



KANSAS RURAL HEALTH WORKS

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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



The Importance of the Health Care Sector to the Economy of Osborne County, KS

Kansas Rural Health Options Project
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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 6. Health Sector Impact on Employment, 2006

Health Sectors	Direct Employment	Economic Multiplier	Total Impact
Health and Personal Care Stores	22	1.33	29
Veterinary Services	7	1.33	9
Home Health Care Services	0	0.00	0
Doctors and Dentists	13	1.30	17
Other Ambulatory Health Care	0	0.00	0
Hospitals	158	1.24	196
Nursing and Residential Care Facilities	10	1.32	13
Total	210		264

Table 7. Health Sector Impact on Income and Retail Sales, 2006 (\$thousands)

Health Sectors	Direct Income	Economic Multiplier	Total Impact
Health and Personal Care Stores	\$1,092	1.27	\$1,383
Veterinary Services	\$438	1.14	\$501
Home Health Care Services	\$0	0.00	\$0
Doctors and Dentists	\$258	1.51	\$390
Other Ambulatory Health Care	\$0	0.00	\$0
Hospitals	\$5,671	1.20	\$6,813
Nursing/Residential Care Facilities	\$221	1.41	\$312
Total	\$7,680		\$9,400

Table 7. Health Sector Impact on Income and Retail Sales, 2006 (\$thousands)

Health Sectors	Total Impact	Retail Sales	County Sales Tax Collection
Health and Personal Care Stores	\$1,383	\$802	\$4.01
Veterinary Services	\$501	\$290	\$1.45
Home Health Care Services	\$0	\$0	\$0.00
Doctors and Dentists	\$390	\$226	\$1.13
Other Ambulatory Health Care	\$0	\$0	\$0.00
Hospitals	\$6,813	\$3,952	\$19.76
Nursing/Residential Care Facilities	\$312	\$181	\$0.90
Total	\$9,400	\$5,452	\$27.26

Preliminary Community Concerns

- What are the Major Health-Related Concerns in Trego County?
 - Lack of local dental practice
 - Lack of affordable health care
 - Children without health insurance
 - Need for better mental health services
 - Transportation for reoccurring treatment
 - Childhood obesity

Preliminary Community Concerns

- What needs to be done to improve the local health care system?
 - Determining to proper role for local government in providing health-related services
 - Address community recreation access (winter)
 - Address issues of catastrophic illness
- What are the Greatest Barriers to Achieving Health Care Goals?
 - Cost of technologies for diagnosis and treatment

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 40% of population lives alone
 - 15% of HH live on <\$15,000
 - transfer income increasingly important
 - poverty above state average

Data Fact Sheets

- Health & behavioral data
 - may be over-supplied with nursing facility beds – community-based alternatives?
 - rates of youth tobacco use and binge drinking approaching nearly 10%
 - about 30% of newborns had less than adequate prenatal care
 - government funded services important to many

Data Fact Sheets

- Crime data
 - crime and arrests about 1/4 of state rates
 - number of arrests have declined
 - less law enforcement personnel than state
- Education data
 - long-term enrollment decline, recent leveling
 - dropout rate trending lower
- Traffic data
 - 25% of crashes w. injury/death, no seatbelt
 - 5-10 crashes/yr. alcohol related; 15-20 speeding

Overall Conclusions from Data

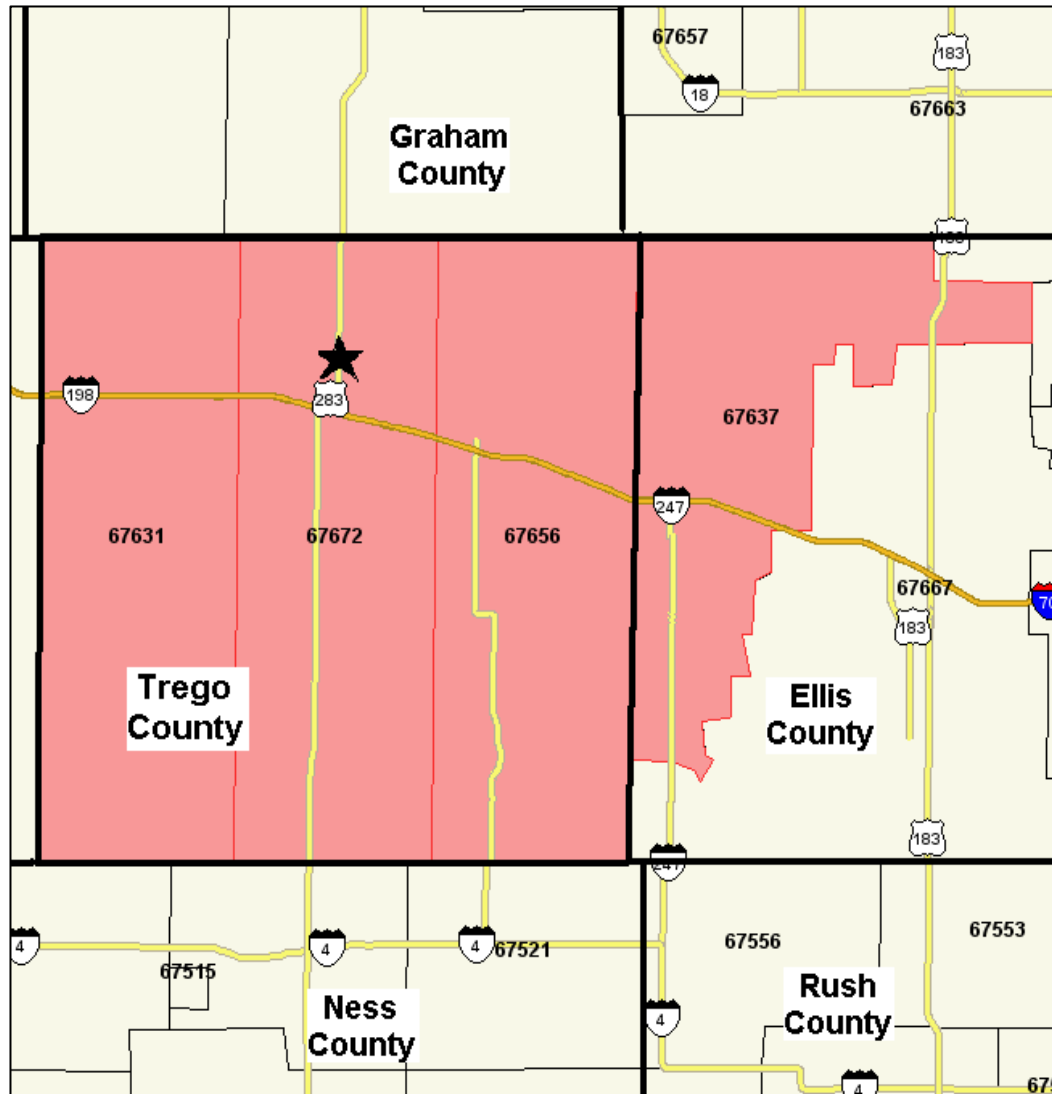
- Population trends and income levels are creating challenges
- Accessing state/federal assistance is essential
- Community-based services for those elderly, alone
- Improvement needed in preventable problems – neonatal care, tobacco, alcohol, seatbelt use

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 October 27?

Osborne Co. Health Market Area



Survey Questions

- Location information and demographics
- Health care provider usage and satisfaction
- Distance traveled for health services
- Need for more providers
 - Dentist, mental health, transportation, other
- Hospital usage and satisfaction
- Insurance coverage
- Information/education on health topics
- Other? – recreation, local govt. role

Your Questions?

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?

Meeting Schedule

- Introduction/economic impact September 5
- Data fact sheets September 26
- Finalize survey/directory October 17
- Survey results December 5
- Summary meeting December 19

Next Meeting

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