



**KANSAS RURAL  
HEALTH WORKS**

## **Russell County 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

- 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

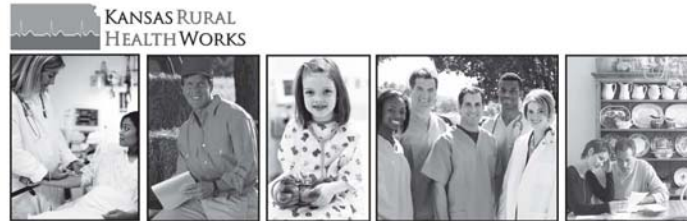
- Help foster sustainable rural community health care system
- Increase awareness of health care importance
- Assess citizens' perceptions and use of available health care services
- Identify any unmet health care needs
- Identify health-related issues in the community
- Mobilize the community if issues 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 one-hour working meetings over 3 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 Russell County

Kansas Rural Health Options Project  
January 2009

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



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# Importance of Health Care Sector

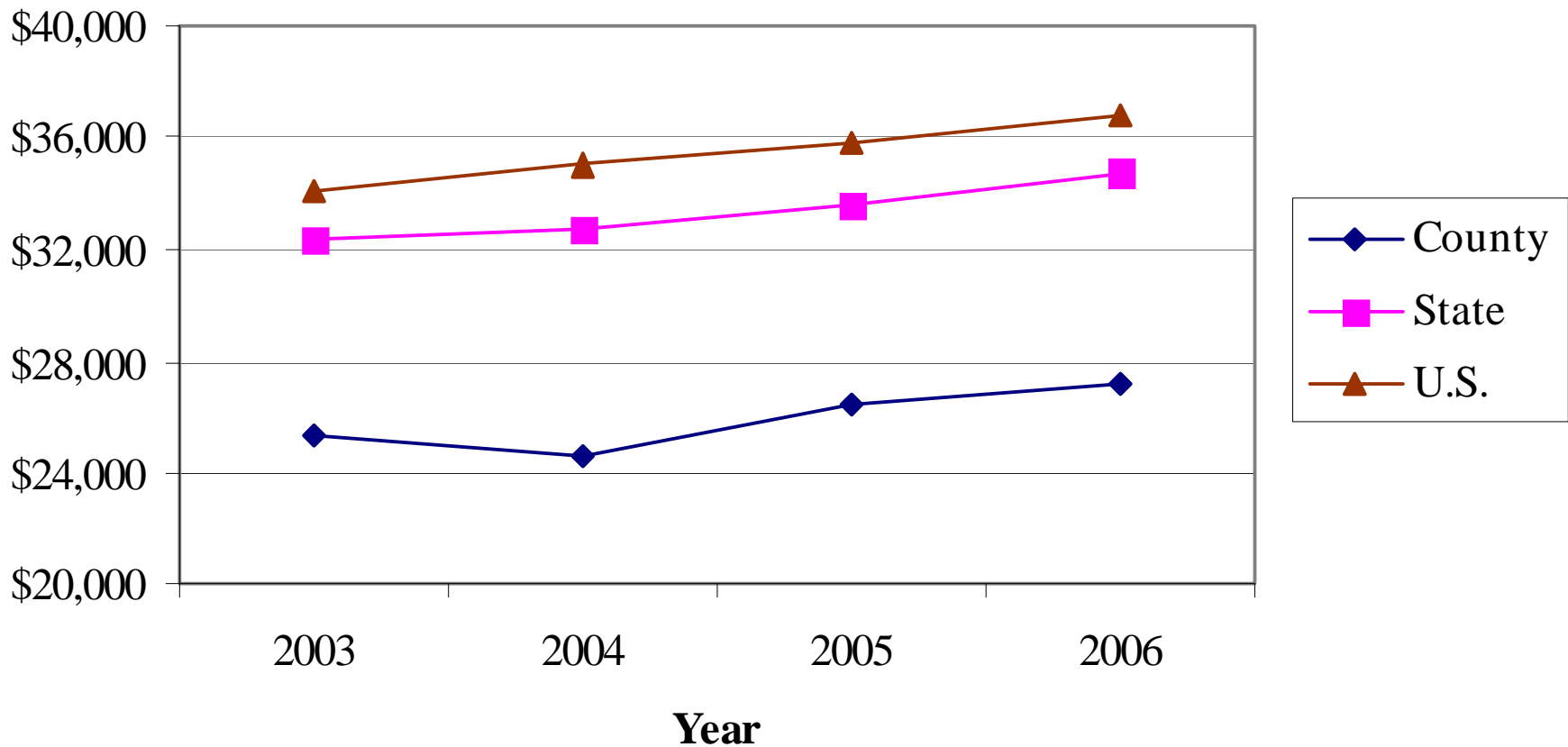
- Health services and rural development
  - Major U.S. Growth Sector
    - 8.8% GDP in 1980 (\$2,253/person 2006\$); 15.3% in 2003 (\$5,491/person 2006\$); projected 19.6% by 2016
    - Health services employment up 56% from 1990 to 2006
    - Represents 10%-15% employment in many rural counties
  -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

# Russell County Demographics

**Table 2. Current Population, Population Change and Projections**

Current Population		Percent Change in Population			Population Projections	
Year	Count	Years	County	State	Year	Count
1980	8,874	1980-1990	-12.2	4.7	2010	6,460
1990	7,787	1990-2000	-5.6	8.5	2015	6,130
2000	7,349	1980-2000	-17.2	13.6	2020	5,820
2006	6,772	2000-2006	-7.9	3.0		

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



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

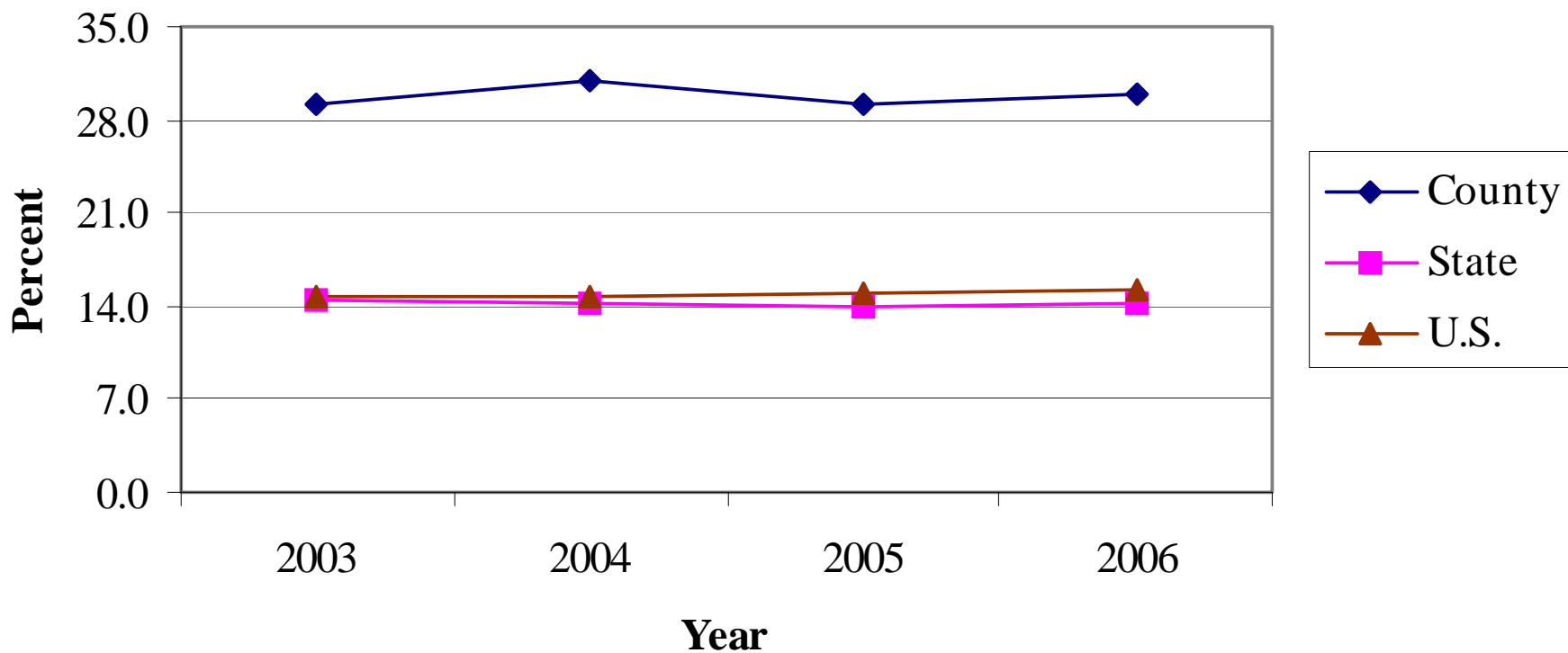


Table 6. Direct Employment, Income and Sales by Economic Sector and Health Services Relative Shares Compared to the State and U.S., 2007 (\$thousands)

Sector	Employment	Labor Income	Total Income	Total Sales
Health Services	380	\$11,855	\$13,285	\$27,312
Health and Personal Care Stores	31	\$962	\$1,321	\$2,685
Veterinary Services	13	\$204	\$193	\$689
Home Health Care Services	0	\$0	\$0	\$0
Doctors and Dentists	35	\$1,742	\$2,047	\$2,979
Other Ambulatory Health Care	0	\$0	\$0	\$0
Hospitals	178	\$6,626	\$7,298	\$16,511
Nursing/Residential Care Facilities	123	\$2,321	\$2,426	\$4,448
Total	5,558	\$115,133	\$193,691	\$516,989
Health Services as Percent of Total				
County	6.8	10.3	6.9	5.3
State	7.7	8.0	6.0	4.8
Nation	8.1	8.4	6.3	5.6

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

<b>Health Sectors</b>	<b>Direct Employment</b>	<b>Economic Multiplier</b>	<b>Total Impact</b>
Health and Personal Care Stores	31	1.45	45
Veterinary Services	13	1.36	18
Home Health Care Services	0	0.00	0
Doctors and Dentists	35	1.39	49
Other Ambulatory Health Care	0	0.00	0
Hospitals	178	1.46	259
Nursing and Residential Care Facilities	123	1.35	166
<b>Total</b>	<b>380</b>		<b>537</b>

**Table 8. Health Sector Impact on Income, 2007 (\$thousands)**

<b>Health Sectors</b>	<b>Direct Income</b>	<b>Economic Multiplier</b>	<b>Total Impact</b>
Health and Personal Care Stores	\$962	1.32	\$1,274
Veterinary Services	\$204	1.50	\$306
Home Health Care Services	\$0	0.00	\$0
Doctors and Dentists	\$1,742	1.17	\$2,044
Other Ambulatory Health Care	\$0	0.00	\$0
Hospitals	\$6,626	1.27	\$8,440
Nursing/Residential Care Facilities	\$2,321	1.40	\$3,244
<b>Total</b>	<b>\$11,855</b>		<b>\$15,306</b>

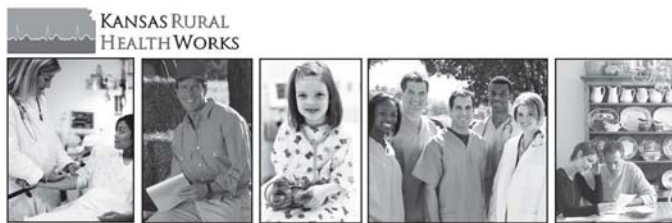
**Table 8. Health Sector Impact on Retail Sales, 2007 (\$thousands)**

<b>Health Sectors</b>	<b>Total Income Impact</b>	<b>Retail Sales</b>	<b>County Sales Tax Collection</b>
Health and Personal Care Stores	\$1,274	\$555	\$11
Veterinary Services	\$306	\$133	\$3
Home Health Care Services	\$0	\$0	\$0
Doctors and Dentists	\$2,044	\$890	\$18
Other Ambulatory Health Care	\$0	\$0	\$0
Hospitals	\$8,440	\$3,676	\$74
Nursing/Residential Care Facilities	\$3,244	\$1,413	\$28
<b>Total</b>	<b>\$15,306</b>	<b>\$6,667</b>	<b>\$133</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*



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Health Resources and Services Administration  
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In cooperation with:  
office of  
*Local Government*  
K-State Research and Extension  
and   
Kansas State University  
Research and Extension

# 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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Kansas State University  
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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

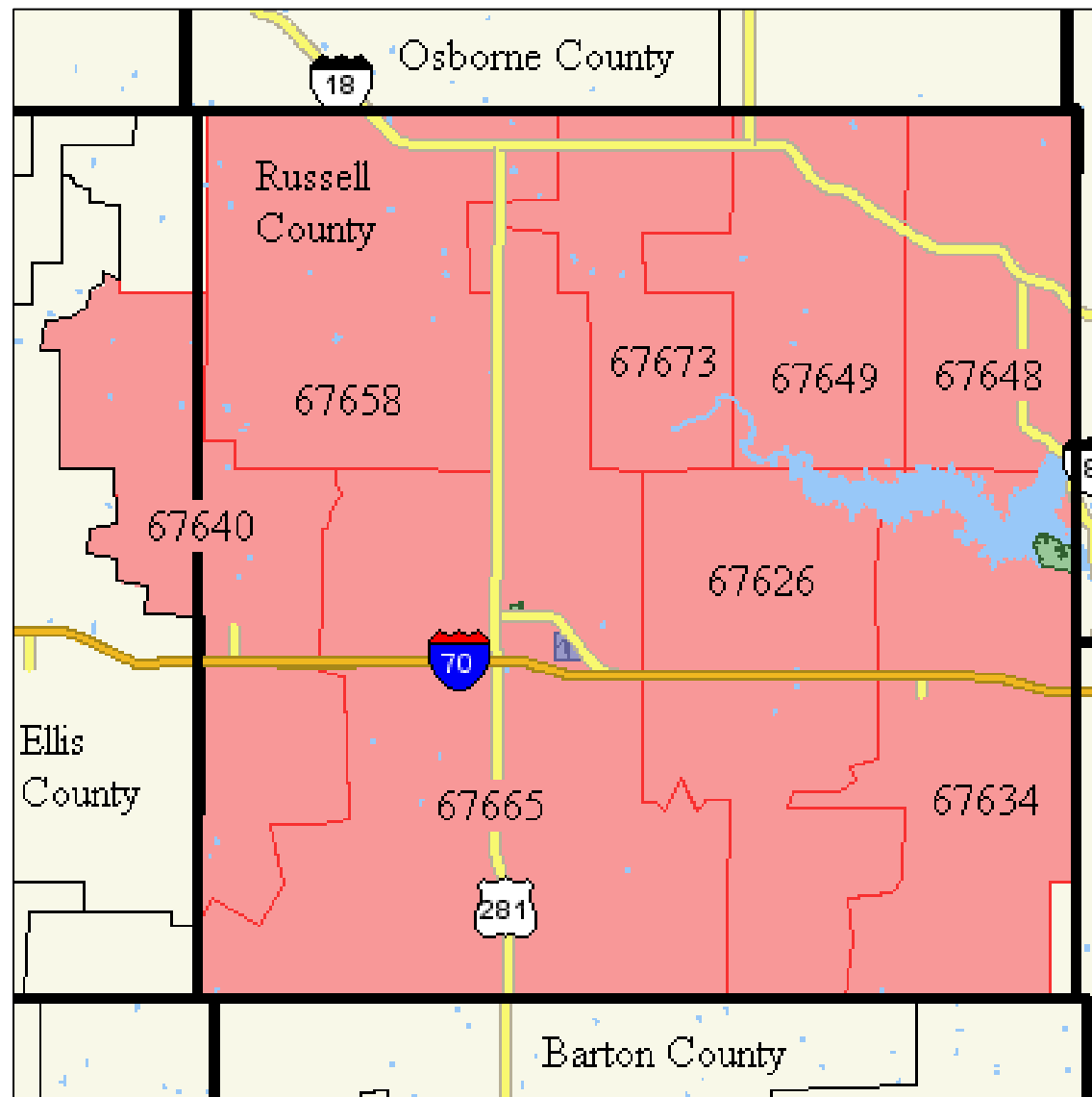
# 2008 Hospital Discharge Zip Codes

- 67665 Russell 79.4%
- 67649 Luray 3.8%
- 67626 Bunker Hill 2.8%
- 67640 Gorham 2.8%
- 67648 Lucas 1.5%
- 67673 Waldo 1.3%
- 67634 Dorrance 0%
- 67648 Paradise 0%

91.6%



# 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, November 2

# Proposed Meeting Schedule Subject to Weather

- Introduction/Economic Impact      October 8
- Data/Survey      October 15
- Finalize Survey/Directory      October 22
- (No Meeting - survey begins      November 2)
- Survey Results/Directory      November 19
- Summary meeting      December 10

# Next Meeting

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

# Contact Information

John Leatherman

785-532-4492

[jleather@ksu.edu](mailto:jleather@ksu.edu)

[www.oznet.ksu.edu/olg](http://www.oznet.ksu.edu/olg)

[www.krhw.net](http://www.krhw.net)