



**CONTACT:** Robyn Pollack  
**TITLE:** Marketing  
**CELL:** 601-529-3419  
**EMAIL:** robyn@createhealth.ms

## **FOR IMMEDIATE RELEASE**

### **Access Infusion Care Partners with Stephen M. Ross School of Business MBA Students on Strategic MAP Project to Expand Rural Access to Infusion Care**

**Gaylord, Mich., February 17, 2026** — Access Infusion Care (AIC), a leading provider of personalized infusion services in rural communities, announced the successful completion of a strategic project with MBA students from the [Ross School of Business](#) at the University of Michigan as part of the school's renowned [Multidisciplinary Action Projects \(MAP\) program](#).

A team of four Weekend MBA Michigan Ross students partnered with Access Infusion Care to address one of the most pressing challenges in rural healthcare delivery: expanding access to high-quality infusion therapy while ensuring financial sustainability. Over the course of the project, the student team conducted in-depth analysis and developed actionable recommendations to support AIC's payer negotiations, operational planning, and long-term expansion strategy for the State of Michigan.

#### **Student-Led Analysis with Real-World Impact**

The MBA team delivered a comprehensive business case demonstrating how Access Infusion Care's localized infusion model positively impacts key social determinants of health in rural markets, including travel distance, patient education, trust in healthcare, and treatment adherence. Their findings showed how these factors contribute to improved patient outcomes, reduced avoidable hospitalizations, and long-term cost savings for payers.

Key project deliverables included:

- A data-driven framework to support higher reimbursement rates for rural infusion services
- An operational cost analysis comparing rural and urban/suburban infusion models

- A custom mapping tool to identify underserved, high-potential rural markets for expansion
- Strategic recommendations to guide future clinic growth and alternative care models

Key findings included:

- Identifying the highest cost per hospitalization counties in Michigan and potential savings in Ambulatory Care Sensitive Hospitalizations.
- Recommendations for new clinic locations based on mapping tool reporting.
- Data and the business case behind demonstrating the need for higher infusion center reimbursement in underserved and rural markets.

“The MAP team brought a level of enthusiasm, diligence and insight that exceeded expectations,” said CEO, Bruce Kutinsky, PharmD, Access Infusion Care. “They didn’t just analyze our business, they helped us articulate the true value of rural infusion care in a way that resonates with payers, partners, and policymakers. Their work directly supports our mission to expand access to high-quality care in underserved communities. In addition to this MAP project, we are excited to share we have completed another project on mobile infusion services and just began two more.”

## **Why Students Chose Access Infusion Care**

Students selected Access Infusion Care as their MAP client due to the company’s mission-driven approach and the opportunity to apply business strategy to a complex, real-world healthcare access challenge. The project allowed the team to work at the intersection of healthcare economics, operations, and social impact.

“Working with Access Infusion Care was a rewarding experience. I was challenged to apply concepts that I learned at Ross to the real world by developing business cases and market expansion strategies,” Tom Rahr, former Weekend MBA student. It was especially meaningful to help AIC in its mission to improve healthcare access in underserved areas.”

## **A Collaborative Learning Experience**

Throughout the project, Access Infusion Care leadership collaborated closely with the student team, providing access to data, facilities, and executive perspectives. This hands-on partnership enabled students to test classroom concepts in a live healthcare environment while delivering recommendations with immediate applicability.

“Working with Access Infusion Care gave us the chance to tackle a meaningful problem with real consequences,” said Rahr. “We were motivated by the company’s focus on rural patients and challenged to develop solutions that balanced patient outcomes with financial sustainability.”

###

## **About Access Infusion Care**

Access Infusion Care is a leading provider of infusion therapy services focused on expanding access and elevating quality of care in rural and underserved communities. Through clinic-based and home infusion models, Access delivers compassionate, patient-centered care close to home while serving as a trusted connector between patients, physicians, payors, and manufacturers. The organization is committed to improving outcomes, strengthening local communities, and reducing avoidable healthcare costs through disciplined operations and gold-standard quality. Learn more at [www.accessinfusioncare.com](http://www.accessinfusioncare.com)

-more-