



KANSAS RURAL  
HEALTH WORKS

## **Columbus Rural Health Works**

Kansas Rural Health Options Project  
K-State Research and Extension

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# Program Agenda

- Rural Health Works overview
- Economic contribution of local health care
- Preliminary list of community concerns
- Introduce community health care directory
- Introduce community health care survey
- Proposed schedule of meetings
- 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
- We offer no recommendations

# Steering Committee Meetings

- 5 one-hour working meetings over 3 months
- Emphasis is development of information resources
  - 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



## The Importance of the Health Care Sector to the Economy of Cherokee County

Kansas Rural Health Options Project  
January 2009

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# Importance of Health Care Sector

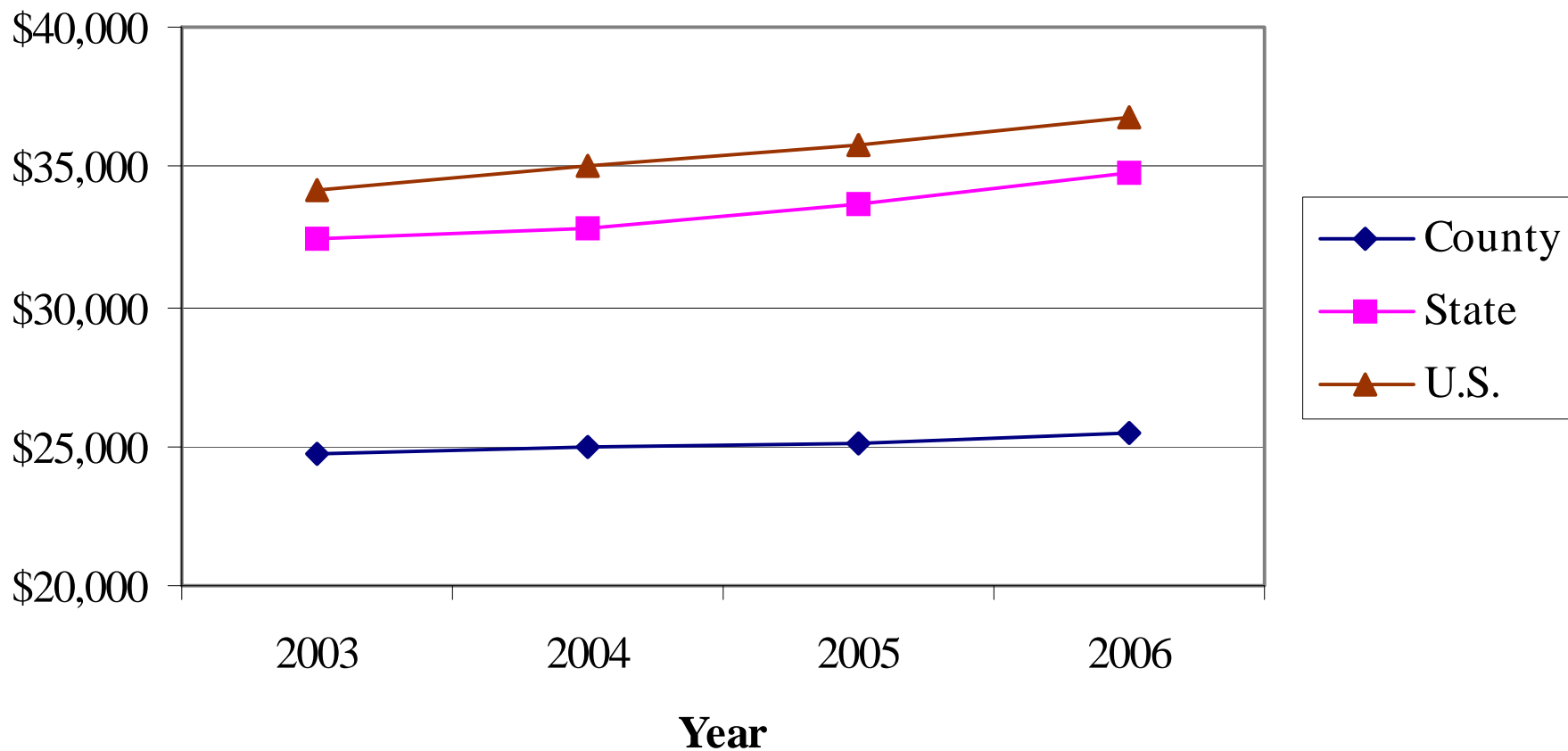
- Health services and rural development
  - Major U.S. Growth Sector
    - 8.8% GDP in 1980 (\$2,253/person 2006\$); 15.3% in 2003 (\$5,491/person 2006\$); projected 19.6% by 2016
    - Health services employment up 56% from 1990 to 2006
    - Represents 10%-15% employment in many rural counties
  - Business location concern
    - Quality of life; productive workforce; ‘tie-breaker’ location factor
  - Retiree location factor
    - 60% called quality health care “must have”

# Cherokee County Demographics

**Table 2. Current Population, Population Change and Projections**

Current Population		Percent Change in Population			Population Projections	
Year	Count	Years	County	State	Year	Count
1980	22,307	1980-1990	-4.4	4.7	2010	21,680
1990	21,316	1990-2000	5.8	8.5	2015	21,970
2000	22,556	1980-2000	1.1	13.6	2020	22,310
2006	21,764	2000-2006	-3.5	3.0		

**Figure 3. Total Per Capita Personal Income (2006 \$)**



**Figure 4. Transfer Income as a Percent of Total Income  
(2006 \$)**

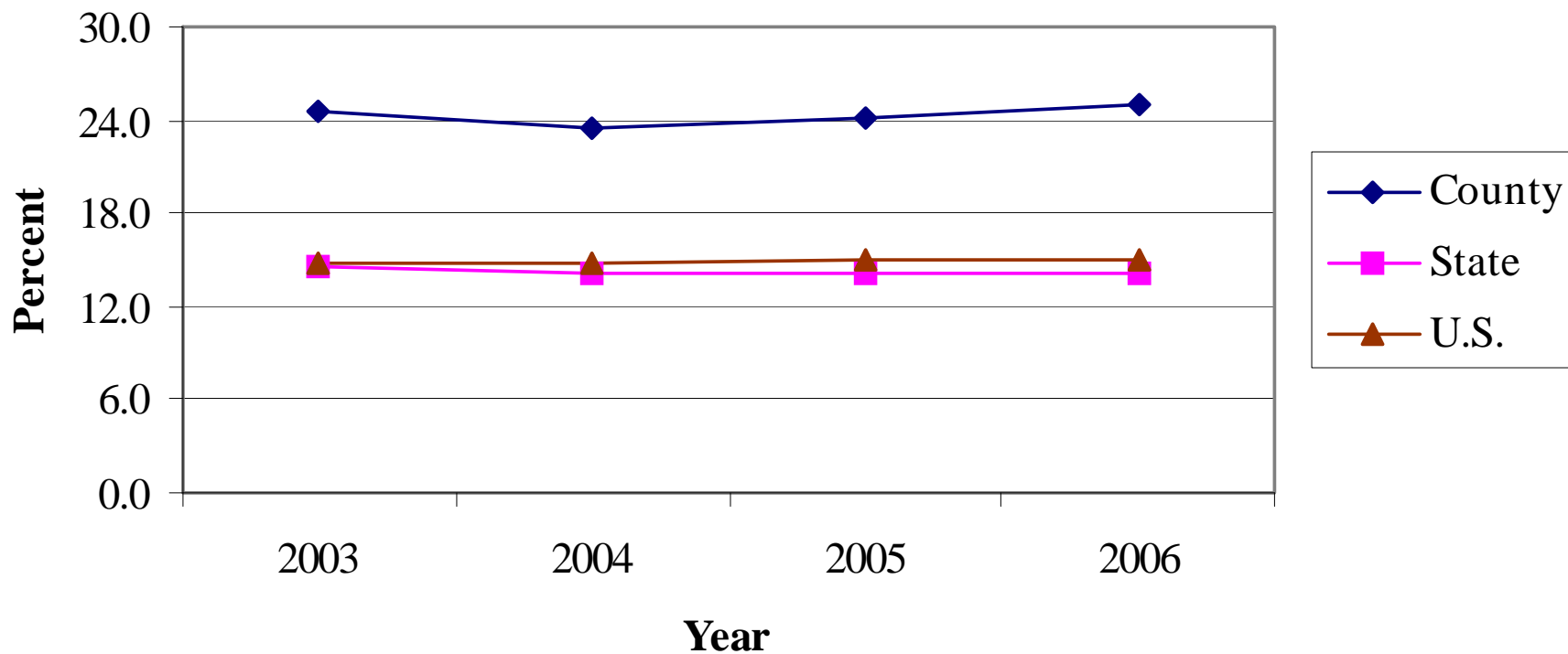


Table 6. Direct Employment, Income and Sales by Economic Sector and Health Services Relative Shares Compared to the State and U.S., 2007 (\$thousands)

Sector	Employment	Labor Income	Total Income	Total Sales
Health Services	609	\$21,808	\$26,277	\$47,058
Health and Personal Care Stores	54	\$1,356	\$1,865	\$3,059
Veterinary Services	19	\$428	\$614	\$1,184
Home Health Care Services	13	\$476	\$555	\$784
Doctors and Dentists	64	\$3,596	\$4,233	\$6,079
Other Ambulatory Health Care	135	\$6,361	\$8,819	\$18,367
Hospitals	55	\$2,909	\$3,205	\$6,120
Nursing/Residential Care Facilities	269	\$6,682	\$6,986	\$11,465
<b>Total</b>	<b>9,628</b>	<b>\$306,132</b>	<b>\$497,002</b>	<b>\$1,192,015</b>
<b>Health Services as Percent of Total</b>				
County	6.3	7.1	5.3	3.9
State	7.7	8.0	6.0	4.8
Nation	8.1	8.4	6.3	5.6

**Table 7. Health Sector Impact on Employment, 2007**

<b>Health Sectors</b>	<b>Direct Employment</b>	<b>Economic Multiplier</b>	<b>Total Impact</b>
Health and Personal Care Stores	54	1.44	78
Veterinary Services	19	1.41	27
Home Health Care Services	13	1.40	18
Doctors and Dentists	64	1.46	94
Other Ambulatory Health Care	135	1.59	214
Hospitals	55	1.49	82
Nursing and Residential Care Facilities	269	1.42	381
<b>Total</b>	<b>609</b>		<b>894</b>

### Health Sector Impact on Income and Retail Sales, 2007 (\$thousands)

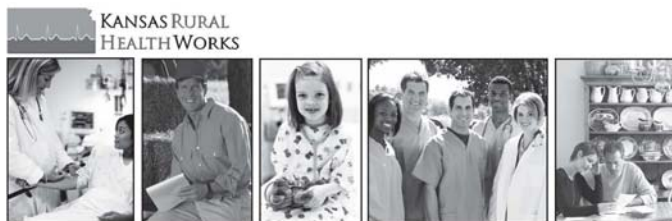
<b>Health Sectors</b>	<b>Direct Income</b>	<b>Economic Multiplier</b>	<b>Total Impact</b>
Health and Personal Care Stores	\$1,356	1.43	\$1,934
Veterinary Services	\$428	1.44	\$617
Home Health Care Services	\$476	1.26	\$599
Doctors and Dentists	\$3,596	1.20	\$4,315
Other Ambulatory Health Care	\$6,361	1.33	\$8,453
Hospitals	\$2,909	1.23	\$3,571
Nursing/Residential Care Facilities	\$6,682	1.39	\$9,307
<b>Total</b>	<b>\$21,808</b>		<b>\$28,796</b>

<b>Health Sectors</b>	<b>Total Impact</b>	<b>Retail Sales</b>	<b>County Sales Tax Collection</b>
Health and Personal Care Stores	\$1,934	\$379	\$6
Veterinary Services	\$617	\$121	\$2
Home Health Care Services	\$599	\$118	\$2
Doctors and Dentists	\$4,315	\$847	\$13
Other Ambulatory Health Care	\$8,453	\$1,659	\$25
Hospitals	\$3,571	\$701	\$11
Nursing/Residential Care Facilities	\$9,307	\$1,826	\$27
<b>Total</b>	<b>\$28,796</b>	<b>\$5,650</b>	<b>\$85</b>

**Questions?**

# Initial Community Perceptions

- What are major health-related concerns?
- What needs to be done to improve local health care?
- What should be the over-arching health care goals in the county?
- What are the greatest barriers to achieving those goals?



## Cloud County Health Services Directory

Kansas Rural Health Options Project  
May 2007

Cindi Browne, *Research Assistant*  
John Leatherman, *Director*



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and   
KANSAS STATE UNIVERSITY  
Research and Extension

# Community Directory

- Comprehensive listing of health and related providers and services
- If they know it's available locally, they can choose to buy it at home
- Extended description of hospital, county health department, other as justified
- You ensure completeness and accuracy



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## Osborne County Health Care Telephone Survey Results

Kansas Rural Health Options Project  
July 2008

**Cindi Browne**, *Research Assistant*  
**John Leatherman**, *Director*



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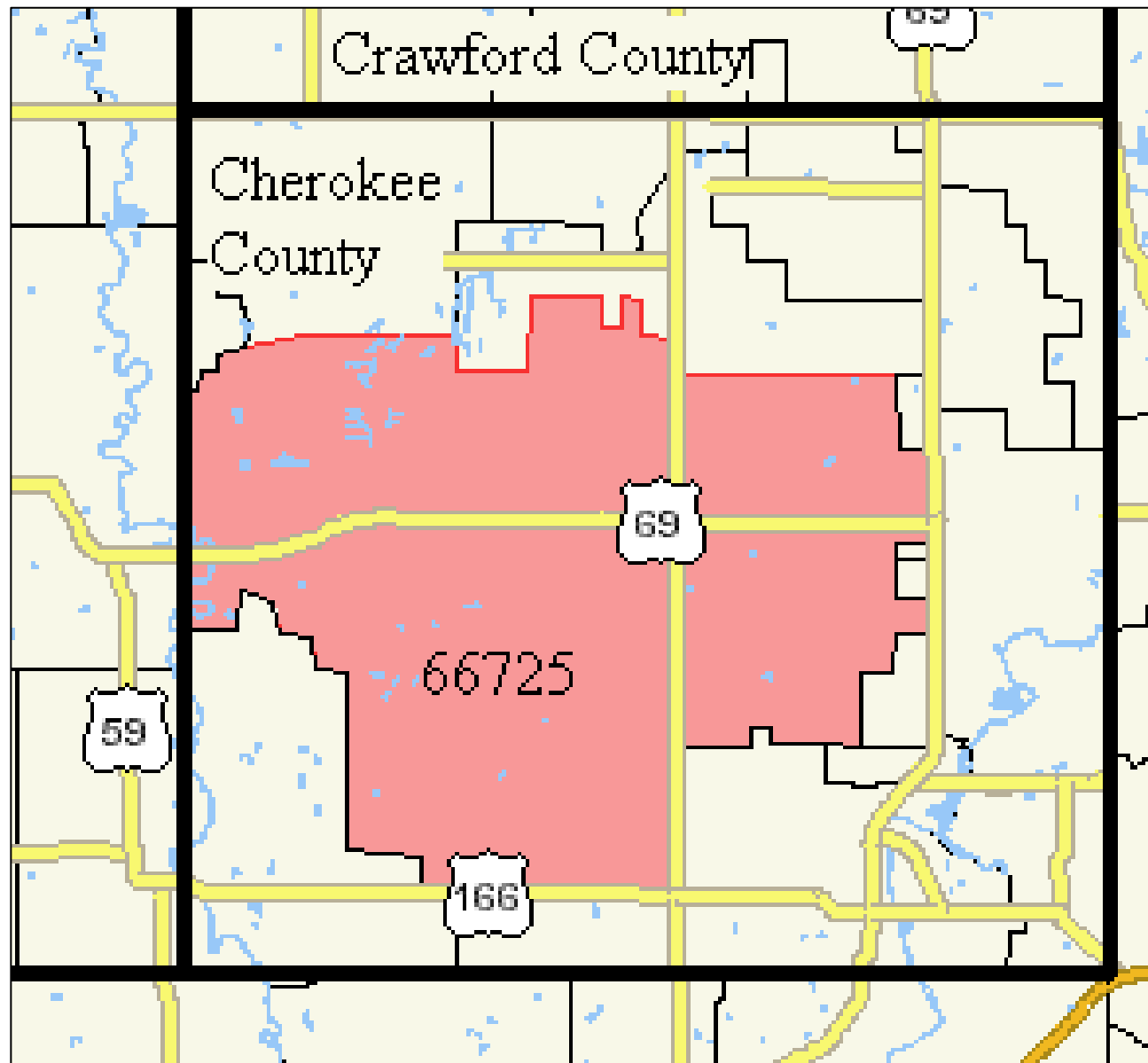
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# Community Health Care Survey

- 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

# 2008 Hospital Discharge Zip Codes

- 66725 Columbus 88.2%
- Other 11.8%



# 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
- Community concerns
- Only adults 18 years and older
- Proposed start: Monday, November 9

# Proposed Meeting Schedule Subject to Weather

- Introduction/Economic Impact      October 21
- Data/Survey      October 28
- Finalize Survey/Directory      November 4
- (No Meeting - survey begins      November 9)
- Survey Results/Directory      December 2
- Summary meeting      December 9

# Next Meeting

- Review progress
- Review community concerns
- Additional data and information review
- Work on survey questions
- Survey publicity and timing
- Next meeting date

# Contact Information

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