



KANSAS RURAL HEALTH WORKS

John Leatherman, K-State Research and Extension
Chris Tilden, KDHE Office of Local & Rural Health
Gloria Vermie, KDHE Office of Local & Rural Health
Chad Austin, Kansas Hospital Association

Program Agenda

- Rural Health Works overview
- Preliminary list of community concerns
- Economic impact of local health care system
- Community health care survey
- Community concerns revisited and question development
- Next meeting

Program Objectives

- Help foster sustainable rural community health care system
- Increase awareness of health care importance
- Assess citizens' perceptions and use of available health care services
- Identify any unmet health care needs
- Identify health-related issues in the community
- Mobilize the community if issues arise and evaluate feasibility of community initiatives

Community-driven Process

- Community-based, not driven by hospital, health care provider, or outside agency
- Local people solving local problems
- Community provides energy and commitment, with input from health care providers
- Public represented by you - community leaders who care enough to participate

Steering Committee Meetings

- 5-6 one-hour working meetings over 5-6 months
- Emphasis is on development of information products
 - Economic impact of health care system
 - Health services directory
 - Community health care survey
 - Data and information reports
- Summary meeting at conclusion
 - Discuss tentative action plan at the final formal KRHW meeting

Initial Community Perceptions

- Health-related concerns
 - Recruitment/retention of health providers & services
 - Some negative perceptions related to health care
 - Youth health-related behaviors
 - Age and condition of hospital
- Health-related needs
 - Recruitment/retention strategies
 - Community discussion about the hospital and support
- Health-related goals
 - Prevention and wellness strategies and support



The Importance of the Health Care Sector to the Economy of Cloud County

Kansas Rural Health Options Project
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Aaron Lusby, *Research Assistant Professor*
Sarah K. Coover, *Research Assistant*
John Leatherman, *Director*
with assistance from Rebecca J. Bishop, *Administrative Specialist*



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Importance of Health Care Sector

- Health services and rural development
 - Major U.S. Growth Sector
 - 8.8% GDP in 1980 (\$2,253/person); 15.3% in 2003 (\$5,491); projected 18.4% by 2013
 - Health services employment up 47% from 1990-2004 and 128% since 1980
 - Represents 10%-15% employment in most rural counties
 - Business location concern
 - Quality of life; productive workforce; ‘tie-breaker’ location factor
 - Retiree location factor
 - 60% called quality health care “must have”

Cloud County Demographic Data

Table 1. Current Population, Population Change and Projections

Current Population		Percent Change in Population			Population	
Year	Count	Years	County	State	Projections	
1980	12,451	1980-1990	-11.7	5.0	Year	Count
1990	10,994	1990-2000	-7.0	8.8	2010	9,376
2000	10,221	1980-2000	-17.9	14.2	2015	9,095
2004	9,806	2000-2004	-4.1	1.2	2020	8,812



Figure 1. Population by Age and Gender (2004)

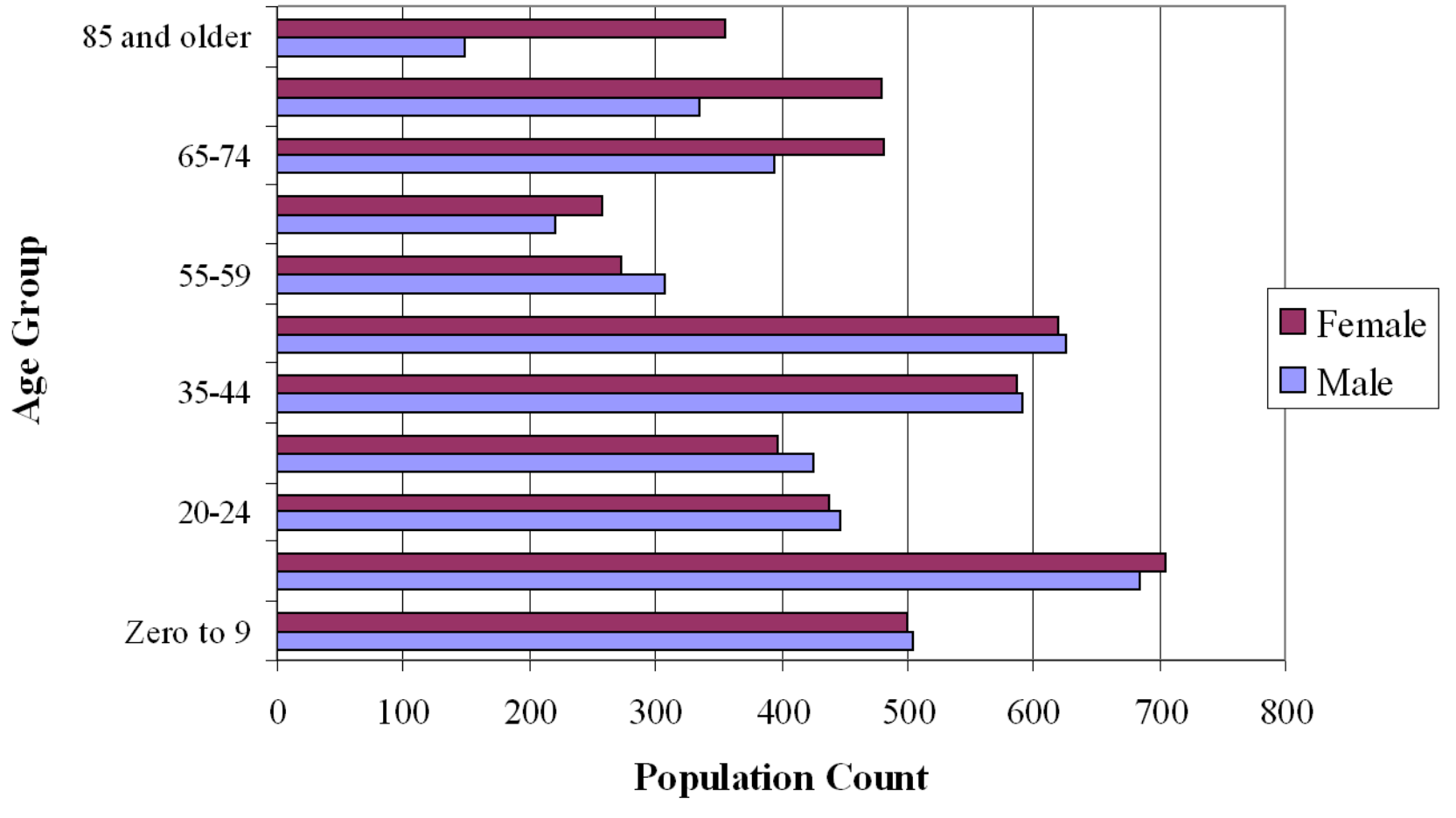
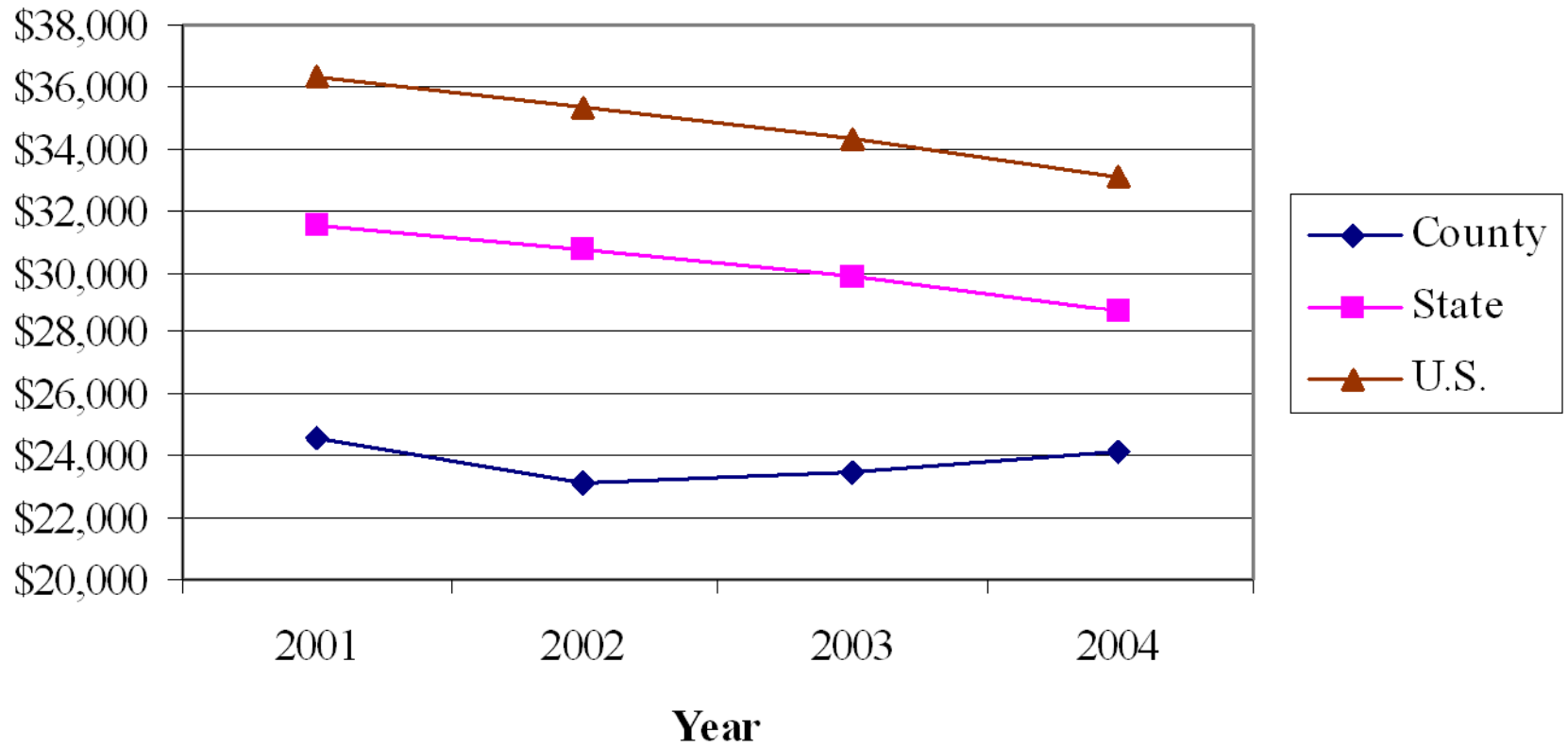
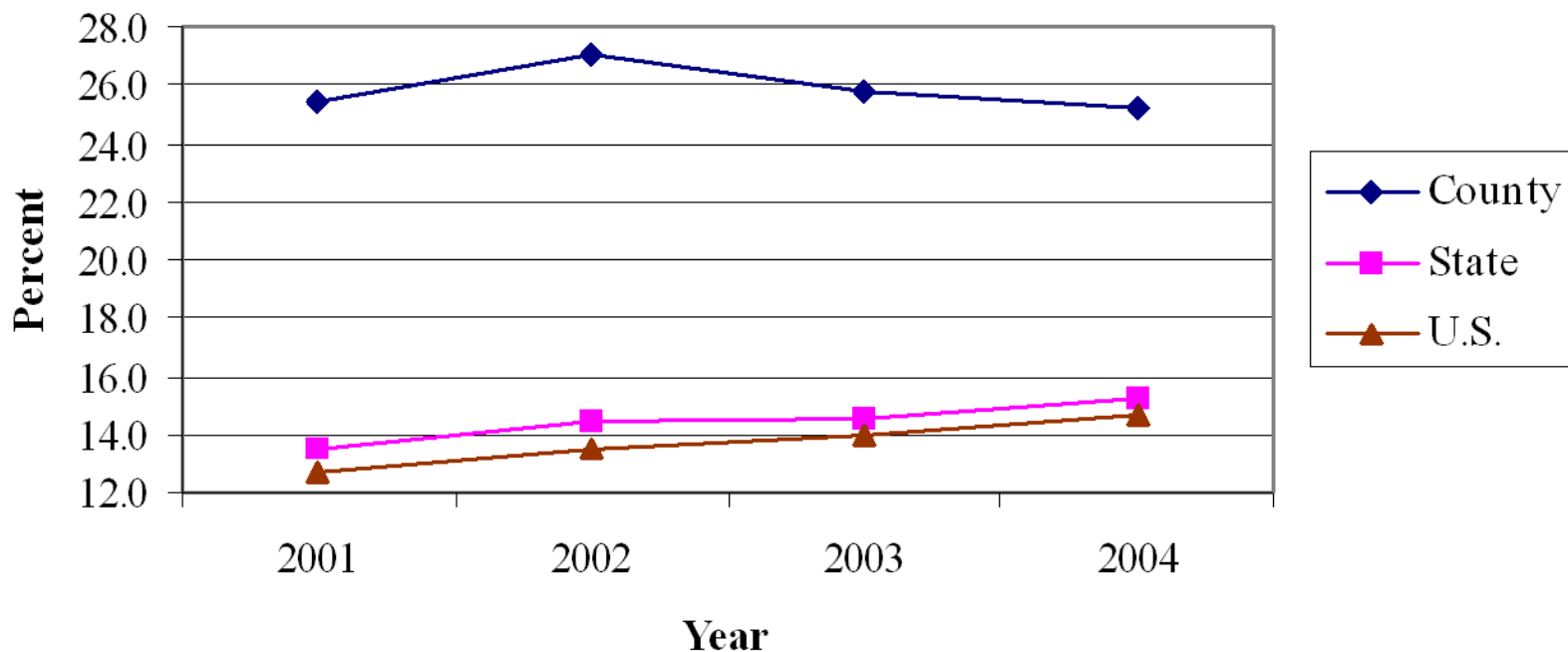




Figure 3. Total Per Capita Personal Income (2004 \$)



**Figure 4. Transfer Income as a Percent of Total Income
(2004 \$)**



Income: Highlight Transfer Payments

Table 2. 2004 Personal Income Data

Source	County Total	County Per Capita	County Percent	State Percent	U.S. Percent
Earnings					
Total Earnings	\$132,729,000	\$13,535	100.0	100.0	100.0
Transfer Payments					
Retirement and Disability	\$25,856,000	\$2,637	43.4	42.1	36.3
Medical Payments	\$24,717,000	\$2,521	41.5	38.3	42.6
Other	\$9,019,000	\$920	15.1	19.6	21.1
Total Transfer Payments	\$59,592,000	\$6,077	100.0	100.0	100.0
Personal Income					
Total Personal Income	\$235,160,000	\$23,981	100.0	100.0	100.0

Table 4. Maternity and Children's Health Statistics

	County Number	County Percent/Rate	State Percent/Rate
Poverty (2003)			
Total Persons in Poverty ¹	1,054	11.4	10.4
Children in Poverty ²	298	15.1	13.8
Total Births (2004) ³	99	10.1	14.5
Births to School-Age Mothers ⁴	1	2.1	8.1
Births with Adequate Prenatal Care ³	86	86.9	81.4
Low Weight Births ⁵	7	7.1	7.3
Immunization ⁶	79	87.3	80.3
Infant Mortality ⁷	2	20.2	7.2
Child Deaths ⁸	0	0	24.9
Substantiated Child Abuse/Neglect ⁹	24	12.2	9.2

Table 3. Health Services, Medicare, and Medicaid Funded Programs

	County Number	County Percent/Rate	State Percent/Rate
Hospitals (2004)			
Number ¹	1	0.1	0.1
Number of beds ¹	25	2.5	4.6
Admissions per bed ¹	33	3.4	0.01
Adult Care Homes (2004)			
Number ²	5	2.3	0.9
Number of beds ²	234	106.8	62.4
Assisted Living Facilities (2004)			
Number ²	4	1.8	0.7
Number of beds ²	122	55.7	25.8
Medicare (2004)			
Eligibles ^{3,4}	2,430	24.8	14.9
Medicaid Funded Programs			
Food Stamp Beneficiaries (2004) ⁴	536	5.5	6.1
Temporary Assistance for Families (FY 2005) ⁴	117	1.2	1.6

Table 5. Direct Employment, Income and Sales by Economic Sector and Health Services Relative Shares Compared to the State and U.S., 2003 (\$thousands)

Sector	Employment	Total Income	Total Sales
Services	1,760	\$39,078	\$83,991
Health Services	727	\$21,227	\$41,167
Health Care and Personal Stores	34	\$1,812	\$2,529
Veterinary Services	13	\$161	\$554
Home Health Care Services	4	\$84	\$122
Doctors and Dentists	56	\$3,190	\$4,124
Other Ambulator Health Care	80	\$3,045	\$8,828
Hospitals	159	\$4,775	\$12,471
Nursing/Residential Care Facilities	381	\$8,160	\$12,539
Total	5,635	\$187,949	\$380,766
Health Services as Percent of Total			
County	12.9%	11.3%	10.8%
State	8.2%	7.0%	5.6%
Nation	8.5%	7.1%	6.3%



Economic Multipliers

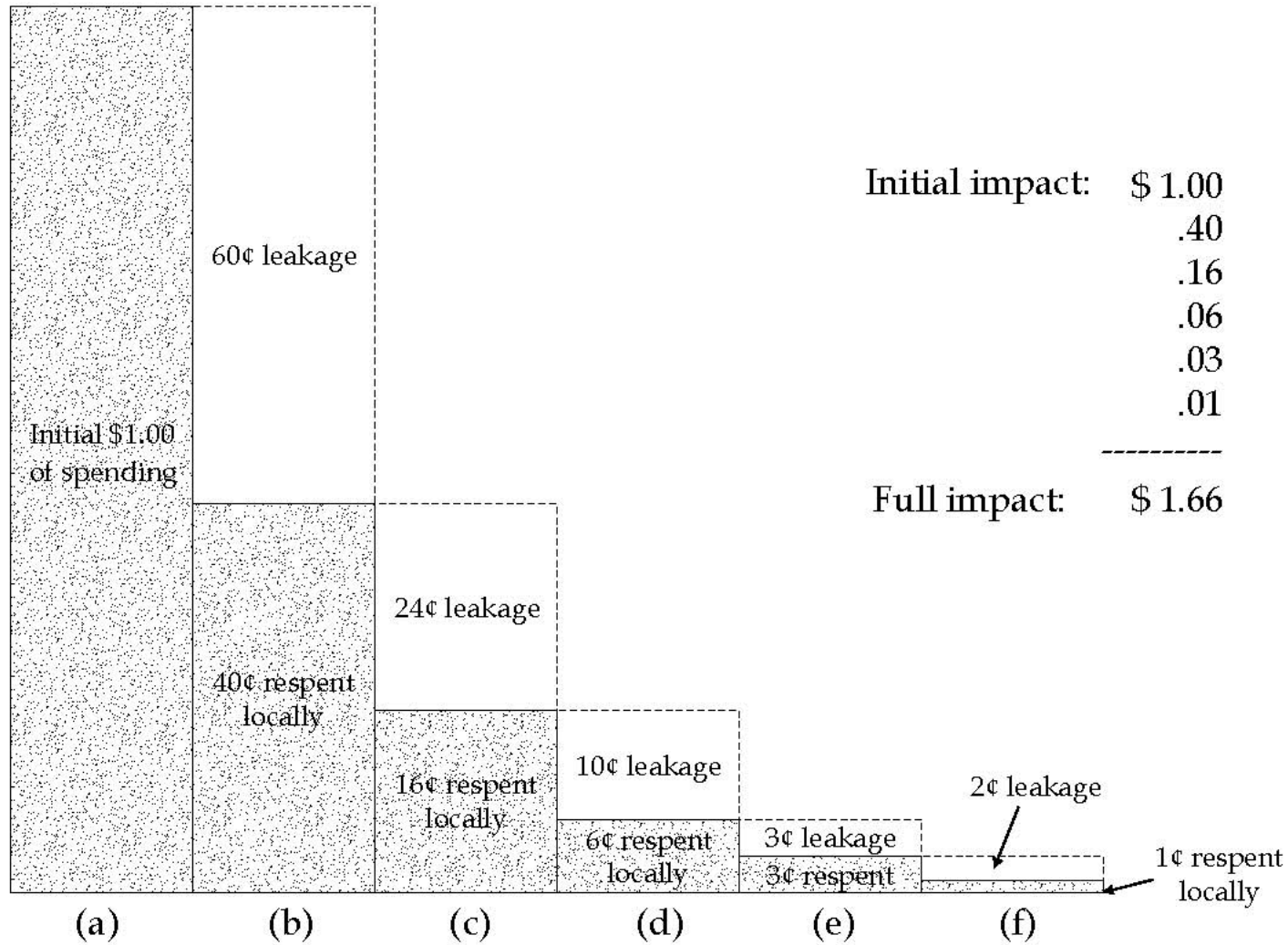


Table 6. Health Sector Impact on Employment, 2003

Health Sectors	Direct Employment	Economic Multiplier	Total Impact
Health Care and Personal Stores	34	1.50	51
Veterinary Services	13	1.56	20
Home Health Care Services	4	1.44	6
Doctors and Dentists	56	1.50	84
Other Ambulatory Health Care	80	1.82	145
Hospitals	159	1.66	264
Nursing and Residential Care Facilities	381	1.50	570
Total	727		1,141

Table 7. Health Sector Impact on Income, 2003 (\$thousands)

Health Sectors	Direct Income	Economic Multiplier	Total Impact
Health Care and Personal Stores	\$1,137	1.33	\$1,507
Veterinary Services	\$148	2.11	\$313
Home Health Care Services	\$74	1.52	\$112
Doctors and Dentists	\$2,635	1.23	\$3,254
Other Ambulatory Health Care	\$2,636	1.57	\$4,149
Hospitals	\$4,654	1.49	\$6,956
Nursing/Residential Care Facilities	\$7,075	1.56	\$11,023
Total	\$18,359		\$27,314

Table 7. Health Sector Impact on Retail Sales, 2003 (\$thousands)

Health Sectors	Total Impact	Retail Sales	County Sales Tax Collection
Health Care and Personal Stores	\$1,507	\$658	\$7
Veterinary Services	\$313	\$136	\$1
Home Health Care Services	\$112	\$49	\$0
Doctors and Dentists	\$3,254	\$1,420	\$14
Other Ambulatory Health Care	\$4,149	\$1,811	\$18
Hospitals	\$6,956	\$3,036	\$30
Nursing/Residential Care Facilities	\$11,023	\$4,811	\$48
Total	\$27,314	\$11,922	\$119

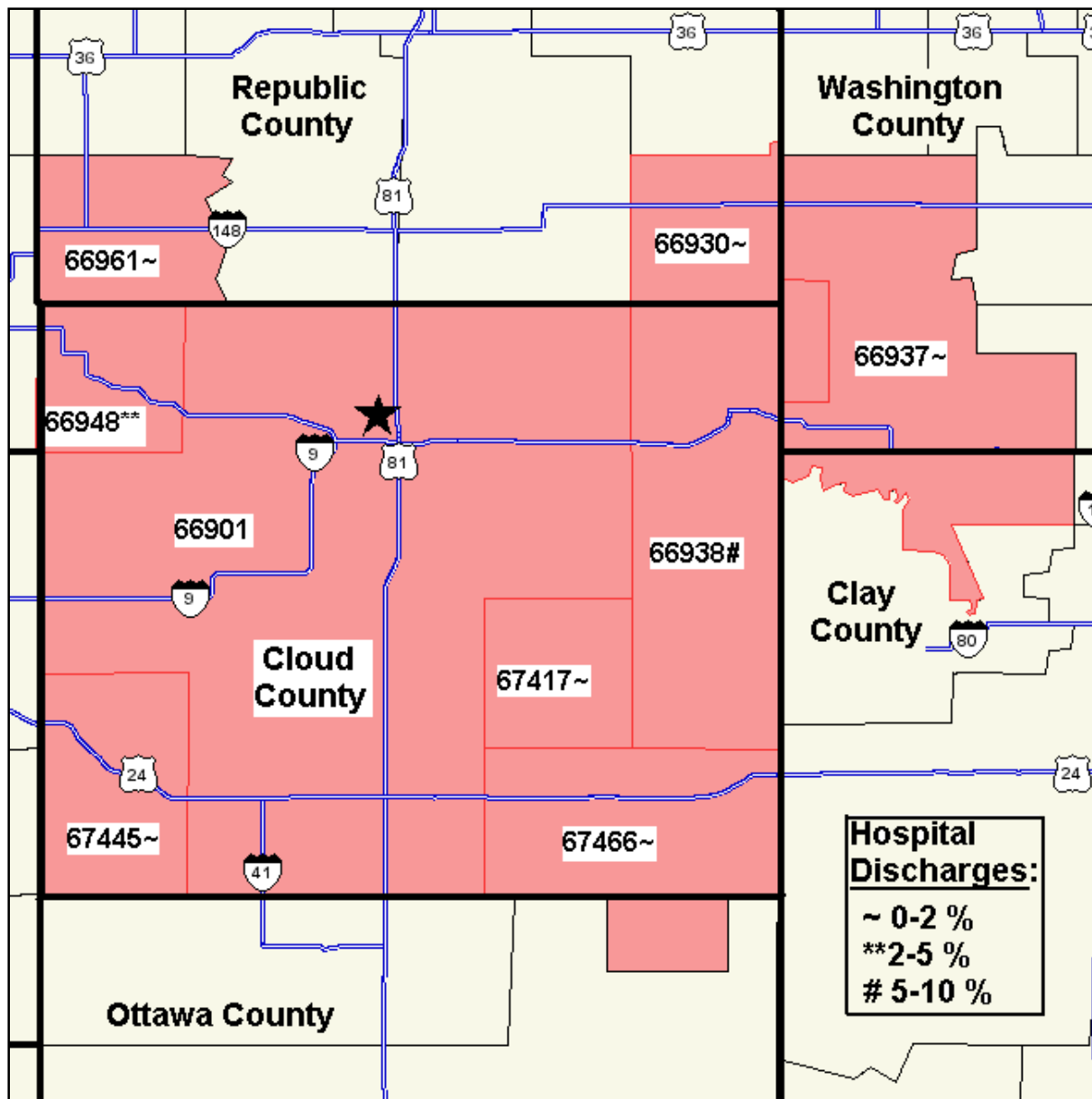
Questions?

Community Health Care Survey

- Community health services
 - Residents' health care wants, needs and usage
- Random sample telephone survey
 - 200 responses – valid and reliable information
- Focus on the hospital market area
 - Typically the furthest extent of health care usage
- You design and publicize
 - Special questions – community concerns
 - Publicity is the key



KANSAS RURAL HEALTHWORKS



Hospital Discharge Zip codes

- 66901 Concordia
- 66937 Clifton
- 66948 Jamestown
- 67417 Aurora
- 67466 Miltonvale
- 66930 Agenda
- 66938 Clyde
- 66961 Norway
- 67445 Glasco

Typical Survey Questions

- What do you need?
- Where do you get it?
- How do you pay for it?
- How satisfied are you with it?
- Why did you choose it?
- How adequate are specific local services?
- Demographics

Special Questions: Your Survey

- Any question to benefit community understanding and welfare
- Selection: we need to know, not I want to know
- Only adults 18 years and older
- Questions where respondent views matter
- Questions where the respondent knows answers
- Limited in scope
 - cost and respondent tolerance
- Question design: forced choice is best
 - Why? questions – comprehensive choice set

Community Concerns

- Several items sensitive; questionable whether respondent would know
- Perceptions of need and support for hospital facilities upgrade
- Use and support for prevention/wellness programs
- Other: community programs, initiatives

Survey Questions

Your Ideas?

Next Meeting

- Additional data and information review
- Work and finalize survey (tentative)
- Survey publicity and timing
- Draft health services directory
- Distribute final economic impact report
- Next meeting date

Contact Information

John Leatherman

785-532-4492

jleather@agecon.ksu.edu

www.oznet.ksu.edu/olg

www.oznet.ksu.edu/krhw