



**KANSAS RURAL  
HEALTH WORKS**

## **Rice County Rural Health Works**

Kansas Rural Health Options Project  
K-State Research and Extension

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# Program Agenda

- Rural Health Works overview
- Economic contribution of local health care
- Preliminary list of community concerns
- Introduce community health care directory
- Introduce community health care survey
- Proposed schedule of meetings
- Next meeting

# Program Objectives

- Help foster sustainable rural community health care system
- Increase awareness of health care importance
- Assess citizens' perceptions and use of available health care services
- Identify any unmet health care needs
- Identify health-related issues in the community
- Mobilize the community if issues arise and evaluate feasibility of community initiatives

# Community-driven Process

- Community-based, not driven by hospital, health care provider, or outside agency
- Local people solving local problems
- Community provides energy and commitment, with input from health care providers
- Public represented by you - community leaders who care enough to participate
- We offer no recommendations

# Steering Committee Meetings

- 5-6 one-hour working meetings over 4-5 months
- Emphasis is development of information resources
  - 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 Rice County

Kansas Rural Health Options Project  
January 2009

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# Importance of Health Care Sector

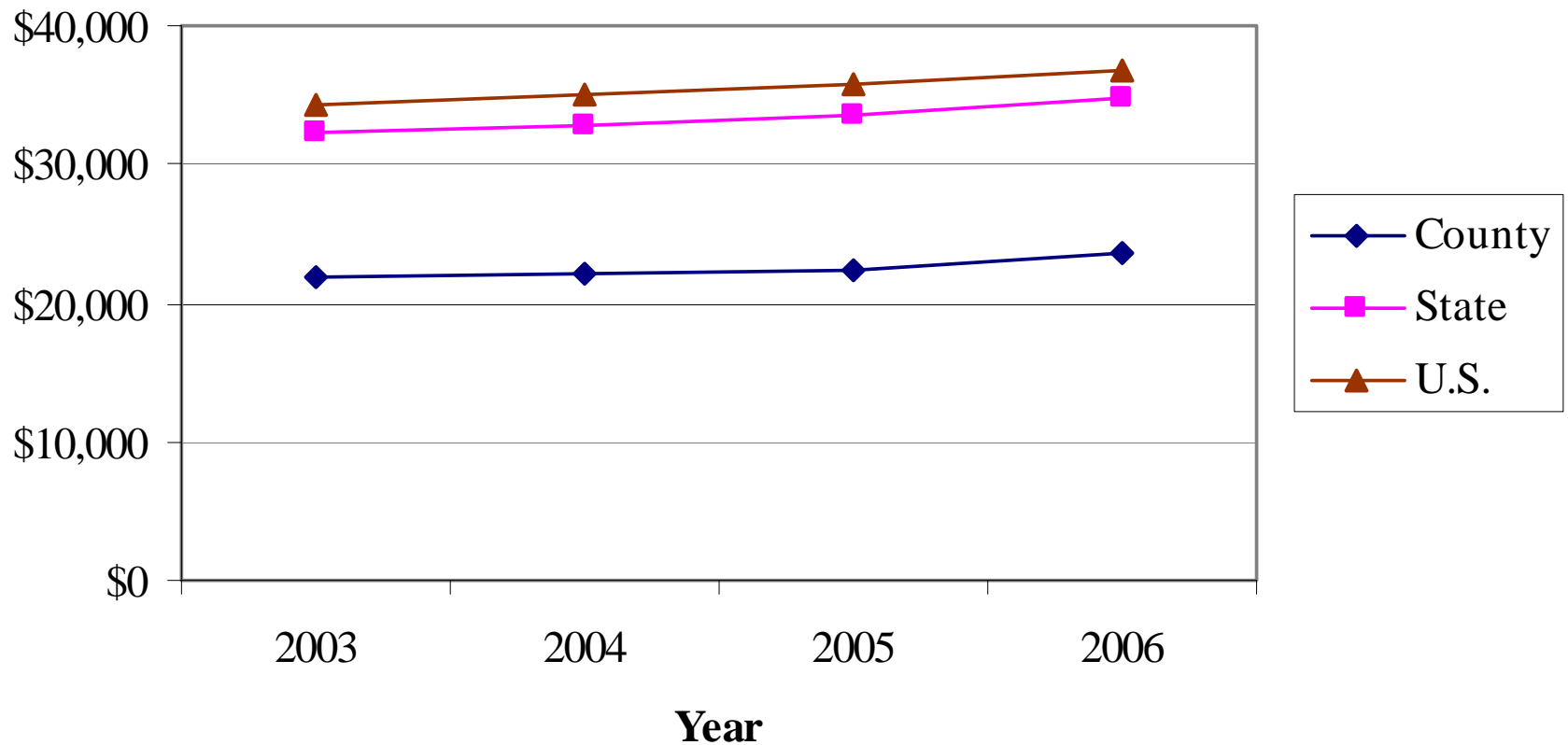
- Health services and rural development
  - Major U.S. Growth Sector
    - 8.8% GDP in 1980 (\$2,253/person); 15.3% in 2003 (\$5,491); projected 19.6% by 2016
    - Health services employment up 56% from 1990 to 2006
    - Represents 10%-15% employment in many rural counties
  - Business location concern
    - Quality of life; productive workforce; ‘tie-breaker’ location factor
  - Retiree location factor
    - 60% called quality health care “must have”

# Rice County Demographics

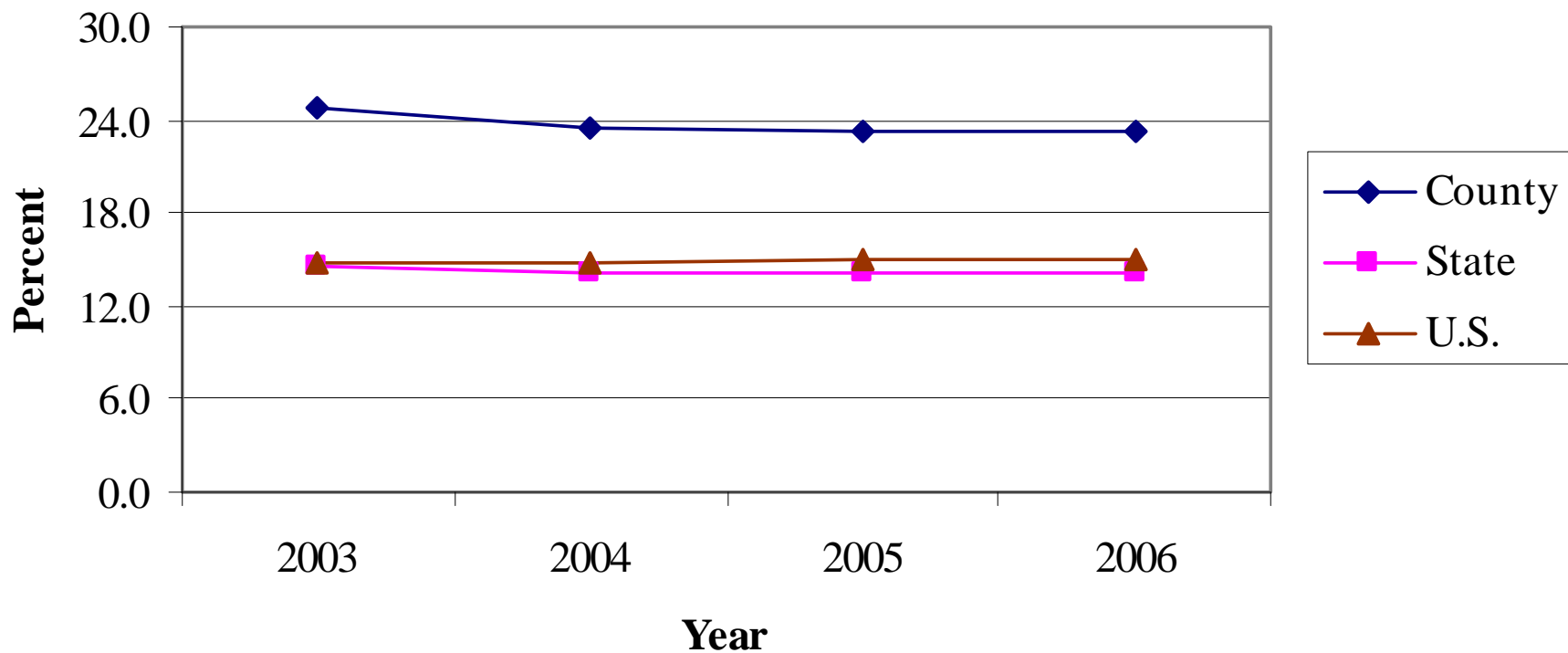
## Current Population, Population Change and Projections

Current Population		Percent Change in Population			Population Projections	
Year	Count	Years	County	State	Year	Count
1980	11,849	1980-1990	-10.8	4.7	2010	10,040
1990	10,567	1990-2000	1.6	8.5	2015	9,720
2000	10,738	1980-2000	-9.4	13.6	2020	9,440
2006	10,304	2000-2006	-4.0	3.0		

**Figure 3. Total Per Capita Personal Income (2006 \$)**



**Figure 4. Transfer Income as a Percent of Total Income  
(2006 \$)**

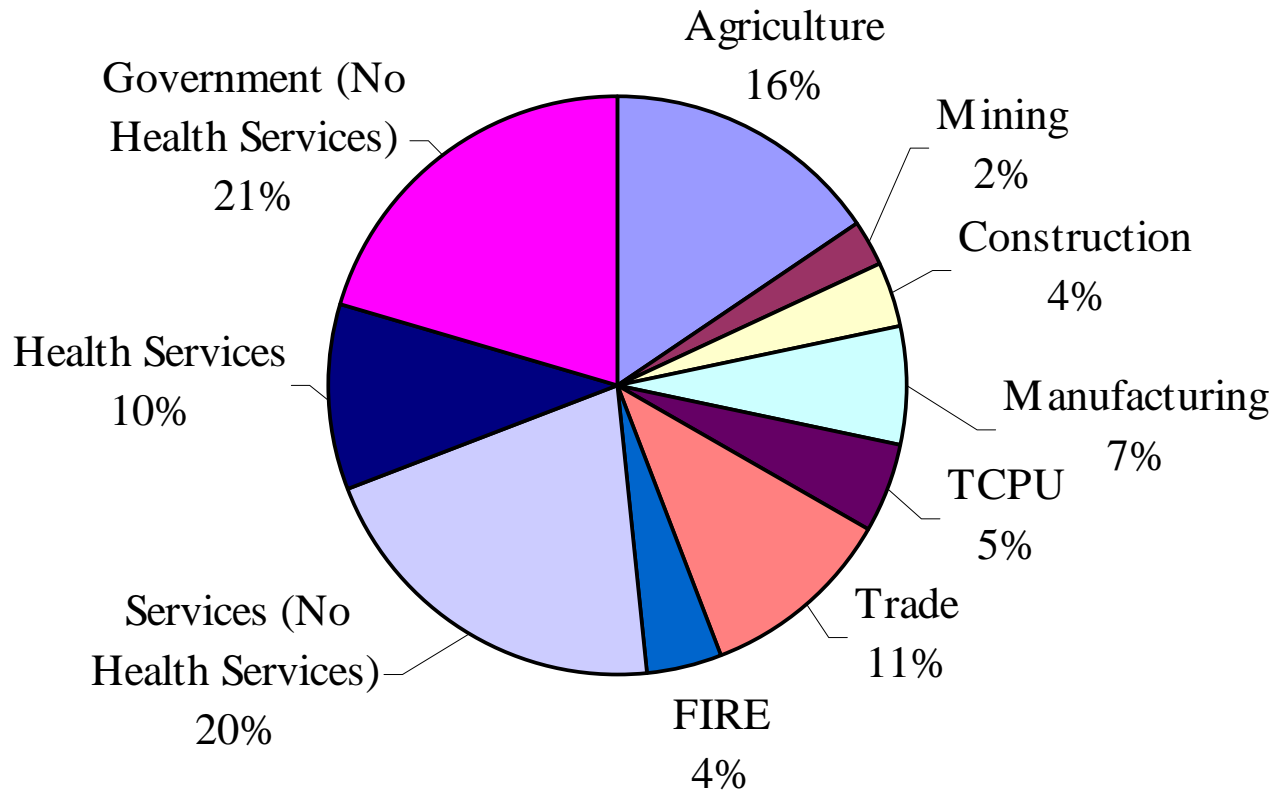


**Table 6. Direct Employment, Income and Sales by Economic Sector and Health Services Relative Shares Compared to the State and U.S., 2007 (\$thousands)**

		<b>Labor</b>	<b>Total</b>	<b>Total</b>
<b>Sector</b>	<b>Employment</b>	<b>Income</b>	<b>Income</b>	<b>Sales</b>
Health Services	500	\$15,365	\$18,282	\$30,831
Pharmacies	11	\$312	\$441	\$672
Veterinary Services	14	\$139	\$153	\$647
Home Health Care Services	0	\$0	\$0	\$0
Offices of Health Practitioners	73	\$3,711	\$4,165	\$6,528
Other Ambulatory Health Care Services	0	\$0	\$0	\$0
Hospitals	119	\$5,653	\$6,226	\$12,476
Nursing and Residential Care Facilities	226	\$4,647	\$6,294	\$9,272
Fitness and Recreational Sports Centers	16	\$164	\$175	\$408
Local Government Healthcare	41	\$739	\$828	\$828
<b>Totals</b>	<b>4,937</b>	<b>\$142,078</b>	<b>\$229,544</b>	<b>\$721,609</b>
<b>Health Services as Percent of Total</b>				
County	10.1%	10.8%	8.0%	4.3%
State	8.4%	8.8%	6.4%	5.1%
Nation	8.8%	9.1%	6.8%	5.9%

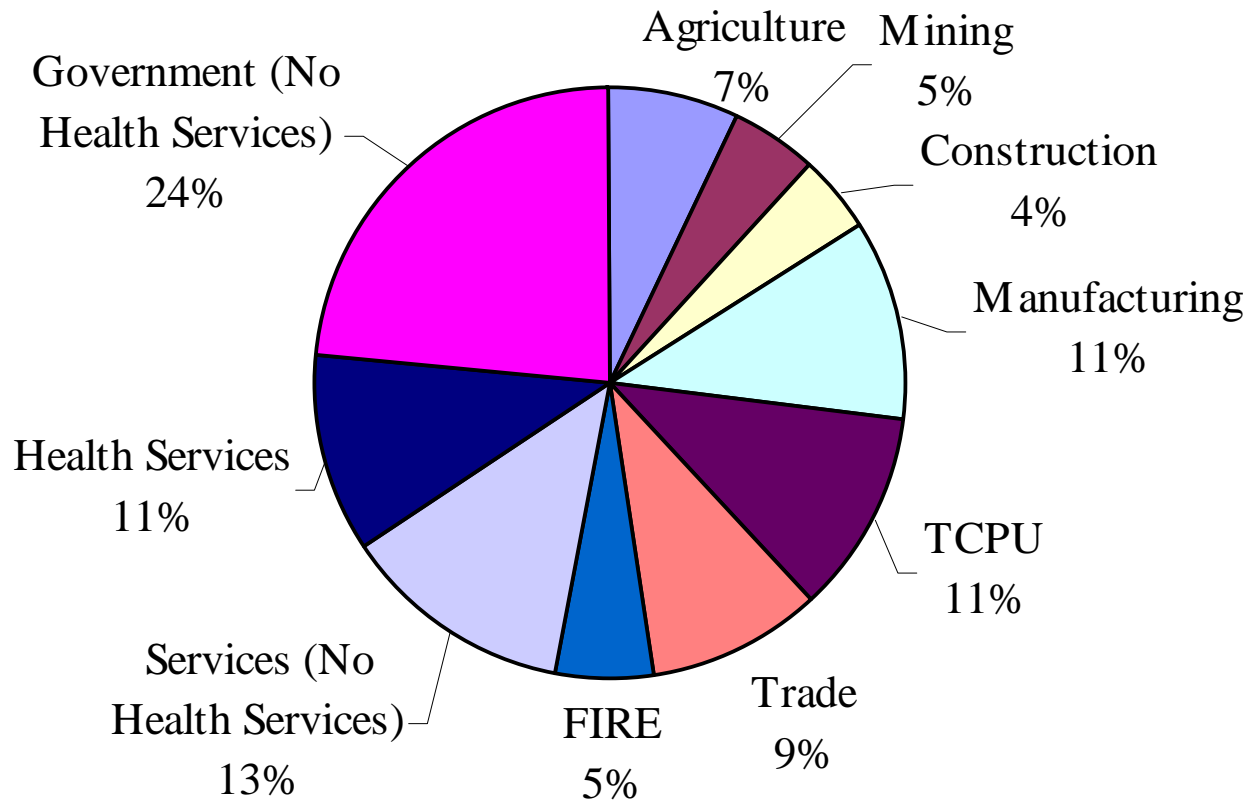


**Figure 5. Employment by Sector (2007)**





**Figure 6. Labor Income by Sector (2007)**



**Table 7. Health Sector Impact on Employment, 2007**

<b>Health Sectors</b>	<b>Direct Employment</b>	<b>Economic Multiplier</b>	<b>Total Impact</b>
Pharmacies	11	1.39	15
Veterinary Services	14	1.40	20
Home Health Care Services	0	0.00	0
Offices of Health Practitioners	73	1.39	101
Other Ambulatory Health Care Services	0	0.00	0
Hospitals	119	1.40	167
Nursing and Residential Care Facilities	226	1.33	301
Fitness and Recreational Sports Centers	16	1.35	22
Local Government Healthcare	41	1.30	53
<b>Total</b>	<b>500</b>		<b>679</b>

**Health Sector Impact on Income, 2007 (\$thousands)**

<b>Health Sectors</b>	<b>Direct Income</b>	<b>Economic Multiplier</b>	<b>Total Impact</b>
Pharmacies	\$441	1.46	\$642.64
Veterinary Services	\$153	2.74	\$418.70
Home Health Care Services	\$0	0.00	\$0.00
Offices of Health Practitioners	\$4,165	1.32	\$5,515.26
Other Ambulatory Health Care Services	\$0	0.00	\$0.00
Hospitals	\$6,226	1.37	\$8,515.26
Nursing and Residential Care Facilities	\$6,294	1.58	\$9,920.78
Fitness and Recreational Sports Centers	\$175	2.53	\$442.04
Local Government Healthcare	\$828	1.46	\$1,205.55
<b>Total</b>	<b>\$18,282</b>		<b>\$26,660.24</b>

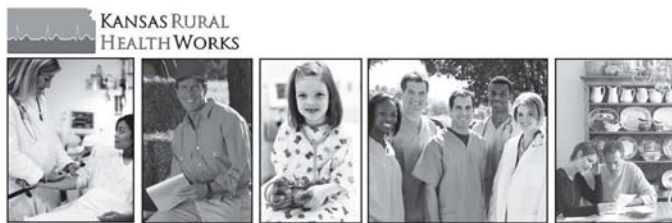
Table 8. Health Sector Impact on Income and Retail Sales, 2007 (\$thousands)

<b>Health Sectors</b>	<b>Total Impact</b>	<b>Retail Sales</b>	<b>County Sales Tax</b>
Pharmacies	\$643	\$205	\$2.05
Veterinary Services	\$419	\$133	\$1.33
Home Health Care Services	\$0	\$0	\$0.00
Offices of Health Practitioners	\$5,515	\$1,757	\$17.57
Other Ambulatory Health Care Services	\$0	\$0	\$0.00
Hospitals	\$8,515	\$2,712	\$27.12
Nursing and Residential Care Facilities	\$9,921	\$3,160	\$31.60
Fitness and Recreational Sports Centers	\$442	\$141	\$1.41
Local Government Healthcare	\$1,206	\$384	\$3.84
<b>Total</b>	<b>\$26,660</b>	<b>\$8,491</b>	<b>\$84.91</b>

**Questions?**

# Initial Community Perceptions

- What are major health-related concerns?
- What needs to be done to improve local health care?
- What should be the over-arching health care goals in the county?
- What are the greatest barriers to achieving those goals?



## Cloud County Health Services Directory

Kansas Rural Health Options Project  
May 2007

Cindi Browne, *Research Assistant*  
John Leatherman, *Director*



Funding for this report provided by:  
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# Community Directory

- Comprehensive listing of health and related providers and services
- If they know it's available locally, they can choose to buy it at home
- Extended description of hospital, county health department, other as justified
- You ensure completeness and accuracy



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## Osborne County Health Care Telephone Survey Results

Kansas Rural Health Options Project  
July 2008

Cindi Browne, *Research Assistant*  
John Leatherman, *Director*



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# Community Health Care Survey

- Community health services
  - Residents' health care wants, needs and usage
- Random sample telephone survey
  - 200 responses – valid and reliable information
- Focus on the hospital market area
  - Typically the furthest extent of health care usage
- You design and publicize
  - Special questions – community concerns
  - Publicity is the key

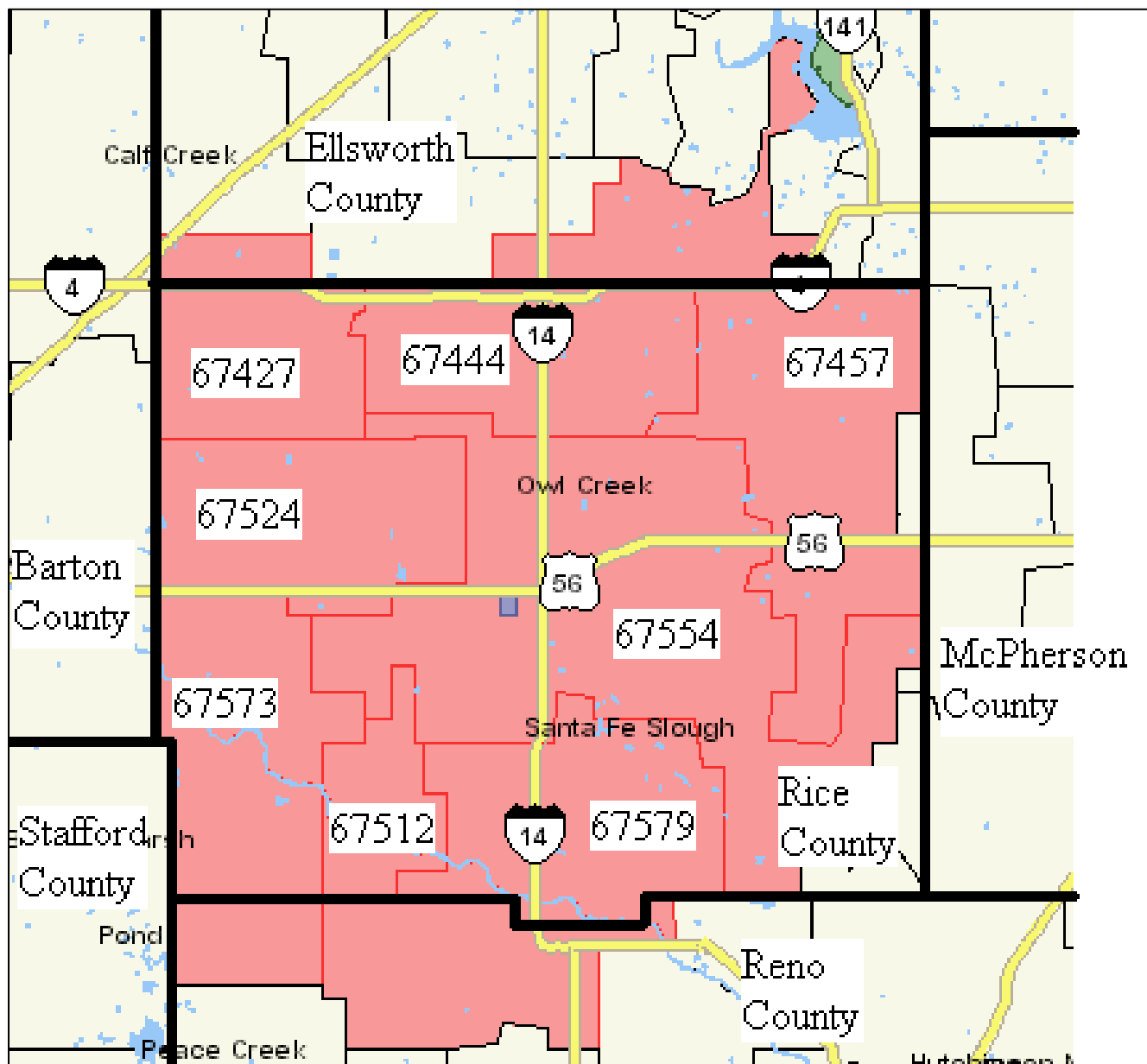
# 2007 Hospital Discharge Zip Codes

- 67554 Lyons 59.5%
- 67579 Sterling 16.2%
- 67457 Little River 5.9%
- 67524 Chase 5.1%
- 67444 Geneseo 3.5%
- 67427 Bushton 1.8%
- 67512 Alden 1.0%
- 67573 Raymond 0.4%

93.4%



# KANSAS RURAL HEALTHWORKS



# Typical Survey Questions

- What do you need?
- Where do you get it?
- How do you pay for it?
- How satisfied are you with it?
- Why did you choose it?
- How adequate are specific local services?
- Demographics

# Special Questions: Your Survey

- Any question to benefit community understanding and welfare
- Community concerns
- Only adults 18 years and older
- Proposed start: Monday, March 30

# Proposed Meeting Schedule

## Subject to Weather

- Introduction/economic impact      January 27
- Data fact sheets      February 17
- Finalize survey/directory      March 24
- Survey results      April 28
- Summary meeting      May 19

# Next Meeting

- Review progress
- Review community concerns
- Additional data and information review
- Draft health services directory distribution
- Work on survey questions
- Survey publicity and timing
- Next meeting date

# Contact Information

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