

MRHA Emerging Rural Health Leader Award

Each year, Minnesota Rural Health Association acknowledges an individual who has emerged as “leading the charge” to improve rural health on a local, regional, or statewide level.

Congratulations to 2025 Award recipient:



Matt Weiseman, PA-C

Family Medicine

M Health Fairview Clinic – North Branch

Matt Weiseman is a Physician Associate with seven years of clinical experience. He earned his PA degree from the Red Rocks program in Colorado and began his career in rural family medicine at a federally qualified health center in Greeley, Colorado. He later returned to Minnesota and joined M Health Fairview, continuing in rural family medicine in North Branch, while cultivating a sub-specialization in addiction medicine, specifically the outpatient treatment of opioid use disorder. In 2022, he led the M Health Fairview system in shifting care for opioid use disorder out of specialty settings and into primary care. He is actively connected to community organizations, serving on the Chisago County Opioid Action Council, speaking at local high schools and community events, and is spearheading a program to place free naloxone and fentanyl test strips in primary care clinics (known as Narcan Access Points) to improve community access and reduce overdose deaths. In 2024, he was honored as Advanced Practice Provider of the Year, chosen from among 1,200 Advanced practice providers at M Health Fairview. He precepts many PA and NP students annually, lectures in family medicine, and holds leadership roles with the Minnesota Academy of PAs as Director-At-Large, Co-Chair of Student Relations, and Chair of Leadership and Development.

Matt was nominated by Ingrid Johansen, Director of Community Clinical Care at Fairview Health Services. Ms. Johansen shared the following about Matt: “Matt Weiseman is a driving force in transforming rural health care delivery. Recognizing the urgent need to make opioid use disorder treatment more accessible in rural areas, Matt led a groundbreaking initiative in 2022 to integrate addiction care into primary care settings across Minnesota’s second-

largest health system. This shift removed barriers for rural patients, bringing life-saving treatment closer to home. This effort not only improved care for his own patients but has improved access for multiple communities across the Fairview system. He serves as a provider champion, encouraging other rural primary care providers to enhance their knowledge and practice to serve patients with addiction in their own communities.”

In conjunction with National Rural Health Day, we celebrate Matt and the work he does as the “Power of Rural”.