



KANSAS RURAL
HEALTH WORKS

Columbus Rural Health Works

Kansas Rural Health Options Project
K-State Research and Extension

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

Program Agenda

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

Program Objectives

- Help foster sustainable rural community health care system
- Community-driven process
- 5 one-hour working lunch meetings over 3 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 final formal meeting



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

Kansas Rural Health Options Project
January 2009

Katie Morris, Extension Assistant
Casey Cook, Research Assistant
John Leatherman, Director



Funding for this report
provided by: Health
Resources and Services
Administration

In cooperation with:

office of
Local Government
K-State Research and Extension



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”

Table 7. Health Sector Impact on Employment, 2007

Health Sectors	Direct Employment	Economic Multiplier	Total Impact
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
Total	609		894

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

Health Sectors	Direct Income	Economic Multiplier	Total Impact
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
Total	\$21,808		\$28,796

Health Sectors	Total Impact	Retail Sales	County Sales Tax Collection
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
Total	\$28,796	\$5,650	\$85

Initial Community Perceptions

- What are major health-related concerns?
 - Services for low-income individuals
 - General lack of emphasis on wellness and prevention for low-income and elderly
 - Various needs and challenges of an increasingly elderly population

Initial Community Perceptions

- What needs to be done to improve local health care?
 - Transportation services
 - Greater emphasis on wellness and prevention
 - PR / I&E about local service providers
 - Coordinated partnership between city, schools and employers to promote wellness and prevention

Initial Community Perceptions

- What should be the over-arching health care goals in the county?
 - Access to preventive healthcare services
 - Expand the range of services provided locally
- What are the greatest barriers to achieving those goals?
 - Lack of private resources by low income
 - Transportation assistance

Data Fact Sheets

- Seeking issues/needs in secondary data
- Economic & demographic data
 - Data echoes information in impact report
 - Aging of the population
 - 43% of population lives alone
 - 20% of HH live on <\$15,000
 - Transfer income increasingly important (~30%)
 - Poverty above state average

Data Fact Sheets

- Health & behavioral data
 - May be over-supplied with nursing facility beds – community-based alternatives?
 - Youth tobacco use over 17%
 - Youth binge drinking nearly 13%
 - Child immunizations less than 50%
 - 40% newborns < than adequate prenatal care
 - 29 out-of-wedlock births to 15-19 yo in 2007
 - Government services important to thousands

Data Fact Sheets

- Crime data
 - Crime incidence trending up slightly
- Education data
 - Long-term enrollment decline
 - Dropout rate trending lower (lower enrollment)
 - Student violence increasing (enrollment)
- Traffic data
 - Positive overall trends
 - 22% of crashes w. injury/death, no seatbelt

Overall Conclusions from Data

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

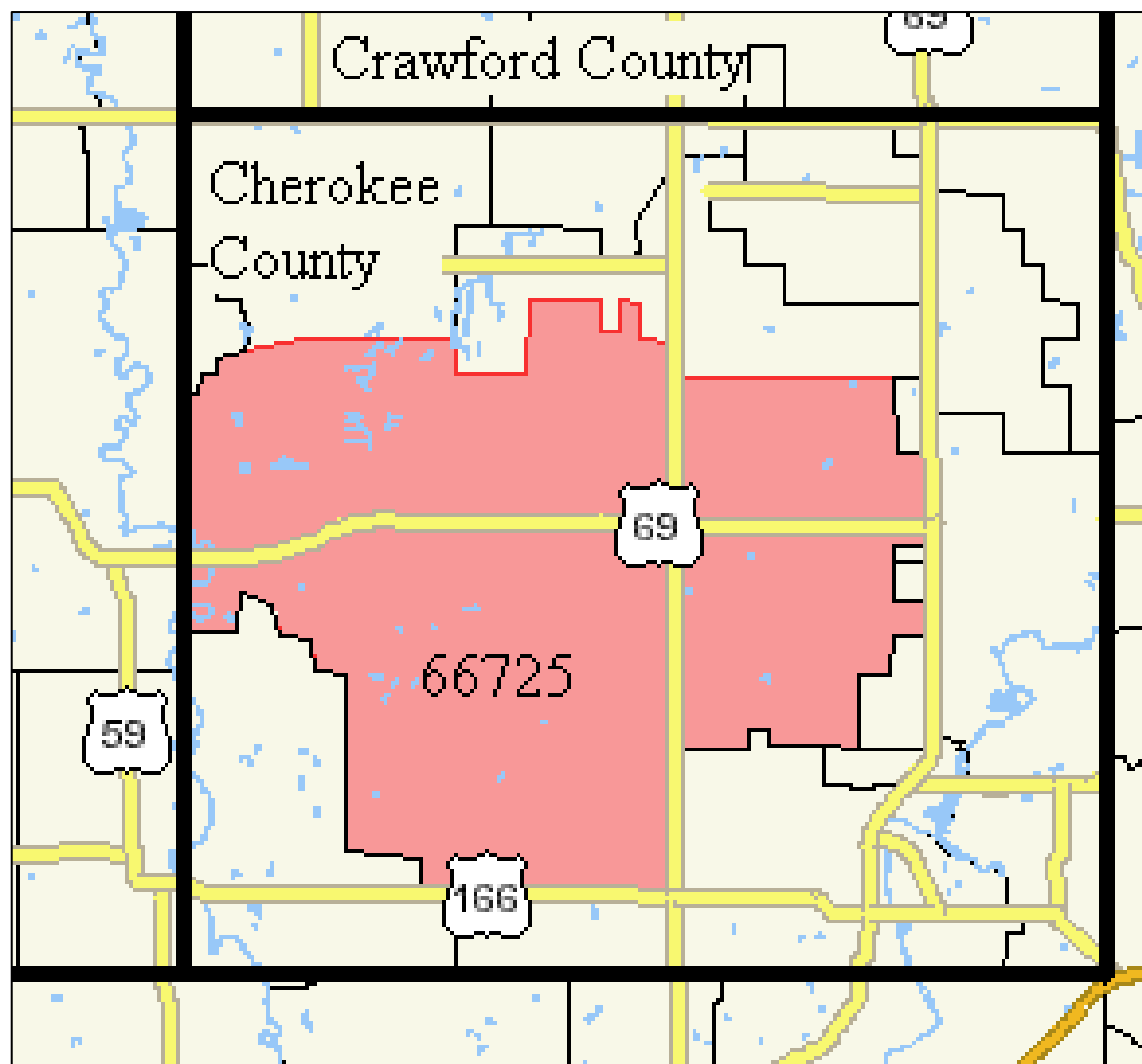
Reactions, discussion?

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 November 9



Columbus Healthcare Market



Survey Questions

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

Your Questions

- Preliminary list of issues
 - Transportation, support for wellness and prevention, need for resource investment, healthcare perceptions
- 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 publicity committee
 - 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

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

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

Contact Information

John Leatherman

785-532-4492

jleather@ksu.edu

www.oznet.ksu.edu/olg

www.krhw.net