



KANSAS RURAL
HEALTH WORKS

Hoisington 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

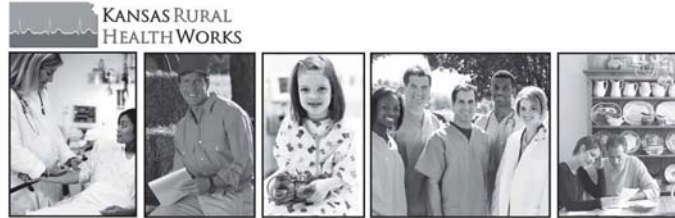


Steering Committee Meetings

- 5 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



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The Importance of the Health Care Sector to the Economy of Barton County

Kansas Rural Health Options Project
January 2010

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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”



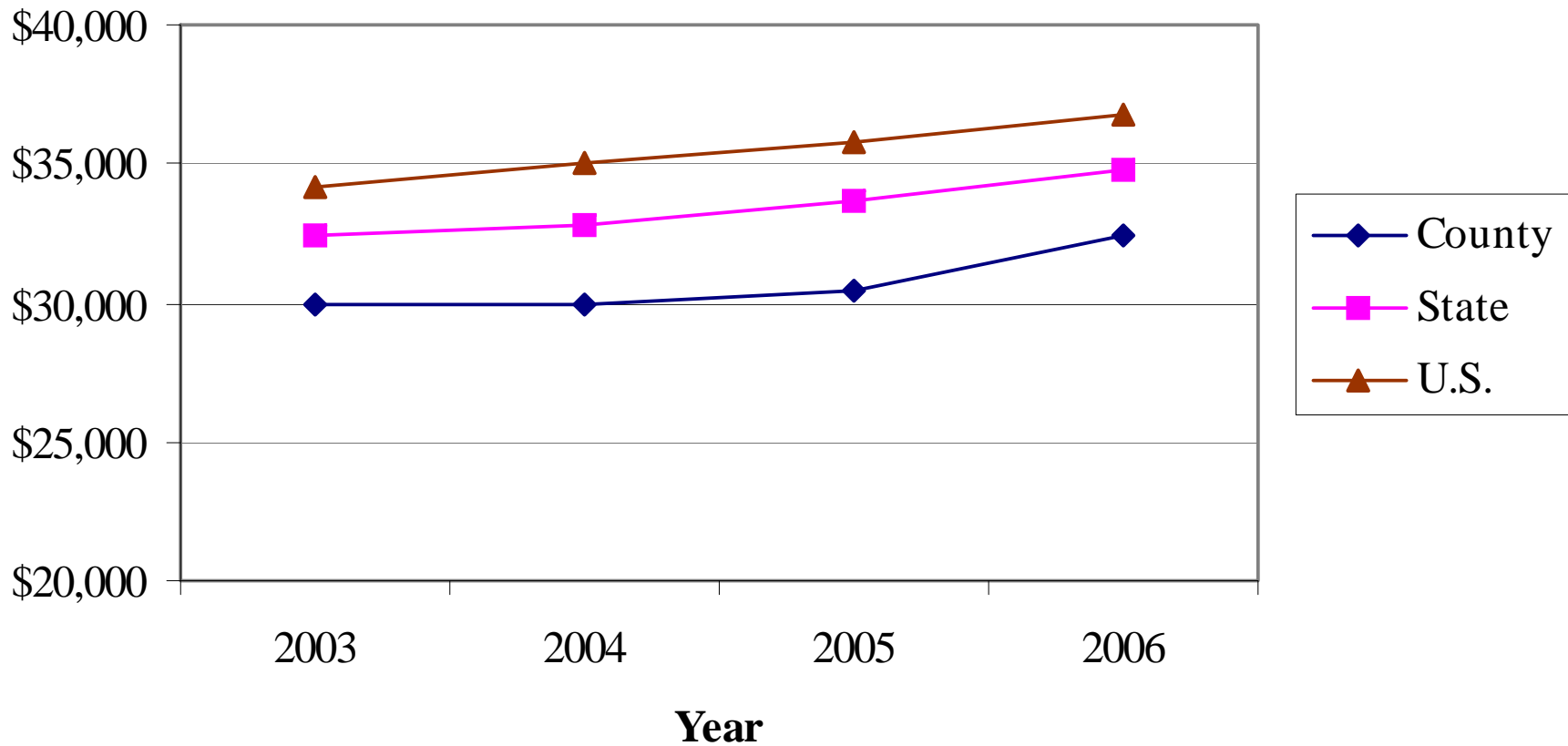
Barton County Demographics

Table 2. Current Population, Population Change and Projections

Current Population		Percent Change in Population			Population Projections	
Year	Count	Years	County	State	Year	Count
1980	31,545	1980-1990	-7.2	4.7	2010	27,340
1990	29,270	1990-2000	-3.9	8.5	2015	27,150
2000	28,130	1980-2000	-10.8	13.6	2020	27,030
2006	27,367	2000-2006	-2.7	3.0		



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





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

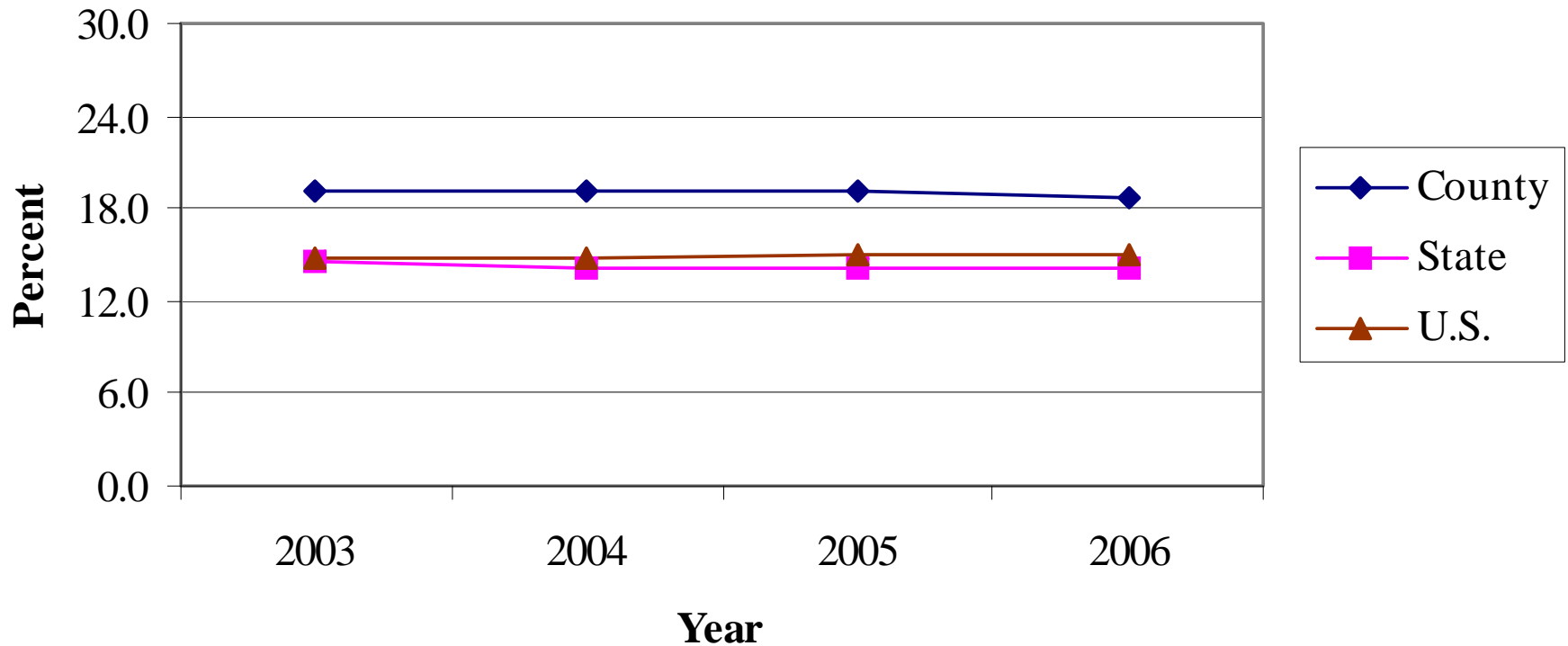




Table 6. Direct Employment, Income and Sales by Economic Sector and Health Services Relative Shares Compared to the State and U.S., 2007 (\$thousands)

Sector	Employment	Labor Income	Total Income	Total Sales
Health Services	1,577	\$61,512	\$69,947	\$128,031
Health and Personal Care Stores	72	\$1,901	\$2,612	\$4,233
Veterinary Services	52	\$946	\$892	\$2,995
Home Health Care Services	3	\$234	\$271	\$357
Doctors and Dentists	366	\$21,620	\$25,399	\$36,105
Other Ambulatory Health Care	37	\$2,568	\$3,501	\$6,247
Hospitals	664	\$26,297	\$28,966	\$63,469
Nursing/Residential Care Facilities	383	\$7,946	\$8,306	\$14,625
Total	20,917	\$713,283	\$1,223,753	\$2,613,832
Health Services as Percent of Total				
County	7.5	8.6	5.7	4.9
State	7.7	8.0	6.0	4.8
Nation	8.1	8.4	6.3	5.6



Table 7. Barton County Health Sector Impact on Employment, 2007

Health Sectors	Direct Employment	Economic Multiplier	Total Impact
Health and Personal Care Stores	72	1.59	115
Veterinary Services	52	1.62	84
Home Health Care Services	3	1.67	5
Doctors and Dentists	366	1.67	611
Other Ambulatory Health Care	37	1.89	70
Hospitals	664	1.76	1,167
Nursing and Residential Care Facilities	383	1.60	613
Total	1,577		2,664



Table 8. Hoisington, KS Health Sector Impact on Employment, 2009

Health Sectors	Direct Employment	Economic Multiplier	Total Impact
Health and Personal Care Stores	0	0.00	0
Veterinary Services	7	1.22	9
Home Health Care Services	8	1.38	11
Doctors and Dentists	20	1.24	25
Other Ambulatory Health Care	18	1.49	27
Hospitals	143	1.33	190
Nursing and Residential Care Facilities	26	1.11	29
Local Government Health Care	62	1.13	70
Total	284		360



**Table 9. Barton County Health Sector Impact on Income and Retail Sales,
2007 (\$thousands)**

Health Sectors	Direct Income	Economic Multiplier	Total Impact	Retail Sales
Health and Personal Care Stores	\$1,901	1.63	\$3,089	\$1,441
Veterinary Services	\$946	1.95	\$1,848	\$862
Home Health Care Services	\$234	1.24	\$289	\$135
Doctors and Dentists	\$21,620	1.32	\$28,524	\$13,304
Other Ambulatory Health Care	\$2,568	1.38	\$3,538	\$1,650
Hospitals	\$26,297	1.54	\$40,563	\$18,919
Nursing/Residential Care Facilities	\$7,946	1.79	\$14,198	\$6,622
Total	\$61,512		\$92,050	\$42,933

Table 10. Hoisington, KS Health Sector Impact on Income and Retail Sales, 2009 (\$thousands)

Health Sectors	Direct Income	Economic Multiplier	Total Impact	Retail Sales
Health and Personal Care Stores	0	0.00	\$0	\$0
Veterinary Services	\$167	1.47	\$246	\$115
Home Health Care Services	\$1,342	1.29	\$1,735	\$809
Doctors and Dentists	\$378	1.25	\$474	\$221
Other Ambulatory Health Care	\$1,771	1.26	\$2,225	\$1,038
Hospitals	\$6,563	1.40	\$9,186	\$4,285
Nursing/Residential Care Facilities	\$491	1.30	\$637	\$297
Local Government Health Care	\$2,295	1.13	\$2,585	\$1,206
Total	\$13,007		\$17,088	\$7,970



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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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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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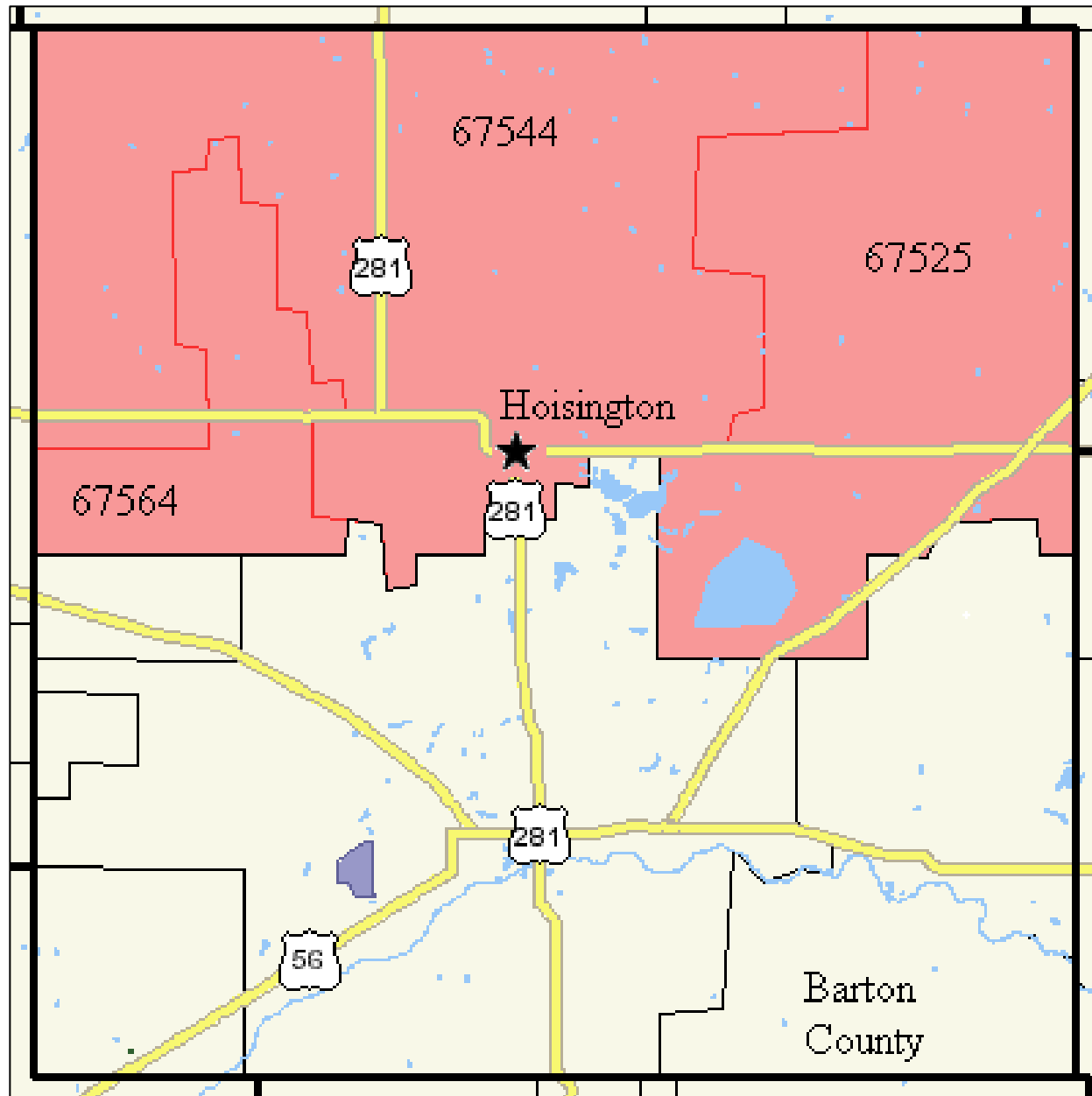
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Community Health Care Survey

- 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



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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 1



Proposed Meeting Schedule Subject to Weather

- Introduction/Economic Impact January 27
- Data/Survey February 10
- Finalize Survey/Directory February 24
- (No Meeting - survey begins March 1)
- Survey Results/Directory March 24
- Summary meeting April 7

Next Meeting

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



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