

Florida Rural Health Transformation Program

Newvion — Healthcare Boats & SWFL Regional Digital Platform

Glades & Hendry Counties — Moore Haven & Clewiston

Glades County (Moore Haven) & Hendry County (Clewiston)

Total Grant Request: \$4,000,000

Broadcasting Wellness. Connecting Communities.

Healthcare Boats	Residential Boats	Digital Platform
7 healthcare boats across Moore Haven and Clewiston — studio, mental health, dental, vision, cancer rehab, dermatology, and culinary health.	4 residential boats supporting a live-work physician and nurse recruitment program — furnished and ready for rotating clinical staff.	Rural Connect platform deployed across all 9 counties of the Southwest Florida regional planning area — \$5/month with scholarships and sponsorships.

The Crisis — Why This Program Exists

When a 67-year-old Glades County resident needs dental care, they must drive 35 miles to find a provider — because there are zero dental providers in Glades County. When a teenager needs mental health counseling, they face a 1:5,000 provider ratio with months-long waitlists. When a farmworker needs to see a dermatologist about a suspicious skin lesion, there is no local option. And when 83% of residents cite transportation as their primary barrier to healthcare, a digital platform is not a luxury — it is the only way to reach them.

This is the daily reality for 52,000 rural Floridians in Glades and Hendry Counties — the two most healthcare-underserved counties in the Southwest Florida regional planning area and among the most underserved in the state.

The Crisis in Numbers — Glades & Hendry Counties

Indicator	Glades & Hendry Counties	State / National Benchmark
Total Population Served	52,000 residents	—
Rural Classification	82.7%	9% — Florida state average
Median Household Income	\$36,704	\$57,703 — Florida state average
Poverty Rate	25.8% — 2x state average	12.4% — Florida state average

Uninsured Population	22%	13% — Florida state average
Population 65+	25.8%	20.5% — Florida state average
Median Age	45.8 years	42.2 years — Florida state average
Residents citing transportation as healthcare barrier	83%	—
Average distance to specialty care	35–42 miles	—
Lake Okeechobee annual visitor-days	400,000+	Wellness & platform audience potential

Healthcare Provider Shortage — Federal HPSA Designations

Healthcare Segment	HPSA Score	Current Supply	Market Gap
Primary Care	18 — High Need	1:3,200 ratio	45% below state benchmark
Dental Health	21 — High Need	ZERO providers in Glades County	100% market gap
Mental Health	19 — High Need	1:5,000 ratio	56% below state benchmark
Dermatology & Vision Care	No designated shortage score — simply absent	Zero local dermatology or eye care providers	100% unmet need

Why Rural Connect Is Not Optional for This Population

- 83% of Glades and Hendry residents cite transportation as their primary barrier to healthcare — they cannot drive 35–42 miles to reach care
- Rural Connect at \$5/month eliminates the distance barrier entirely — health content, classes, provider connections, and community resources delivered directly to residents wherever they are
- With 22% uninsured and 25.8% in poverty, the \$5/month price point with full scholarship access for qualifying residents ensures no one is excluded
- 400,000+ annual Lake Okeechobee visitor-days create a wellness and platform audience that extends Rural Connect's reach and revenue base beyond resident subscribers
- HPSA and MUA designations for this area provide enhanced Medicaid reimbursement rates — strengthening the financial sustainability of every healthcare boat on the platform

Executive Summary

Newvion, in partnership with Glades County, Hendry County, the Cities of Moore Haven and Clewiston, Florida Gulf Coast University, Hendry Regional Medical Center, Hendry Memorial Hospital, and the Southwest Florida Regional Planning Council, submits this proposal for \$4,000,000 under the Rural Health Transformation Program to deploy seven healthcare boats, four residential live-work boats, and a regional digital platform across the Southwest Florida planning area.

Moore Haven serves as the primary hub — home to six of the seven healthcare boats and three of the four residential boats, anchoring the city's marina development and establishing a permanent community health presence on the Caloosahatchee. Clewiston serves as the secondary hub on Lake Okeechobee, home to the Culinary Health, Nutrition and Cooking Education boat and one residential boat, directly serving Hendry County's farmworker and rural communities.

The Southwest Florida Regional Digital Platform — Rural Connect — extends programming, health content, class recordings, provider interviews, and community resources across all nine counties of the Southwest Florida regional planning area: Charlotte, Collier, DeSoto, Glades, Hendry, Highlands, Lee, Okeechobee, and Sarasota. At \$5 per month with a scholarship program ensuring free access for qualifying residents, Rural Connect reaches every community in the region regardless of ability to pay.

Four residential live-work boats support a physician and nurse recruitment program, providing furnished waterfront housing for rotating clinical staff, FGCU interns, and allied health professionals. This directly addresses the single greatest barrier to rural healthcare workforce deployment in Southwest Florida — there is nowhere attractive to live. The live-work waterfront model changes that.

City dock access at both Moore Haven and Clewiston is provided in exchange for a negotiated TBD percentage of all gross revenues — aligning both cities' financial interests directly with the program's growth, generating new tax revenue, and anchoring marina development at both locations.

Healthcare Boats — By Location & Priority

Moore Haven — Primary Hub

Moore Haven on the Caloosahatchee serves as the primary hub. Six healthcare boats are deployed here, anchoring the city's marina development and delivering the most critical health services to Glades County and surrounding rural communities. With zero dental providers, a Primary Care HPSA score of 18, a Mental Health HPSA score of 19, and no local dermatology or vision care access, Glades County has among the most severe documented healthcare gaps in the state.

#	Healthcare Boat	Primary Services	RHTP Initiative
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1	Rural Studio Boat	Health content production, podcast programming, provider interviews, live community health events, health literacy programming	Health & Lifestyle (\$7M); Workforce Development (\$10M)
2	Mental Health / Psych Boat	Mental health counseling, psychiatric evaluation, substance use screening, same-day telehealth behavioral health, crisis support	Behavioral Health Telehealth & Telehub Psychiatry (\$18M)
3	Dental Boat	Cleanings, extractions, fillings, X-rays, dental screenings, pediatric dental care — serving Glades County's ZERO existing dental providers	Mobile Health (\$20M)
4	Vision / Eye Care Boat	Vision screenings, eye exams, glasses fittings, diabetic eye disease monitoring, optometry	Mobile Health (\$20M); Tele-Specialties (\$16M)
5	Cancer Rehab & Counseling Boat	Post-treatment rehabilitation, cancer survivorship counseling, oncology navigation, emotional support, physical rehab	Mobile Health (\$20M); Behavioral Health (\$18M)
6	Dermatology Boat	Skin cancer screenings, sun damage treatment, pesticide-related skin conditions, wound care, lesion evaluation — serving agricultural workers at high sun-exposure risk	Mobile Health (\$20M)

Clewiston — Secondary Hub

Clewiston on Lake Okeechobee serves as the secondary hub, home to the Culinary Health, Nutrition and Cooking Education boat. Positioned in the heart of Hendry County's agricultural communities, this boat directly addresses the food insecurity and chronic disease crisis among farmworker and rural populations. The 400,000+ annual Lake Okeechobee visitor-days also create a wellness programming audience that supports platform sustainability.

#	Healthcare Boat	Primary Services	RHTP Initiative
7	Culinary Health, Nutrition & Cooking Education Boat	Nutrition counseling, cooking education, food-as-medicine programming, chronic disease dietary support, food insecurity screening and navigation	Health & Lifestyle (\$7M); Mobile Health (\$20M)

Residential Boats — Live-Work Physician & Nurse Recruitment Program

Four residential boats support a live-work recruitment program for physicians, nurses, and allied health professionals. Furnished and ready for occupancy, these boats provide waterfront housing for rotating clinical staff. With 35–42 miles to the nearest specialty care and a median household income of \$36,704, Glades and Hendry counties cannot recruit and retain providers through traditional means. The live-work waterfront model changes the equation entirely.

#	Residential Boat	Location	Purpose
1	Residential Boat 1	Moore Haven Marina	Rotating physicians, nurses, and allied health professionals serving Moore Haven healthcare boats
2	Residential Boat 2	Moore Haven Marina	Rotating clinical staff and FGCU interns supporting Moore Haven program operations
3	Residential Boat 3	Moore Haven Marina	Additional rotating staff capacity; overflow housing for special programming and visiting providers
4	Residential Boat 4	Clewiston Marina	Rotating clinical and culinary health staff serving the Clewiston Culinary Health boat and Hendry County operations

Why Live-Work Recruitment Works

- Rural physician vacancy rates remain among the highest in Florida — traditional recruitment packages are not working in a county with \$36,704 median household income
- Waterfront live-work housing is a lifestyle offer that urban and suburban areas cannot match — it converts geographic isolation into competitive advantage
- Providers qualify for National Health Service Corps loan repayment (\$50K–\$75K) due to HPSA designation — adding significant financial incentive on top of housing
- Revolving model keeps housing continuously productive — clinical staff, interns, and visiting providers rotate through without idle capacity
- Directly supported under RHTP Workforce Development initiative (\$10M) as a novel rural workforce retention strategy
- Both cities benefit — occupied marina slips generate revenue share income and marina activity from day one

Southwest Florida Regional Digital Platform — Rural Connect

Rural Connect is Newvion's community digital platform deployed across all nine counties of the Southwest Florida regional planning area. With 83% of Glades and Hendry residents citing transportation as their primary barrier to healthcare, Rural Connect is not a supplemental feature —

it is the essential bridge that makes the healthcare boat program accessible to the full 52,000-resident population regardless of their ability to travel.

Rural Connect extends programming, health content, class recordings, provider interviews, and community resources across Charlotte, Collier, DeSoto, Glades, Hendry, Highlands, Lee, Okeechobee, and Sarasota counties. At \$5 per month with a scholarship program ensuring free access for qualifying residents, it reaches every community in the region regardless of ability to pay.

What Rural Connect Delivers

- On-demand health and wellness content produced by all healthcare boats
- Live-streamed community events, health fairs, and programming from Moore Haven and Clewiston
- Recorded classes — culinary health, nutrition, mental wellness, and chronic disease education
- Provider interviews, podcast episodes, and health education programming from the Rural Studio Boat
- Community calendar, local business directory, and health resource navigation for all 9 counties
- Multilingual content in English, Spanish, and Haitian Creole serving the migrant farmworker population
- Job postings, workforce training resources, and internship opportunities across the region
- D-SNP enrollment education and Medicare-Medicaid outreach content

Membership & Access Model

Standard Membership	Scholarship Program	Sponsorship Model
\$5 per month for all residents across the 9-county Southwest Florida region. Full access to all content, classes, events, and community resources.	Free access for Medicaid recipients, uninsured residents, migrant farmworkers, seniors on fixed income, SNAP/WIC recipients, and enrolled students. Self-attestation accepted — no documentation required.	Community and healthcare sponsors can fund free memberships for defined populations or underwrite platform costs to reduce the \$5/month price region-wide.

Why \$5/Month Works for This Population

With 25.8% poverty rates, 22% uninsured, and a median household income of \$36,704 — nearly \$21,000 below the state average — the \$5/month price point is a deliberate design choice, not an afterthought. The scholarship program ensures that the 22% uninsured, Medicaid recipients, farmworkers, seniors on fixed income, and SNAP/WIC recipients access the platform at no cost. Sponsorships can lower the price further or eliminate it entirely for defined populations.

Sponsorship Pricing Tiers

- Community Champion — \$25,000/year: Funds 416 free annual memberships + naming rights on one content series
- Health Partner — \$10,000/year: Funds 166 free annual memberships + logo placement on platform
- Program Supporter — \$5,000/year: Funds 83 free annual memberships + featured listing in community directory
- Event Sponsor — \$2,500 per event: Funds one live community health event, streamed free to all members
- Population Sponsor: Funds free access for a defined population — amount negotiated based on population size

Budget — \$4,000,000 Total Grant Request

Healthcare Boats — \$3,500,000

Each healthcare boat carries a total investment of \$500,000 — \$250,000 for equipment and startup, and \$250,000 for workforce development support funded under the RHTP Workforce Development initiative (\$10M).

#	Healthcare Boat	Location	Equip & Startup	Workforce
1	Rural Studio Boat	Moore Haven	\$250,000	\$250,000
2	Mental Health / Psych Boat	Moore Haven	\$250,000	\$250,000
3	Dental Boat	Moore Haven	\$250,000	\$250,000
4	Vision / Eye Care Boat	Moore Haven	\$250,000	\$250,000
5	Cancer Rehab & Counseling Boat	Moore Haven	\$250,000	\$250,000
6	Dermatology Boat	Moore Haven	\$250,000	\$250,000
7	Culinary Health, Nutrition & Cooking Education Boat	Clewiston	\$250,000	\$250,000
Healthcare Boats Subtotal		\$3,500,000		

Equipment & Startup — \$250,000 Per Healthcare Boat

Equipment & Startup Category	Cost Range
Studio / Clinical Equipment & Production Systems	\$120,000 – \$150,000

Connectivity & Technology (Starlink, networking, streaming)	\$10,000 – \$20,000
Office Equipment & Supplies	\$8,000 – \$18,000
Program Launch & Startup Coordination	\$30,000 – \$50,000
Contingency Reserve	\$12,000 – \$52,000
Total Equipment & Startup Per Boat	\$250,000

Workforce Development — \$250,000 Per Healthcare Boat

Workforce Development Category	Cost Range
Physician & Nurse Recruitment Support	\$60,000 – \$90,000
FGCU Intern Stipends & Coordination	\$50,000 – \$70,000
Staff Training & Clinical Development	\$40,000 – \$60,000
Community Health Worker Training & Deployment	\$30,000 – \$50,000
Workforce Program Operations & Administration	\$30,000 – balance
Total Workforce Development Per Boat	\$250,000

Residential Boats — \$200,000

#	Residential Boat	Location	Cost	Scope
1	Residential Boat 1	Moore Haven	\$50,000	Furnishing only
2	Residential Boat 2	Moore Haven	\$50,000	Furnishing only
3	Residential Boat 3	Moore Haven	\$50,000	Furnishing only
4	Residential Boat 4	Clewiston	\$50,000	Furnishing only
Residential Boats Subtotal		\$200,000		

SWFL Regional Digital Platform — \$300,000

Platform Category	Cost
9-County Platform Deployment & Integration	\$150,000
Year 1 Hosting, Maintenance & Technical Support	\$60,000

Content Integration — All Healthcare Boats	\$50,000
Scholarship Fund Reserve — Free Access for Qualifying Residents	\$40,000
SWFL Digital Platform Total	\$300,000

Total Grant Summary

Component	Amount
7 Healthcare Boats x \$500,000	\$3,500,000
4 Residential Boats x \$50,000 (furnishing only)	\$200,000
SWFL Regional Digital Platform — Rural Connect	\$300,000
TOTAL RHTP GRANT REQUEST	\$4,000,000

Partnership Structure

Partner	Role	Value
City of Moore Haven / Glades County	Dock access at Moore Haven marina via TBD % revenue share on all gross revenues	City earns revenue share from day one; new tax income generated by marina activity; marina development anchored by permanent healthcare and residential boat presence
City of Clewiston / Hendry County	Dock access at Clewiston marina via TBD % revenue share on all gross revenues	Same revenue-share model as Moore Haven; city benefits from marina activation and taxable economic activity on Lake Okeechobee
Florida Gulf Coast University	Intern pipeline, workforce training, and academic support; may independently pursue grants to fund participation	Intern and workforce costs funded through RHTP Workforce Development initiative; FGCU's own grants are additive and not assumed
Hendry Regional Medical Center	Content and programming partner — Moore Haven; provider interviews, health education, community health participation	Connects platform to real healthcare providers; referral pathways support all healthcare boats; no financial contribution expected or required
Hendry Memorial Hospital	Content and programming partner — Clewiston; provider interviews, health education,	Extends platform credibility into Hendry County; supports Clewiston programming; no financial

	community health participation	contribution required
Glades County Health Department	Public health data, community health assessments, prevention program coordination, patient outreach networks	Access to public health patient registries and outreach networks; strengthens community engagement and Rural Connect adoption
SWFRPC	Regional promotion, planning alignment, and coordination across all 9 counties	Extends credibility across the full Southwest Florida planning area; strengthens regional platform narrative

Marina Development

The healthcare boats are not simply a health program — they are the strategic anchor tenants that make marina development viable in both Moore Haven and Clewiston. By establishing permanent, high-visibility, community-serving presences at both waterfronts, this program generates the foot traffic, economic activity, and community trust that attracts further marina investment.

- Healthcare and residential boats create permanent daily activity at both marina locations from day one
- City dock revenue share grows directly with program revenue — aligning city financial interests with program success
- New taxable economic activity generated at both marinas from memberships, events, classes, and sponsorships
- Live-work residential boats keep the marina activated around the clock — not just during business hours
- 400,000+ annual Lake Okeechobee visitor-days provide a tourism economy audience for wellness programming and Rural Connect subscriptions
- Rural Connect produces content and media that markets Moore Haven, Clewiston, and both marinas to a regional and statewide audience
- Proven marina activation model supports future healthcare boat additions at both locations

Outcomes & Performance Metrics

Community Health Access — Both Counties

- 7 healthcare boats delivering services across 6 specialties to 52,000 Glades and Hendry county residents
- 5,000 – 15,000 patient encounters annually across all healthcare boats
- 2,400 dental visits annually — addressing Glades County's zero existing dental providers
- 1,200 behavioral health sessions annually — reducing 1:5,000 provider ratio
- 1,200 behavioral health sessions annually — addressing the 1:5,000 provider ratio gap

- 4,000 – 10,000 residents reached through Rural Connect digital programming annually
- 200 – 400 scholarship memberships provided free to qualifying residents annually

Workforce Development — RHTP Funded

- Physician and nurse recruitment supported through live-work residential boat program; NHSC loan repayment (\$50K–\$75K) available due to HPSA designation
- 4 residential boats providing housing for rotating clinical staff at both locations
- 100 – 200 FGCU students engaged annually across all healthcare boat programs
- 3,000 – 6,000 RHTP-funded internship hours delivered annually
- Community health workers trained and deployed across Glades and Hendry counties

Rural Connect Platform — 9-County Region

- Platform deployed across Charlotte, Collier, DeSoto, Glades, Hendry, Highlands, Lee, Okeechobee, and Sarasota counties
- 500 – 1,000 active paying members in Year 1 at \$5/month
- 1,000 – 2,500 members in Year 2 as platform scales across all 9 counties
- 200+ digital health content pieces uploaded annually
- 2,000+ digital interactions monthly by Year 2

Economic & Marina Impact

- Both cities earn TBD % dock revenue share from day one
- New taxable economic activity at both marinas from programming, events, and resident boat operations
- Marina development anchored at Moore Haven and Clewiston with permanent healthcare and residential presence
- Live-work residential program provides a replicable rural physician recruitment model for the state

Conclusion

The numbers tell the story. Zero dental providers in Glades County. A Primary Care HPSA score of 18. A Mental Health HPSA score of 19. A poverty rate of 25.8% — double the state average. A median household income \$21,000 below the state average. And 83% of residents who cannot access the care they need because they simply cannot get there.

This \$4,000,000 proposal meets those 52,000 residents where they are — on the water, at the marina, in their community, and on their phones. Seven healthcare boats delivering six critical specialties. Four residential boats changing how rural physicians and nurses are recruited. A regional digital platform connecting nine counties to health content, resources, and community programming. And two marina developments anchored by permanent, revenue-generating, community-serving activity.

With both cities of Moore Haven and Clewiston earning a revenue share from day one, with HPSA designations providing enhanced Medicaid reimbursement rates, and with a scholarship program that ensures no resident is priced out of Rural Connect, this is a program that every community stakeholder has a direct financial stake in seeing succeed.

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