

Strategic Plan

2025–2028

Brightshores Research Institute exists to challenge the status quo of rural healthcare and wellness. We are not a conventional research institute; we are a catalyst for transformation. Independent yet deeply collaborative, we combine evaluation rigor with bold, community-driven innovation to address complex rural health challenges. By partnering with researchers, providers, entrepreneurs, and communities, we deliver solutions that build stronger and more equitable rural health systems. Our work drives lasting impact to create healthier rural communities and, ultimately, a healthier nation.

This strategic plan outlines our vision, areas of focus and strategic goals. It offers a clear path forward grounded in innovation, collaboration, and the conviction that better rural health is both possible and essential.

A Call to Action

Rural communities face urgent, unique challenges: higher rates of chronic illness and mental health issues, limited access to care, and growing aging population. These are not isolated problems; they are national priorities demanding bold, collective action. Brightshores Research Institute was created to drive this change, but we cannot do it alone. We invite partners, funders, and changemakers to join us in transforming rural healthcare and building a future where equitable care reaches every community, no matter where they live.

VISION

To be the foremost research and innovation institute uniquely building connections to elevate health and wellness outcomes and drive meaningful change for all rural communities.

MISSION

To foster a culture of inquiry with partners including healthcare providers, researchers, patients and communities to advance innovation, quality improvement, and best practices in rural healthcare. Brightshores Research Institute conducts and champions relevant research and innovations with the potential to transform the rural healthcare paradigm.

CORE VALUES

- Work in partnership
- Always, always think creatively
- Share what we learn
- Strive for health & wellness equity
- Embrace purposeful disruption
- Champion cultural resonance
- Require scientific diligence

Our Areas of Focus



Enhancing the Ability for People to Age in Place

Aging in place leads to better physical and mental health, enhances independence, and fosters stronger connections, all while reducing family and healthcare system costs. We are committed to innovative solutions that help people in rural communities live safely and independently.



Improving Access to Healthcare

Access to quality healthcare in rural communities is hindered by geographic isolation, healthcare provider shortages, and limited specialized care. We aim to address these unique challenges that prevent timely, affordable, and high-quality care for rural residents.



Supporting Our Healthcare Workers

Healthcare workers in rural communities face staff shortages and heavy workloads that affect care quality. We aim to empower them to collaborate better, reduce administrative burdens, and fully apply their expertise to focus on what matters most: patient care.

Strategic Goals

ENGAGE COMMUNITY STAKEHOLDERS

Engage with community members to understand their healthcare needs and engage them in research and innovation initiatives.

DRIVE RESEARCH & INNOVATION IN OUR AREAS OF FOCUS

Lead transformative research and innovation that improves health outcomes in rural communities, with a focus on integrated care models that overcome geographic barriers and resource shortages.

ESTABLISH PURPOSEFUL PARTNERSHIPS

Collaborate with healthcare providers, academic, industry, government, and philanthropic partners to drive research and innovation.

BUILD CAPACITY FOR SUSTAINABLE GROWTH

Secure multi-year funding to sustain core operations and foster a culture of teamwork, accountability, and excellence that attracts impactful research and innovation initiatives.

Strategic Roadmap

2025–2026
Start-Up

Build operational capacity and secure partnerships and funding to sustain operations and new initiatives.

2026–2027
Scale-Up

Scale operations and initiate additional research and innovation initiatives across all focus areas.

2027–2028
Diversify

Diversify partnerships and funding sources to expand research and innovation initiatives.