

# KANSAS RURAL HEALTH WORKS

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# Rural Health Works

- National program to help foster sustainable rural health care systems
  - Training in 38 states
  - Active programs in 30 states
  - Supported by Office of Rural Health Policy (US DHHS) & Medicare Rural Hospital Flexibility (FLEX) program
  - Sponsored in Kansas by the Kansas Rural Health Options Project (KRHOP)
  - Introduced in Kansas by Your Demand

# KRHW Objectives

- Foster sustainable local health care system
  - Increase awareness of health care importance
  - Assess local perceptions of current health care services
  - Identify current health care assets
  - Identify unmet health care needs and services
  - Identify key issues in the community
- Mobilize the community if issues emerge
- Action planning for community-driven initiatives

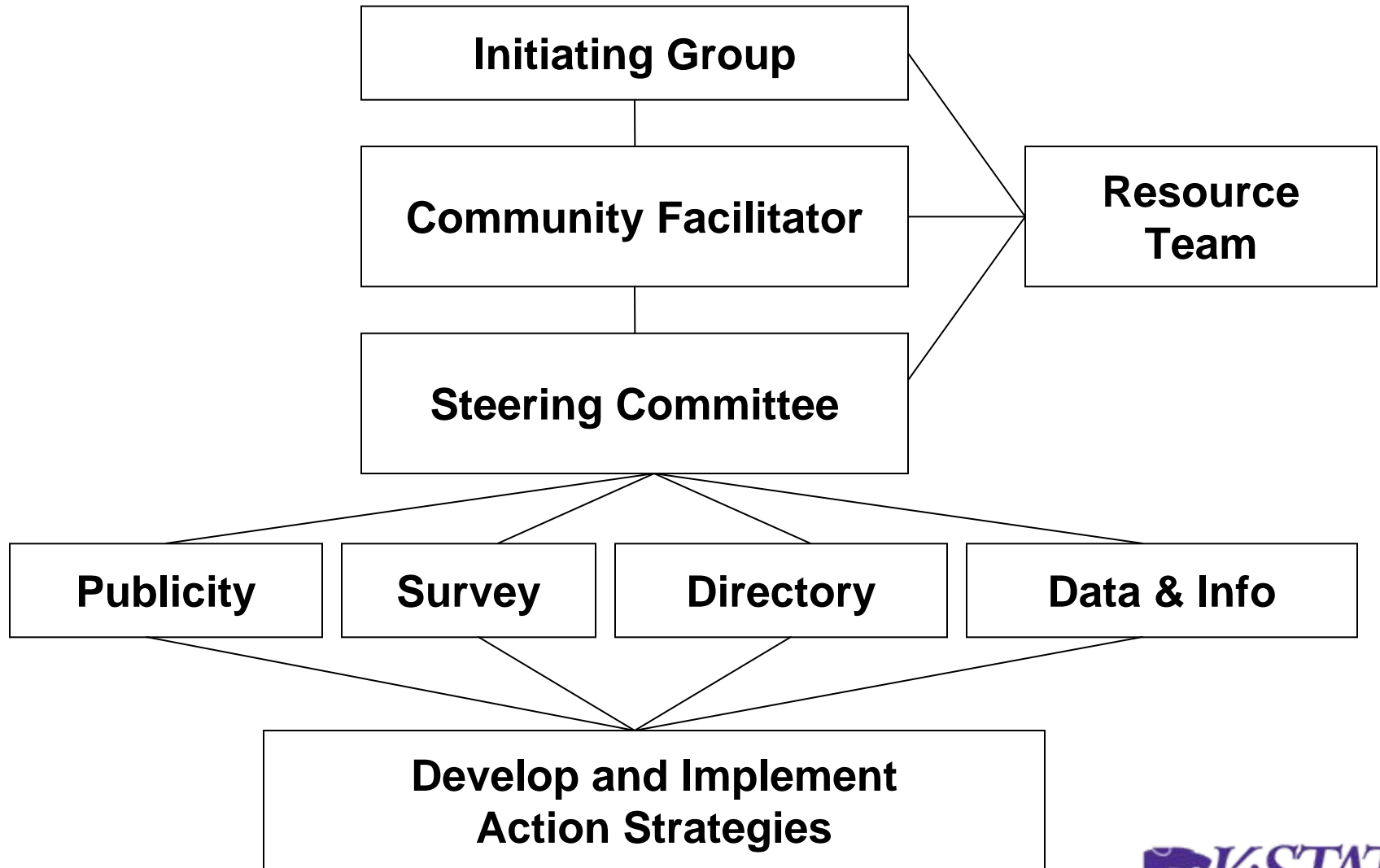
# Emerging Objectives

- Patient Protection and Affordable Care Act
- Charitable hospital (required)
  - Community needs assessment
  - Demonstrable effort for progress
- Public Health Accreditation (coming)
  - Community needs assessment
  - Public health action planning
  - Strategic plan

# Community Engagement Process

- Community-driven, not driven by hospital or health care provider
- Local people solving local problems
- Community provides energy and commitment, with input from health care providers
- Community leaders represent the broader public interest

# KRHW Community Engagement Process



**Cloud County Rural Health Works**

**KANSAS RURAL HEALTHWORKS**  
Communities Build 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 families, 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't navigate their local health care system. KRHW provides the tools. Local visionary leadership puts these tools to work. KRHW helps communities lead health care delivery reforms. 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 Cloud County that may have implications for local health care needs. The data is reported by county.

- The occupancy rate of available nursing and assisted living beds is about 50 percent, suggesting an over-supply of beds.
- The rate of substantiated child abuse and neglect in Cloud County is higher than the state average.
- Across most of the state/Medicaid funded service categories, there appears to be an increasing trend in the number served, possibly indicating increasing economic need.
- While the rate of births to school-age mothers is below the Kansas average, the rates of infant mortality and childhood death equal or exceed the state.
- About 14 percent of live births in 2004 were to mothers with less than a high school education, and about 13 percent of live births came to term with inadequate prenatal care.
- Most patients to the Cloud County Health Center come from the immediate vicinity of Concordia. Less than half of the Cloud County residents needing hospital care come to Concordia to obtain it.

**Cloud County Health Market Area**

ZIP codes within the Cloud County Health Area.  
Source: Claritas, Inc. 2006

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

**Kansas Rural Health Options Project**  
October 2006

Aaron Lustry, Research Assistant Professor  
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In cooperation with:

Office of **Local Government**  
K-State Research and Extension  
and **KSTATE**  
Research and Extension

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## Cloud County Health Services Directory

**Kansas Rural Health Options Project**  
May 2007

Cindi Browne, Research Assistant  
John Leatherman, Director

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## Cloud County Health Care Telephone Survey Results

**Kansas Rural Health Options Project**  
July 2007

Cindi Browne, Research Assistant  
John Leatherman, Director

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# Criteria for Participation

- Primarily targeting non-metro counties
- Requires local invitation
- The community is the expert
  - We provide information – you decide priorities
- Must be broad-based
  - Local health care is a community-wide concern
- Need a local facilitator
  - Key community person who makes it happen

# Initiating Group

- Typically 6-12 people to help identify key people and local issues
- Sponsors the program and solicits participation and support
- Sets program schedule
- Shares responsibility to maintain program momentum and accomplish program tasks

# Resource Team

- Bureau of Local and Rural Health
- Kansas Hospital Association
- K-State Office of Local Government
  
- Meeting facilitation services and technical assistance for information resources

# Community Facilitator

- Essential local contact
  - Local leadership role in keeping the program on track
  - Works with resource team
  - Sends out local invitations, arrange meetings, distributes publicity
  - Cultivates local leadership
  - Facilitates the final meeting
- The best programs have the best facilitators
- Requires commitment and effort

# Steering Committee

- Open public meetings including broad-based community leaders
  - Hospital and health care professionals
  - County Health Dept. & Extension
  - Municipal, civic & social organization leaders
  - Chamber of Commerce & business leaders
  - Local clergy & education leaders
  - Health care system “critics”
- Participate in working sessions, review and discuss findings

# Community Meetings

- 5 public meetings over 2-3 months
- 6 month follow up
- One hour working meetings over lunch
  - Starts and ends on time
  - Fast-paced and dense with content
- Kickoff meeting
  - Economic impact of health care: health care is key to community economic viability
  - Roadmap of KRHW process
  - Community issues identification

# Working Meetings

- Data and Information
  - Reviews available community economic, health, social and demographic data, interpreting local health care issues/needs
- Health Care Directory
  - Inventory of local health care resources
- Health Care Survey
  - Local market health care needs and behaviors

# Action Meeting

- Final formal meeting
- Summarize data and findings
- Steering committee identifies top issues
- Steering committee develops a tentative action strategy
- Determines how to proceed

# Planning versus Engagement

- Emphasis on community engagement, not health care planning
- Emphasis on information resources
- Issues often emerge in reviewing information products
- If issues emerge, we'll try to help; if not, community has free useful information resources

## Follow Up & Support

- Formal program has a start and end
- Emphasis is not to create an indefinite process
  - People like conclusion, decision, positive action
- Resource team will assist community initiatives as it's able
- Six month follow up
  - Review, progress, strategize

# Kansas Rural Health Works

- Support a limited number of communities per round
- No cost to eligible communities/counties – supported by KRHOP
- Local co-sponsorship benefits the program
  - Sponsored lunch
  - Health care directory
  - Local publicity

# Stafford County, Kansas

- Issue was funding for hospital
- Used RHW information for community education
- Public vote to reorganize hospital as a county hospital passed easily

# Cloud County, Kansas

- Updating and upgrading local hospital needed
- Organizing a community education and outreach effort to support hospital bond initiative
- Referendum failed

# Osborne County, Kansas

- Grant for First Responder recruitment & training
- Youth/adult drug and alcohol education
- Assisted living feasibility
- Public education to access existing health-related educational materials
- At the same time, public vote to continue county sales tax for the hospital passed easily

# Trego County, Kansas

- Community support for adolescent suicide
- Outreach for adolescent suicide prevention

# Rice County, Kansas

- Recruitment & retention of health professionals
- Mental health facilities and assistance
- Community-based services
- Health and wellness/prevention/early intervention
- Information/education about local service availability

# Neodesha, Kansas

- Transportation assistance to hospital and appointments
- Childhood immunization clinics
- Assisted living/nursing care feasibility
- Help for residents filling out applications for assistance
- Partner with Fredonia for drug and alcohol treatment facility

# Columbus, Kansas

- Public relations related to new ownership/management of hospital
- New doctor recruitment
- Public relations related to hospital facility condition and needs
- Building a collaborative relationship between the hospital and community clinic
- Inventory and document available transportation assistance

# Russell County, Kansas

- Initiate community health fair
- Resource directory distribution
- Investigate establishment of a part-time public assistance center
- Monthly brownbag lunches for follow up

# Hoisington, Kansas

- Production and distribution of the health services directory
- Broad-based collaboration for community health-related education and events
- Expand the community health fair

# Sheridan County, Kansas

- Investigate community-based home healthcare: alliance of hospital/county health/churches/community volunteers
- Maintenance and distribution of the health services directory
- Promote the hospital and local service providers
- Build closer working relationship between hospital board and broader community
- Publicize and promote the good news in the community

# Is Your Community Ready?

- Is there a sense of vision?
- Is there a local need?
- Is the leadership in place?
- Is there a willingness/ability to bring people together?
- Is a community facilitator available?
- Is there commitment to sustain the process?

# Review Eligibility Criteria

- KRHOP support to non-metro counties w. Critical Access Hospitals
- Open to other counties/hospitals by fee
- Your invitation
- Your commitment to assist
- Help facilitate broad-based participation
- Ensure community facilitator

# KRHW Contacts

- John Leatherman – K-State Research and Extension
- Sara Roberts – KDHE Bureau of Local and Rural Health
- Chad Austin – Kansas Hospital Association



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Communities Building Affordable & Sustainable Healthcare Systems

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Welcome to Kansas Rural Health Works, a resource dedicated to helping rural communities build affordable and sustainable local health care systems.

The organization and delivery of health care services have undergone rapid evolution in recent years. For many Americans, the cost of services and access to care are important issues. This certainly is true in many rural areas where communities have struggled to maintain affordable, quality health care systems. As economic forces and technical advances continue to change health care, it is more important than ever for rural community leaders and health care providers to work together to ensure affordable, sustainable health care systems. In an effort to provide useful information resources to rural community and health care leaders, the Kansas Rural Health Options Project (KRHOP) has teamed with the Office of Local Government, a unit of the Department of Agricultural Economics and K-State Research and Extension.



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Funding for Kansas Rural Health Works is provided by the Office of Rural Health Policy, Health Resources and Services Administration

# Closing Thoughts

- KRHW is an opportunity to enhance the local health care situation, not simply PR
- Contact:
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- Kansas Rural Health Works: [www.krhw.net](http://www.krhw.net)
- Questions?