



KANSAS RURAL
HEALTH WORKS

Trego 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
- Community health care survey
- Community health care directory
- 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 Trego County

Kansas Rural Health Options Project
July 2008

Tyler Turner, *Extension Associate*
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Importance of Health Care Sector

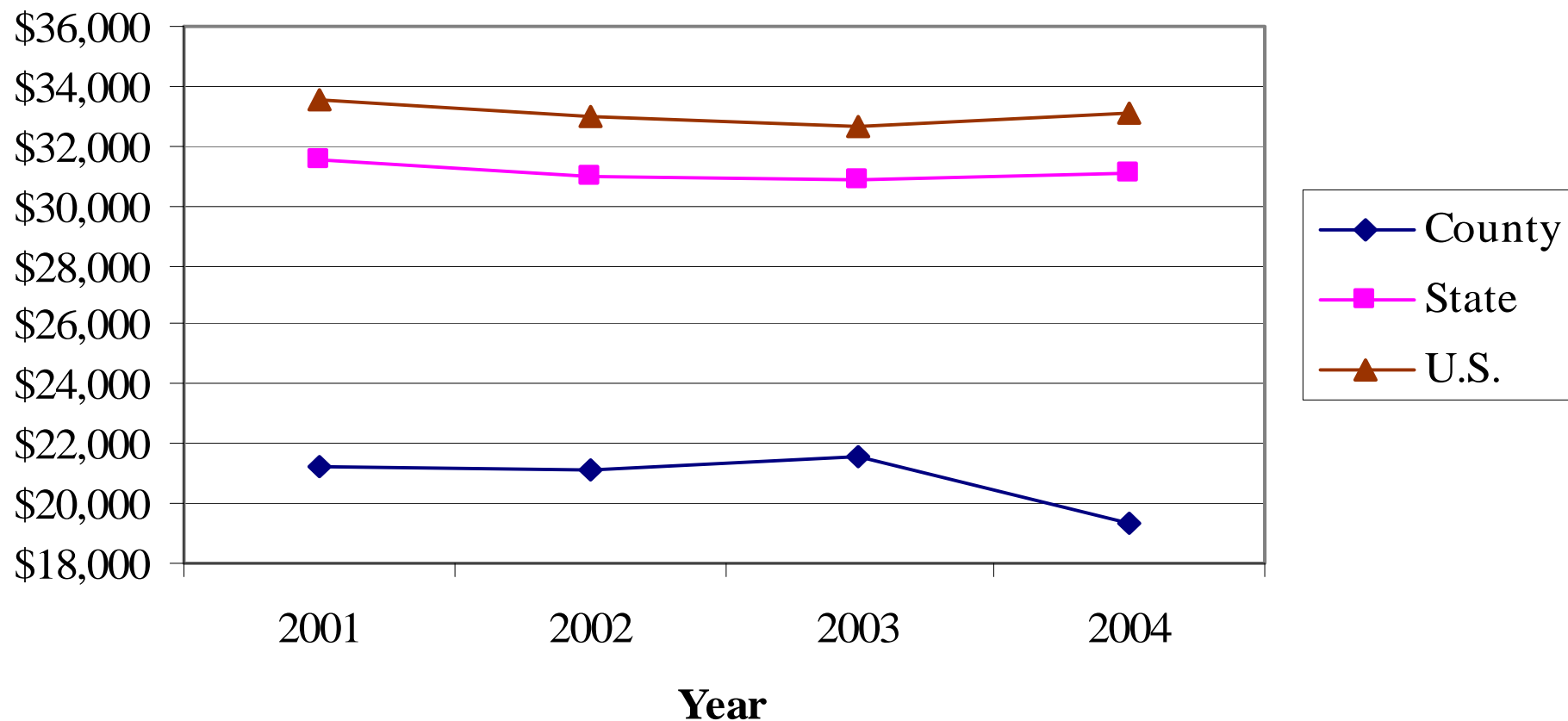
- Health services and rural development
 - Major U.S. Growth Sector
 - 8.8% GDP in 1980 (\$2,253/person); 15.3% in 2003 (\$5,491); projected 18.4% by 2013
 - Health services employment up 47% from 1990-2004 and 128% since 1980
 - Represents 10%-15% employment in most rural counties
 - Business location concern
 - Quality of life; productive workforce; ‘tie-breaker’ location factor
 - Retiree location factor
 - 60% called quality health care “must have”

Trego County Demographics

Table 1. Current Population, Population Change and Projections

Current Population		Percent Change in Population			Population Projections	
Year	Count	Years	County	State	Year	Count
1980	4,172	1980-1990	-11.7	5.0	2010	3,022
1990	3,683	1990-2000	-10.8	8.8	2015	2,985
2000	3,286	1980-2000	-21.2	14.2	2020	2,971
2004	3,088	2000-2004	-6.0	1.2		

Figure 3. Total Per Capita Personal Income (2004 \$)



**Figure 4. Transfer Income as a Percent of Total Income
(2004 \$)**

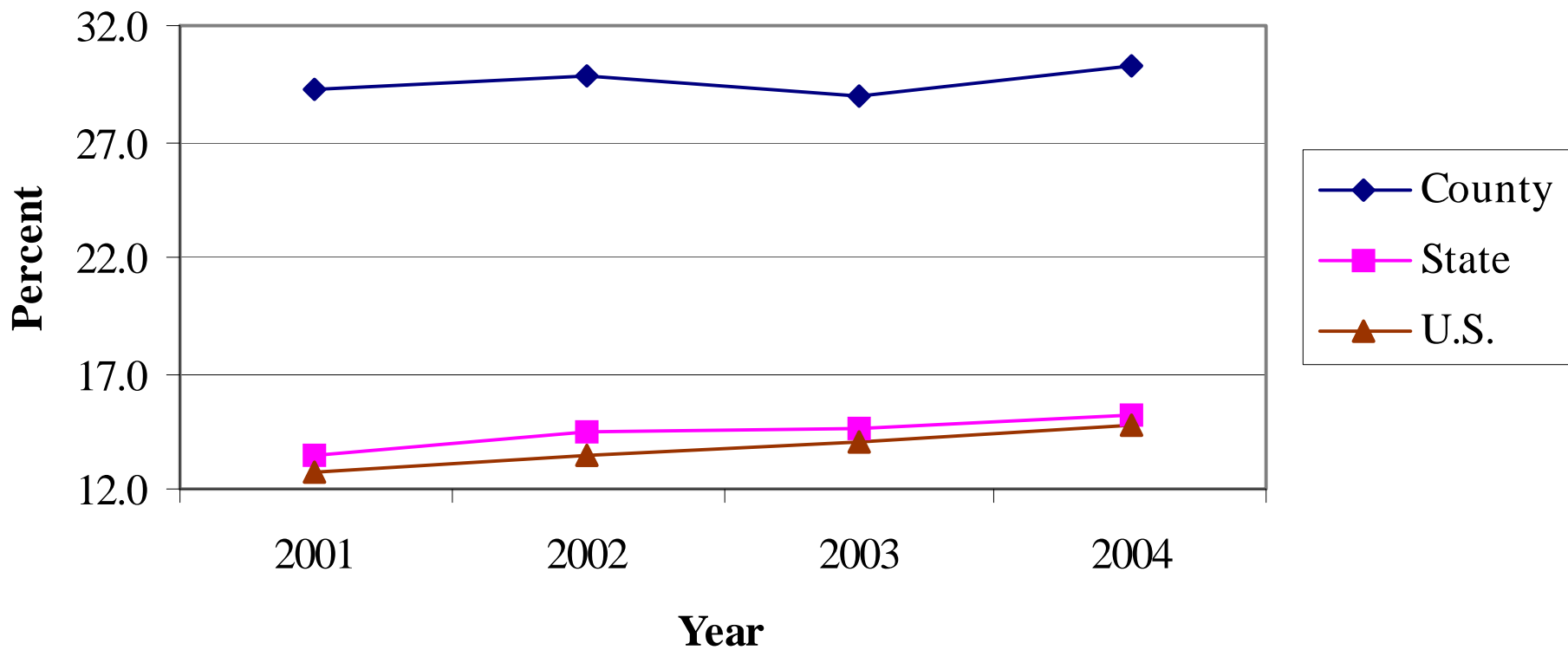


Table 5. Direct Employment, Income and Sales by Economic Sector, 2006 (\$thousands)

Sector	Employment	Labor Income	Total Income	Total Sales
Health Services	210	\$6,896	\$7,680	\$8,957
Health and Personal Care Stores	22	\$796	\$1,092	\$1,663
Veterinary Services	7	\$468	\$438	\$756
Home Health Care Services	0	\$0	\$0	\$0
Doctors and Dentists	13	\$220	\$258	\$478
Other Ambulatory Health Care	0	\$0	\$0	\$0
Hospitals	158	\$5,201	\$5,671	\$5,672
Nursing/Residential Care Facilities	10	\$211	\$221	\$388
Total	1,902	\$52,721	\$100,820	\$195,451
Health Services as Percent of Total				
County	11.0%	13.1%	7.6%	4.6%
State	8.4%	8.8%	6.4%	5.1%
Nation	8.8%	9.1%	6.8%	5.9%



Figure 5. Employment by Sector (2006)

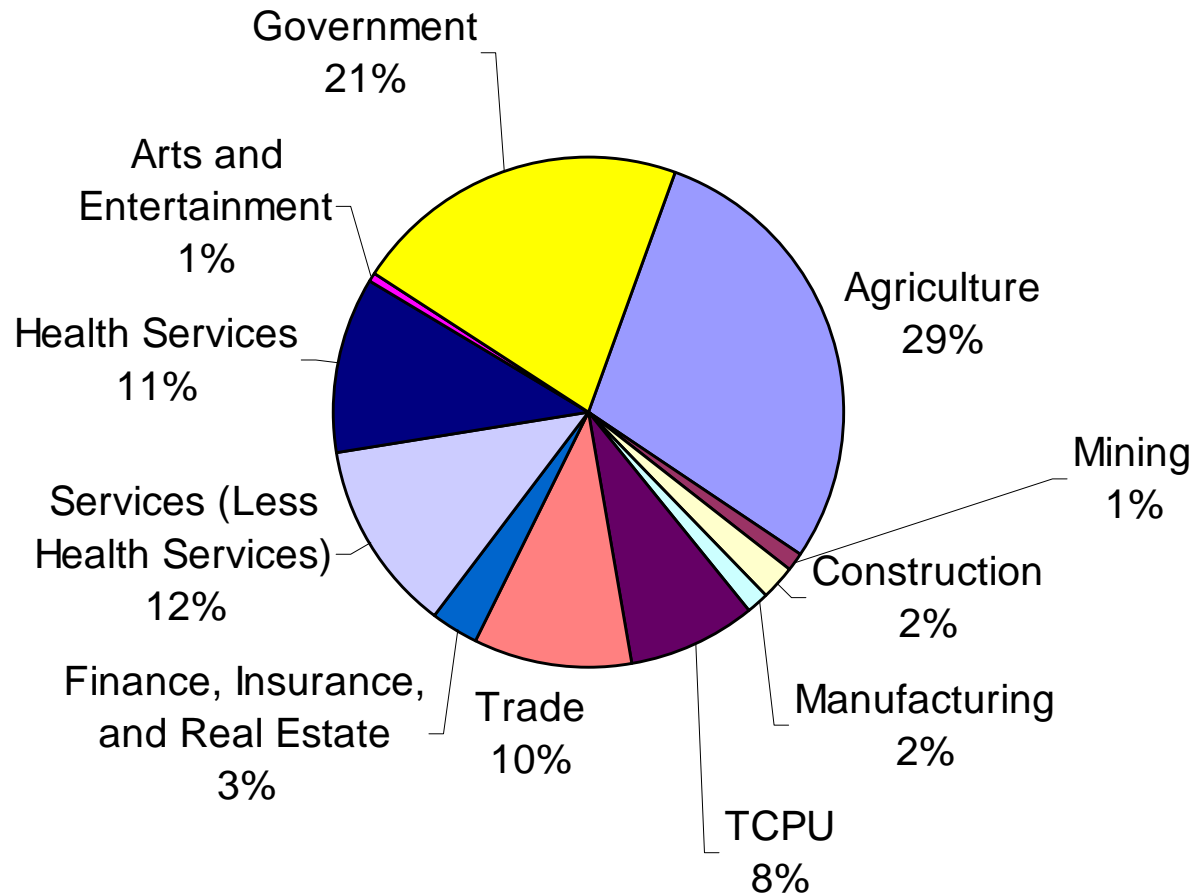




Figure 6. Labor Income by Sector (2006)

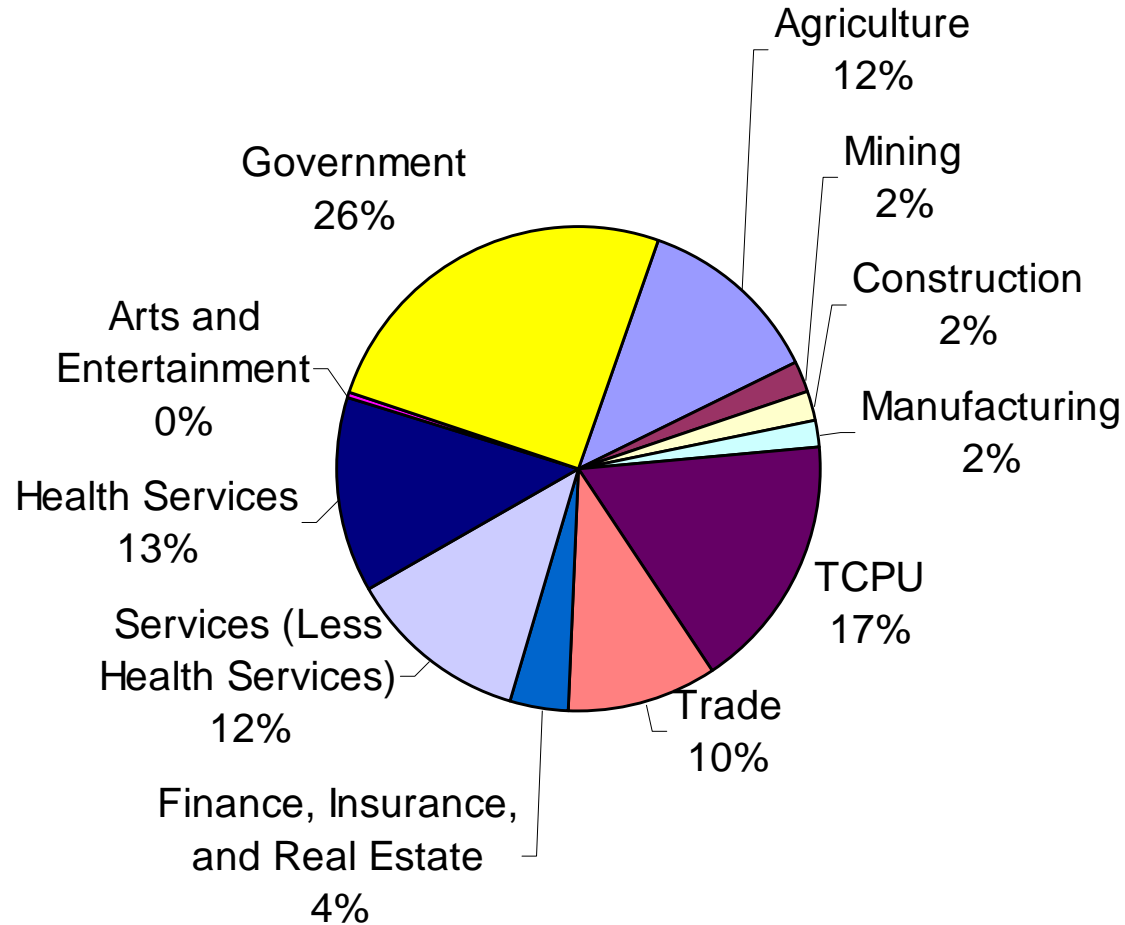


Table 6. Health Sector Impact on Employment, 2006

Health Sectors	Direct Employment	Economic Multiplier	Total Impact
Health and Personal Care Stores	22	1.33	29
Veterinary Services	7	1.33	9
Home Health Care Services	0	0.00	0
Doctors and Dentists	13	1.30	17
Other Ambulatory Health Care	0	0.00	0
Hospitals	158	1.24	196
Nursing and Residential Care Facilities	10	1.32	13
Total	210		264

Table 7. Health Sector Impact on Income and Retail Sales, 2006 (\$thousands)

Health Sectors	Direct Income	Economic Multiplier	Total Impact
Health and Personal Care Stores	\$1,092	1.27	\$1,383.04
Veterinary Services	\$438	1.14	\$500.72
Home Health Care Services	\$0	0.00	\$0.00
Doctors and Dentists	\$258	1.51	\$390.36
Other Ambulatory Health Care	\$0	0.00	\$0.00
Hospitals	\$5,671	1.20	\$6,813.45
Nursing/Residential Care Facilities	\$221	1.41	\$311.99
Total	\$7,680		\$9,399.56

Table 7. Health Sector Impact on Income and Retail Sales, 2006 (\$thousands)

Health Sectors	Total Impact	Retail Sales	County Sales Tax Collection
Health and Personal Care Stores	\$1,383.04	\$802.21	\$4.01
Veterinary Services	\$500.72	\$290.44	\$1.45
Home Health Care Services	\$0.00	\$0.00	\$0.00
Doctors and Dentists	\$390.36	\$226.42	\$1.13
Other Ambulatory Health Care	\$0.00	\$0.00	\$0.00
Hospitals	\$6,813.45	\$3,952.04	\$19.76
Nursing/Residential Care Facilities	\$311.99	\$180.96	\$0.90
Total	\$9,399.56	\$5,452.07	\$27.26

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?



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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

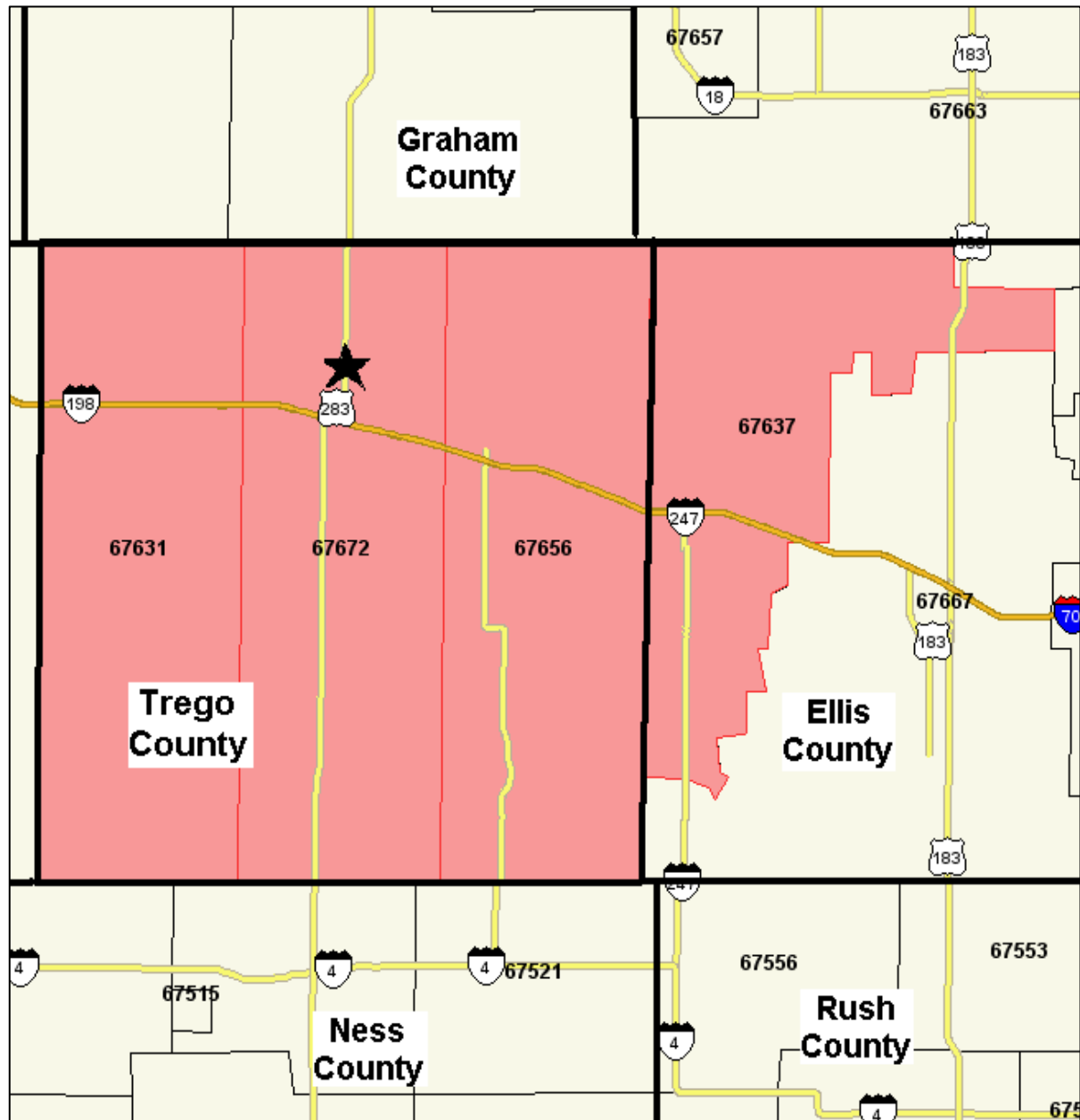
Hospital Discharge Zip Codes

- 67672 WaKeeney 64.0%
- 67656 Ogallah 2.3%
- 67631 Collyer 3.6%
- 67637 Ellis 14.2%

84.1%



KANSAS RURAL HEALTH WORKS



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
- Selection: we need to know, not I want to know
- Only adults 18 years and older
- Questions where respondent views matter
- Questions where the respondent knows answers
- Limited in scope
 - cost and respondent tolerance
- Question design: forced choice is best
 - Why? questions – comprehensive choice set

Community Concerns

- Several items sensitive; questionable whether respondent would know
- Perceptions of need and support for hospital facilities upgrade
- Use and support for prevention/wellness programs
- Other: community programs, initiatives



Cloud County Health Services Directory

Kansas Rural Health Options Project
May 2007

Cindi Browne, *Research Assistant*
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Community Directory

- Comprehensive listing of health and related providers and services
- Extended description of hospital, county health department, other as justified
- You ensure completeness and accuracy

Proposed Meeting Schedule

- Introduction/economic impact September 5
- Data fact sheets September 26
- Finalize survey/directory October 17
- Survey results December 5
- Summary meeting December 19

Next Meeting

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

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