Our world is urban-centric, and our policies and systems are urban-normative. The ‘rural’ exists only as a comparative construct to the ‘urban’.

Rural ≠ Disadvantaged
Reconceptualizing rural as ‘different’ without needing to see it as 'disadvantaged' might be an important first step to rethinking rural health systems design.

Rural Policy ≠ Urban Policy
Trying to make rural services look like urban services is not a good policy aim.

Flexible Health Systems
A rural sensitive health system would be small, dispersed, and be sustained through multiple connections that are distant as well as proximate. It would be empowered to provide patients access to other parts of the health system.

Stop Urban-Centering
There needs to be an end to the geographical narcissism of an urban-centred health system. But, it shouldn’t be done from a perspective of disadvantage.