



KANSAS RURAL
HEALTH WORKS

Hoisington Rural Health Works

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Sponsored by Kansas Rural Health Options Project



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Program Agenda

- Overview – progress to date
- Summary
- Open discussion
- Next steps...



Program Overview

- Help foster sustainable rural community health care system
- Community-driven process
- 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

Community Concerns Themes

- Facilities/providers
 - Nursing care; hospice facility; birthing unit; home healthcare
- Medical specialty providers
- Behavioral/preventable
 - Tobacco; alcohol/drug; obesity; teen pregnancy; physical fitness; nutrition
- Insurance
 - Cost, uninsured, reimbursements
- Potential action strategies.....



Data Analysis

Hoisington Rural Health Works

Communities Building Affordable & Sustainable Healthcare Systems

Health and Behavioral Data

Introduction


Kansas Rural Health Works (KRHW) is dedicated to helping rural communities build affordable and sustainable local health care systems. Health care is important to seniors, young families and companies. But rural health care systems are facing many challenges: hospitals are closing, services have been cut, doctors won't come to the area or they don't stay. Medicare and Medicaid payments are too low. Rural residents can revitalize their local health care system. KRHW provides the tools. Local visionary leadership puts these tools to work. KRHW helps communities keep health care dollars at home. Sponsored by the Kansas Rural Health Options Project with funding from the Office of Rural Health Policy, Health Resources and Services Administration.

Health and Behavioral Data Summary

Following are a variety of data and statistics about health and behavioral characteristics in Barton County that may have implications for local health care needs. The data is reported by county.

- Over time, the trend in nursing home occupancy may suggest an overall decline. This may reflect the preference for community-based care outside of a nursing home.
- The trend in childhood immunization rates are declining. About 28 percent of fetuses had not had adequate prenatal care. The rates of youth tobacco use and binge drinking are fairly steady at about 15 percent.
- Data related to persons served by selected publicly-funded services suggest a number of individuals and families in the county are in need of economic assistance.
- Across the county, there were 65 teenage pregnancies in 2007, 47 of which were out-of-wedlock.
- Recent trends in hospital usage suggest an increasing level of demand at Clara Barton Hospital while overall hospital usage in the county was down.

Hoisington Primary Health Market Area



ZIP codes within the Hoisington Health Market Area.
Source: Claritas, Inc. 2009

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Hoisington Rural Health Works

Communities Building Affordable & Sustainable Healthcare Systems

Crime Data

Introduction


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Crime Data Summary

Following are a variety of data and statistics about criminal activity in Barton County that may have implications related to local health care needs. Most of the data only is available at a county scale and reflects the Barton County boundaries.

- The incidence of crime in Barton County has been nearly equal to the state average over the past decade. The incidence of both violent crime and property crime decreased slightly in 2008 from 2007.
- The index crime rate trend is similar to the Kansas rate, with a sharp decrease in 2006. The number of adult and juvenile arrests had been increasing. The decline in 2006, however, may be due to incomplete data.
- The number of full-time law enforcement officials per 1,000 population in Barton County has been consistently below the state rate.

Hoisington Primary Health Market Area



ZIP codes within the Hoisington Health Market Area.
Source: Claritas, Inc. 2009.

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Hoisington Rural Health Works

Communities Building Affordable & Sustainable Healthcare Systems

Economic & Demographic Data

Introduction


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Economic Data Summary

Following are data and statistics about the economic and demographic characteristics of Russell County that may have implications related to local health care needs. Some of the data only is available at a county scale and reflects the Russell County boundaries.

- The proportion of the population over 65 years is growing, and the female population over 85 years is growing fastest among the elderly group.
- Hispanics are a rapidly-growing share of the total population.
- 43% of the population lives alone, making individual acute and chronic care management challenging.
- About 14% of households live on less than \$15,000 income per year.
- Transfer income to persons is among the fastest growing sources of income. In 2009, \$175 million in transfer income was paid to county residents, about 20% of total personal income.
- Within transfer income, government assistance such as Medicare, income maintenance, and veterans pension and disability benefits are growing most strongly.
- The county poverty rate decreased according to the most recent available data, but likely has increased in 2009 along with the unemployment rate.

Hoisington Primary Health Market Area



ZIP codes within the Hoisington Health Market Area.
Source: Claritas, Inc. 2009.

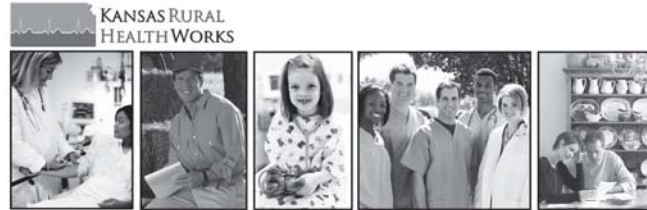
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Overall Conclusions from Data

- 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



KANSAS RURAL
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Hoisington Area Health Care Telephone Survey Results

Kansas Rural Health Options Project
March, 2010

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Survey Preliminary Conclusions

- About 25%-50% of health care market “leaks” from the community
- Most who use local services are satisfied (95%+)
- Hospital capturing about 60% the market
 - “preference” might be changed
- Hospital can evaluate specialist usage
- 50% aware of Health Fair; 25% checked it out
- Most satisfied with hospital hours of operation

Survey Preliminary Conclusions

- Insurance coverage uncertain
- Transportation does not seem a big problem
- 64% see need for low income public assistance for government programs; 57% see need for help to apply
- People want local nursing care and hospice
- Half see need for child and adult care
- 75% use the Internet; can find local information if they want it and it's there

Action Strategies

- Now is the opportunity
 - An overarching issue, e.g. hospital organization or finance
 - Health services feasibility, e.g. market analysis; budget analysis
 - General health environment enhancement, e.g. EMS recruitment & training; I&E initiatives

Action Strategies

- Choosing priorities for action
 - what issues can attract community passion?
 - who is available to network?
 - where are available resources?
 - near-term success builds long-term momentum
- Recommendations for going forward
 - attach names to issues
 - don't leave without setting the next meeting date
- It only takes one person to start

Open Discussion

- Your impressions, reactions to the information provided?
- How satisfied are you with the direction of local healthcare trends?
- What can be done to improve the local situation?
- What do you care enough about to be willing to do something?