, yet they face the greatest barriers to healthcare. We have the tools to deliver care into homes and help people take the right medication at the right time. We can do better, and we have a responsibility to do so."

ALICIA PEARSON · RURAL MINNESOTA CITY MAYOR

The collaborative



Omcare is a digital health company “Changing the way the world cares” by integrating technology with pharmacy and care services to help older adults live where they want to live, longer.

The Omcare Home Health Hub[®] serves as the last mile of pharmacy into the home, ensuring the right medication is taken at the right time.



PharMerica delivers personalized pharmacy care through dedicated local teams, serving providers such as skilled nursing facilities, senior living communities and hospitals, as well as individuals receiving in-home care.

With 30 years of senior care pharmacy experience, PharMerica combines the personal touch of a neighborhood pharmacy with the resources of a national network.



The **Center for Healthy Aging and Innovation (CHAI)**, housed within the University of Minnesota's School of Public Health, advances aging science, promotes age-friendly education and develops evidence-based practices that improve quality of life for older adults.

The Center leads independent evaluation of the pilot, assessing both observed and reported outcomes to determine the model's feasibility for broader adoption across rural communities nationwide.

In the news

2026 World Changing Ideas	FAST COMPANY
Tech-Driven Home Pharmacy Model Tackles Rural Health Crises	DRUG TOPICS
Rural healthcare gap in Fillmore Co. looks to be filled by in-home pharmacy device	KAAL TV 6
Rural Pharmacy Desert Initiative Uses Tech, Partnerships to Expand Access	DRUG TOPICS

INCLUDED MEDIA ASSETS

High-resolution logos

Lisa Lavin, CEO, headshot

Omcare product shots

Video: Rural Health Innovation Initiative overview

MEDIA CONTACT

Lynne Morioka

lynne@socialvisibilityconsulting.com

[612-801-2747](tel:612-801-2747)