



**KANSAS RURAL  
HEALTH WORKS**

## **Russell County Rural Health Works**

**Kansas Rural Health Options Project  
K-State Research and Extension**

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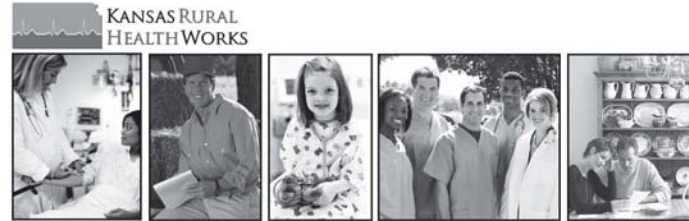
Chad Austin, Kansas Hospital Association

# 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 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 Russell County

Kansas Rural Health Options Project  
January 2009

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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**

<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>

# Initial Community Perceptions

- What are major health-related concerns?
  - Transportation assistance
  - Accessing/applying for assistance
  - Insurance and lack of early preventive care
  - Community perceptions and healthcare spending leakage
  - Access to mental health assistance

# Initial Community Perceptions

- What needs to be done to improve local health care?
  - Transportation services
  - One-stop service center
  - PR / I&E about local service providers
  - Enhanced communication between service providers

# Initial Community Perceptions

- What should be the over-arching health care goals in the county?
  - Service center
  - PR / I&E
- What are the greatest barriers to achieving those goals?
  - Lack of resources - \$\$\$\$ (perception or reality?)

# Data Fact Sheets

- Seeking issues/needs in secondary data
- Economic & demographic data
  - Data echoes information in impact report
  - Declining total population
  - Remaining population aging
  - 43% of population lives alone
  - >18% 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 20%
  - Youth binge drinking nearly 30%
  - Child immunizations about 60%
  - 25% newborns < than adequate prenatal care
  - 5 teenage pregnancies in 2007
  - Government services important to hundreds

# 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 (lower population)
  - 20% of crashes w. injury/death, no seatbelt

# Overall Conclusions from Data

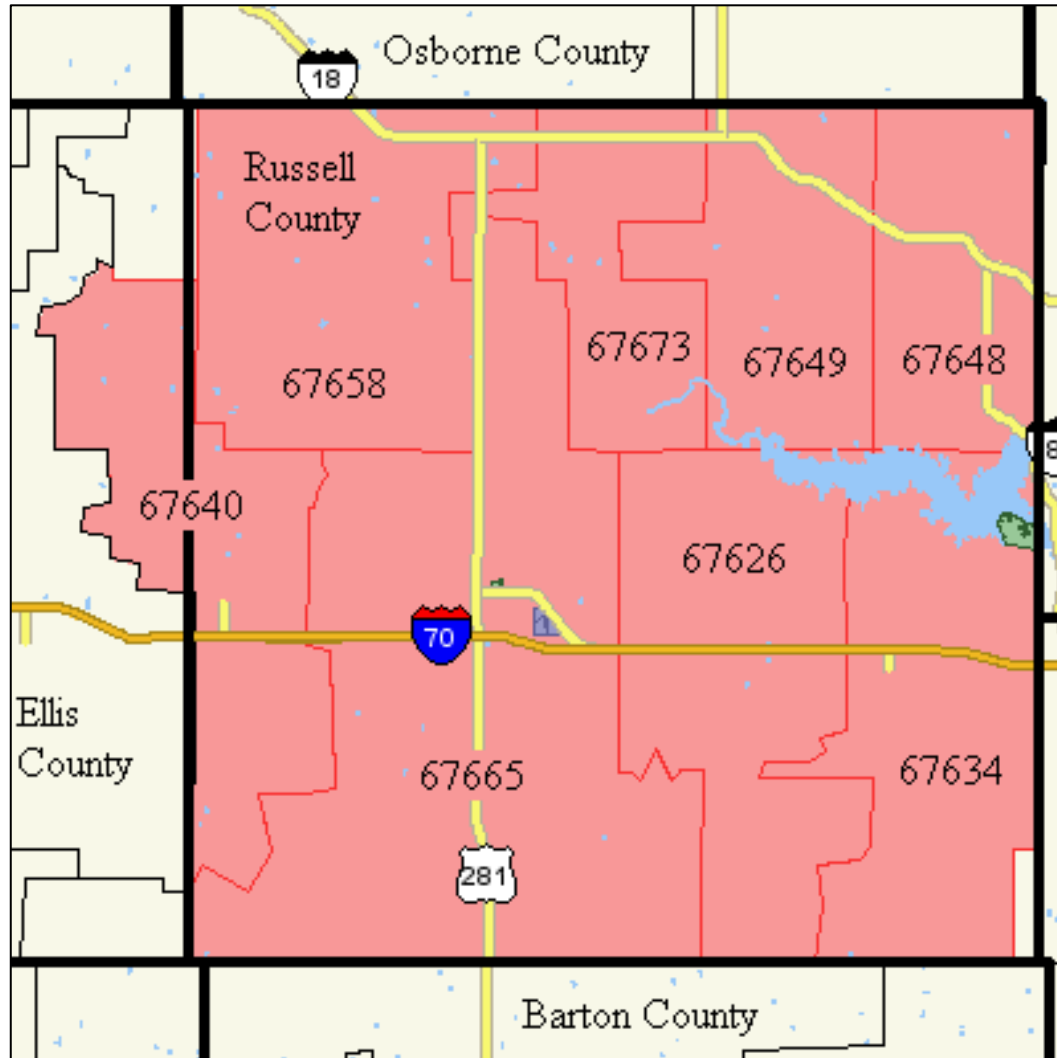
- Population trends and income levels are creating challenges
- Accessing state/federal assistance is essential
- Community-based services for those elderly, alone
- Improvement in preventable problems – neonatal care, teen tobacco/alcohol use, teen pregnancies, immunization rates

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 2

# Russell County Healthcare Market



# Survey Questions

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

# Your Questions

- Preliminary list of issues
  - Transportation, service center, 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](http://www.krhw.net)

# Meeting Schedule

## Subject to Weather

- Introduction/Econ. 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

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