



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
- Community concerns revisited
- Survey Results
- Distribute health care directory update
- Charge for next meeting
- Next meeting date

Program Overview

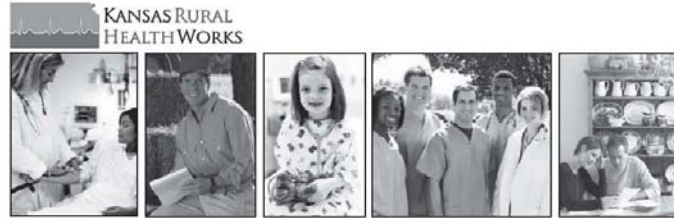
- Help foster sustainable rural community health care system
- Community-driven process
- 5-6 one-hour working meetings over 4-5 months
- Emphasis is on development of information products
 - Economic impact of health care system
 - Health services directory
 - Community health care survey
 - Data and information reports
- Summary meeting at conclusion
 - Discuss tentative action plan at the final formal KRHW meeting

Preliminary Community Concerns

- What are the Major Health-Related Concerns in Rice County?
- What needs to be done to improve the local health care system?
- What should be the over-arching health care goals of the county?
- What are the greatest barriers to achieving health care goals?



KANSAS RURAL HEALTH WORKS



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

Kansas Rural Health Options Project
March 2008

Tyler Turner, *Extension Associate*
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Research and Extension



Data Analysis

Rice County Rural Health Works

Health and Behavioral Data

Introduction

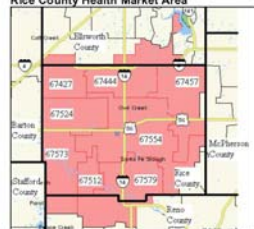
Kansas Rural Health Works (KRHW) is dedicated to helping rural communities build affordable and sustainable local health care systems. Health care is important to seniors, young families and companies. But rural health care systems are facing many challenges: hospitals are closing, services have been cut, doctors won't come to the area or they don't stay, Medicare and Medicaid payments are too low. Rural residents can revitalize their local health care system. KRHW provides the tools. Local visionary leadership puts these tools to work. KRHW helps communities keep health care dollars at home. 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 Rice County that may have implications for local health care needs. The data are reported by county.



- Over time, the trend in nursing home occupancy may suggest an overall decline. This may reflect the preference for community-based care outside of a nursing home.
- Considering available indicators of children's welfare, the percentage of women receiving adequate prenatal care is below the state rate. The rates of youth tobacco use and binge drinking are between about 10 to 15 percent and trending slightly upward.
- Data related to persons served by selected publicly-funded services suggest a number of individuals and families in the county are in need of economic assistance.
- Data show that about 30% of newborns in the county received less than adequate prenatal care in 2006.
- There were 17 teenage pregnancies, 16 out of wedlock, in 2006.
- Trends in recent hospital usage suggest a stable level of demand.

Rice County Health Market Area



ZIP codes within the Rice County Health Area.
Source: Claritas, Inc. 2009

Rice County Rural Health Works

Economic & Demographic Data

Introduction

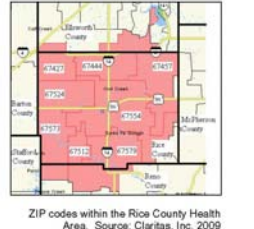
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Economic Data Summary

Following are data and statistics about the economic and demographic characteristics of Rice County that may have implications related to local health care needs. Some of the data only is available at a county scale and reflects the Rice County boundaries. Some is available by ZIP code. Where possible, ZIP code data was used for the areas shown in the graphic below. This area reflects the approximate boundaries of the Rice County Health Center market area. This is probably the geographic extent most non-specialty health care services centered in Rice County would reach.



- The proportion of the population over 65 years is growing, and the female population over 65 years is growing fastest among the elderly group.
- Over 43% of the population lives alone, making individual acute and chronic care management challenging.
- More than 14% of households live on less than \$15,000 income per year.
- More than 33% of the housing stock is valued at less than \$40,000.
- Transfer income to persons is among the fastest growing sources of income in 2006, \$56 million in transfer income was paid to county residents.
- Within transfer income, government assistance such as Medicare, income maintenance, and veterans pension and disability benefits are growing most strongly.
- The county poverty rate decreased recently, but typically remains above the Kansas average.

Rice County Health Market Area



ZIP codes within the Rice County Health Area. Source: Claritas, Inc. 2009

Rice County Rural Health Works

Education Data

Introduction


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Education Data Summary

Following are data and statistics about the educational characteristics of Rice County that may have implications related to local health care needs. The data in this area reflect the approximate boundaries of the Rice County Health Center market area.

- Following overall patterns in the general population, total enrollment in the Rice County K-12 schools is declining.
- As the student population has declined, the number of students per teacher has increased.
- The trend in the student-teacher ratio in Rice County over the past decade is increasing.
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Rice County Health Market Area



ZIP codes within the Rice County Health Area. Source: Claritas, Inc. 2009



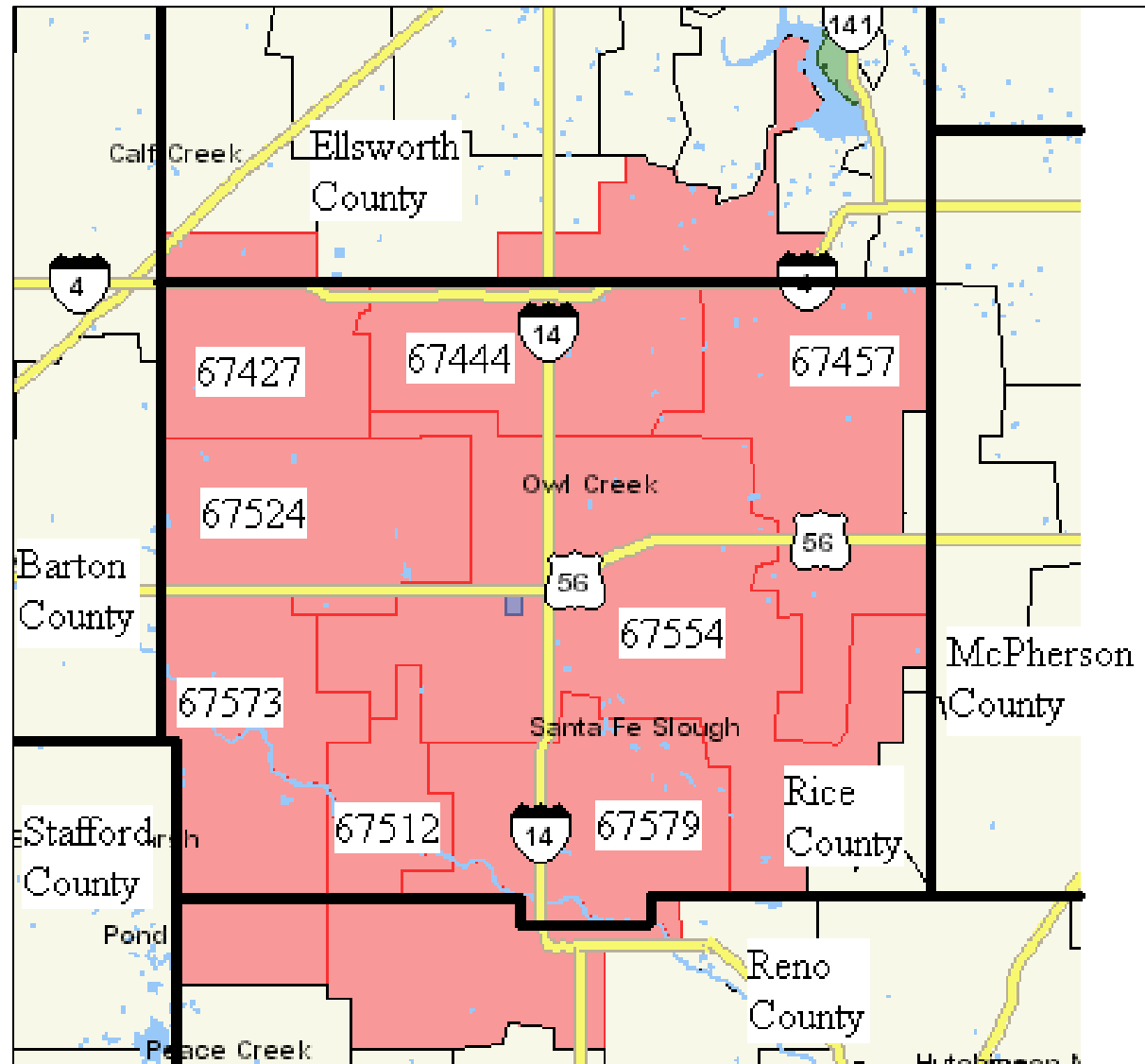
Community Survey

- Survey March 31 – April 15
- 209 responses acquired (349 additional calls screened out)



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Rice Co. Health Market Area





Survey Results

- Weighted slightly to Lyons over Sterling
- About 65% female (53%)

Response	Survey		2008 Estimate	
	Frequency	Percent	Population	Percent
18-34	32	15.3%	2580	32.1%
35-49	56	26.8%	1805	22.4%
50-64	65	31.1%	1879	23.4%
65+	56	26.8%	1778	22.1%
Total	209	100.0%	8042	100.0%



Survey Results

- 83% saw primary care professional within the past year
- 41% use Lyons, 25% Sterling, 19% Hutchinson
- 35% out of the local market
- General satisfaction with services – 98%



Survey Results

- 47% used any hospital w/in past 12 mos.
 - 46% used Rice County, 39% used Hutchinson
 - preference (18%), distance (17%), emergency (15%), referral (15%), specialty (13%)



Survey Results

- 75% had experience with Rice County Hospital
 - 91% were satisfied or somewhat satisfied
- General satisfaction with available health services



Satisfaction

Service	Count	Percent	Don't Need	% Satisfied
Pharmacy	109	52.2%	1.0%	94.0%
Eye doctor	85	40.7%	3.8%	97.0%
Chiropractor	52	24.9%	57.4%	97.8%
Dentist	98	46.9%	8.1%	96.2%
Physical therapy	42	20.1%	69.4%	96.8%
Adult day care	4	1.9%	95.7%	100.0%
Elder care	5	2.4%	96.7%	85.7%
Disability assistance	2	1.0%	95.2%	77.8%
Hospice	0	0.0%	94.7%	86.2%
Counseling/Mental Health	0	0.0%	90.9%	84.2%
Other therapy	3	1.4%	96.7%	100.0%
Family planning	4	1.9%	94.7%	100.0%



Satisfaction

Service	Count	Percent	% Satisfied
County health department	101	48.3%	95.0%
Home healthcare	24	11.5%	87.5%
Emergency medical transport	74	35.4%	97.3%
Assisted living/Nursing home	28	13.4%	89.3%
Massage therapy	33	15.8%	94.0%
Health and fitness center	68	32.5%	92.7%



Insurance Coverage

- 10.5% do not have insurance
 - 13 (59%) cannot afford
 - 2 (9%) preexisting medical problem
 - 4 (18%) cancelled
 - 3 (14%) other



Finding Local Assistance

	% Very Confident	% Somewhat Confident	% Not Confident at All
Childhood Immunizations	69.4%	17.7%	3.8%
Mental Health	40.7%	27.3%	16.7%
Substance Abuse	48.8%	23.9%	13.9%
Sexually Transmitted Diseases	52.6%	23.4%	9.6%
Teen Pregnancy Prevention	44.0%	22.5%	12.4%
Child Abuse	54.1%	21.5%	10.0%
Spousal Abuse	55.0%	19.6%	12.0%
Elder Abuse	47.8%	20.6%	15.8%
Suicide Prevention	41.6%	22.0%	16.7%
Diabetes	77.5%	12.0%	4.3%
Asthma	59.8%	22.0%	8.1%
Childhood Obesity	47.4%	24.4%	12.0%
Heart Health/Heart Disease	73.2%	14.8%	6.7%
Food Assistance	63.2%	18.7%	8.6%



Internet Use

- 69% use the Internet
- If yes, 80% for health information
- If yes, 12% for local health information/providers
- If yes, 90% are confident they could find needed information

Survey Preliminary Conclusions

- Approximately 35% of primary health care market “leaks” from the county
- Most who use local services are satisfied
- Hospital capturing about half the market
 - “preference” (18%) might be changed
- Most (91%) are satisfied with Rice Co. Hospital
- Not confident finding local assistance
 - mental health, suicide prevention, abuse, pregnancy
- 70% use the Internet; 90% say they can find it

Community Health Directories

- Rice County Health Services Directory
 - 59 pages of resources
 - 93 local health service providers
 - 98 local government, community and social service providers
 - 144 state and national service providers
- Distribution strategies

Next Meeting

- May 19
- Additional impressions from the survey
- Overall summary
- Discussion and reactions
 - Next steps?
 - Action planning?
 - Future meeting?
- Evaluation

Next Meeting

- April 28
- Overview and progress
- Preliminary Survey results
- Health care directory distributed
- Charge for the final meeting May 19