



KANSAS RURAL
HEALTH WORKS

Rice County Rural Health Works

John Leatherman, K-State Research and Extension

Jane Faubion, KDHE Office of Local & Rural Health

Chris Tilden, KDHE Office of Local & Rural Health

Chad Austin, Kansas Hospital Association

Sponsored by Kansas Rural Health Options Project

Program Agenda

- Overview – progress to date
- Community concerns revisited
- Community data highlights
- Community health care survey
- Health care services directory
- Next meeting date



Program Overview

- Help foster sustainable rural community health care system
- Community-driven process
- 5-6 one-hour working meetings over 4-5 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



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

Kansas Rural Health Options Project
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Katie Morris, *Extension Assistant*
Casey Cook, *Research Assistant*
John Leatherman, *Director*



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Importance of Health Care Sector

- Health services and rural development
 - Major U.S. Growth Sector
 - 8.8% GDP in 1980; 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”



Table 7. Health Sector Impact on Employment, 2007

Health Sectors	Direct Employment	Economic Multiplier	Total Impact
Pharmacies	11	1.39	15
Veterinary Services	14	1.40	20
Home Health Care Services	0	0.00	0
Offices of Health Practitioners	73	1.39	101
Other Ambulatory Health Care Services	0	0.00	0
Hospitals	119	1.40	167
Nursing and Residential Care Facilities	226	1.33	301
Fitness and Recreational Sports Centers	16	1.35	22
Local Government Healthcare	41	1.30	53
Total	500		679



Health Sector Impact on Income, 2007 (\$thousands)

Health Sectors	Direct Income	Economic Multiplier	Total Impact
Pharmacies	\$441	1.46	\$642.64
Veterinary Services	\$153	2.74	\$418.70
Home Health Care Services	\$0	0.00	\$0.00
Offices of Health Practitioners	\$4,165	1.32	\$5,515.26
Other Ambulatory Health Care Services	\$0	0.00	\$0.00
Hospitals	\$6,226	1.37	\$8,515.26
Nursing and Residential Care Facilities	\$6,294	1.58	\$9,920.78
Fitness and Recreational Sports Centers	\$175	2.53	\$442.04
Local Government Healthcare	\$828	1.46	\$1,205.55
Total	\$18,282		\$26,660.24



Table 8. Health Sector Impact on Income and Retail Sales, 2007 (\$thousands)

Health Sectors	Total Impact	Retail Sales	County Sales Tax
Pharmacies	\$643	\$205	\$2.05
Veterinary Services	\$419	\$133	\$1.33
Home Health Care Services	\$0	\$0	\$0.00
Offices of Health Practitioners	\$5,515	\$1,757	\$17.57
Other Ambulatory Health Care Services	\$0	\$0	\$0.00
Hospitals	\$8,515	\$2,712	\$27.12
Nursing and Residential Care Facilities	\$9,921	\$3,160	\$31.60
Fitness and Recreational Sports Centers	\$442	\$141	\$1.41
Local Government Healthcare	\$1,206	\$384	\$3.84
Total	\$26,660	\$8,491	\$84.91

Preliminary Community Concerns

- What are the major health-related concerns in Rice County?
 - Recruitment/retention of health care professionals
 - Uninsured/under-insured
 - Lack of community-based services
 - Rates of early childhood immunization
 - Suicide awareness/prevention
 - Illegal drug use
 - Visiting physicians non-local referrals

Preliminary Community Concerns

- What needs to be done to improve the local health care system?
 - More use of family planning services
 - Assistance for the uninsured
 - Greater focus on prevention
 - Additional providers of mental health & dental
 - Early screening/prevention in the schools
 - Aggressive marketing and outreach by the hospital

Preliminary Community Concerns

- What should be the over-arching health care goals of the county?
 - Improve overall access to health services
 - Maintain the economic stability of the hospital
 - Connecting services and service providers to ensure people know where to obtain needed assistance

Preliminary Community Concerns

- What are the greatest barriers to achieving health care goals?
 - Lack of a communication network among health service providers and organizations
 - Lack of coordination between health service providers and organizations
 - People failing to take advantage of existing services and service providers

Data Fact Sheets

- Seeking issues/needs in secondary data
- Economic & demographic data
 - data echoes information in impact report
 - declining total population
 - remaining population aging
 - nearly 43% of population lives alone
 - 14% of HH live on <\$15,000
 - transfer income increasingly important
 - poverty typically above state average



Data Fact Sheets

- Health & behavioral data
 - may be over-supplied with nursing facility beds – community-based alternatives?
 - youth tobacco use/binge drinking 10% to 15%
 - child immunizations only about 50%
 - 30% newborns < than adequate prenatal care
 - 17 teenage pregnancies in 2006
 - government services important to many

Data Fact Sheets

- Crime data
 - long-term crime incidence rising
 - number of adults/juveniles arrested increasing
- Education data
 - long-term enrollment decline
 - dropout rate trending lower
 - student on faculty violence increasing
- Traffic data
 - positive overall trends
 - 15% of crashes w. injury/death, no seatbelt

Overall Conclusions from Data

- Population trends and income levels are creating challenges
- Accessing state/federal assistance is essential
- Community-based services for those elderly, alone
- Improvement in preventable problems – neonatal care, teen tobacco/alcohol use, teen pregnancies, immunization rates



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Reactions, discussion?

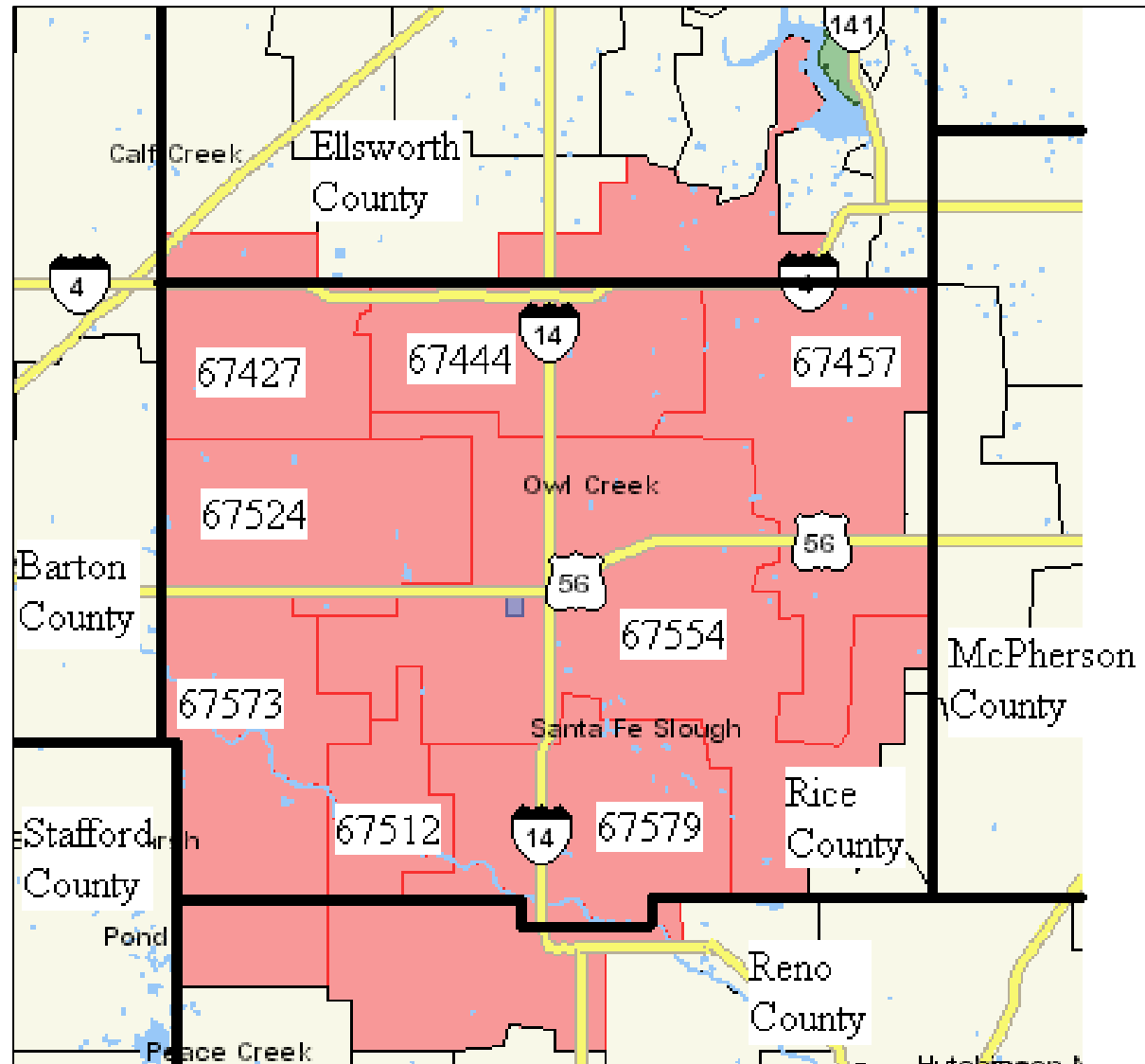
Community Survey

- Calling between 6-9 p.m.
 - Docking Institute, Fort Hays State University
 - Random selection until 200 responses seeking representative sample of the population
 - Limit to 10 minutes or less
- Beginning March 30



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Rice Co. Health Market Area





Survey Questions

- Location information and demographics
- Local health provider usage and satisfaction
- Location of health providers
- Hospital usage and satisfaction
- Insurance coverage – drop questions
- Information/education on health topics



Your Questions

- Preliminary list of issues
 - Hispanic population, immunizations, hospital community relations, communication networks
- Data and information sheets
 - Accessing state/federal assistance; community-based services; preventable problems – neonatal care, teen tobacco/alcohol use, teen pregnancies, immunization rates

Survey Publicity

- Need volunteers to step up
 - Newspaper article, ad; local cable, radio PSAs; posters; flyers
 - Your ideas?
- Sample resource material
- Marketing timeline

Health Services Directory

- Overview
- Sponsorship
- Contents
- Completeness, accuracy
- Service detail, e.g. hospital; county health & aging services; others?
- Prevention & wellness programs/services?
- Draft posted at www.krhw.net

Meeting Schedule

- Introduction/economic impact January 27
- Data fact sheets February 17
- Finalize survey/directory March 24
- Survey results April 28
- Summary meeting May 19

Next Meeting

- Overview and progress
- Finalize survey
- Survey promotion strategy
 - Report from Publicity Committee
- Last call for health care directory changes