



KANSAS RURAL
HEALTH WORKS

Rice County Rural Health Works

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Sponsored by Kansas Rural Health Options Project

Program Agenda

- Overview – progress to date
- Final thoughts on survey
- Community concerns revisited
- 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 Survey

- Findings are consistent with preliminary impressions
- Breaking apart questions provides insight, but must be interpreted cautiously
 - I&E Young: mental health, elder abuse, suicide prevention, childhood obesity
 - I&E Oldest: spousal abuse, suicide prevention

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
 - 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

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

Survey Conclusions

- Approximately 35%-50% of primary health care market “leaks” from the county
 - How much can be captured is uncertain
 - Most who use local services are satisfied
 - Increase awareness of local services then out-compete the competition
- Good access to “mainstream” health information
 - heart disease, asthma, diabetes
- Less true for “social problems”
 - abuse, prevention

Action Strategies

- An overarching issue
 - hospital organization or finance
- Health services feasibility
 - market analysis; budget analysis
- General health environment enhancement
 - EMS recruitment & training; I&E initiatives

Action Strategies

- It only takes one person to start
- Multiple discrete initiatives
 - what issues can attract community passion?
 - who is available to network?
 - where are available resources?
 - near-term success builds long-term momentum
- It's up to you

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?