



**KANSAS RURAL  
HEALTH WORKS**

## **Hoisington 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



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## **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 Barton County

Kansas Rural Health Options Project  
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Katie Morris, Extension Assistant  
Casey Cook, Research Assistant  
John Leatherman, Director



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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. 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
<b>Total</b>	<b>1,577</b>		<b>2,664</b>

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

<b>Health Sectors</b>	<b>Direct Income</b>	<b>Economic Multiplier</b>	<b>Total Impact</b>	<b>Retail Sales</b>
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
<b>Total</b>	<b>\$61,512</b>		<b>\$92,050</b>	<b>\$42,933</b>

## Initial Community Perceptions

- What are major health-related concerns?
  - Facilities/providers
    - Nursing care; hospice facility; birthing unit; home healthcare; pharmacy; medical specialty providers
  - Behavioral/preventable
    - tobacco; alcohol/drug; obesity; teen pregnancy; physical fitness; nutrition

## Initial Community Perceptions

- What needs to be done to improve local health care?
  - Transportation services within and between counties
  - More visiting specialists come to Hoisington
  - Public I&E: health issues and local service providers
  - Clinics in small rural communities

## Initial Community Perceptions

- What should be the over-arching health care goals in the county?
  - Prevention
  - Affordable, effective care for all ages
- What are the greatest barriers to achieving those goals?
  - Cost of healthcare and insurance

## Data Fact Sheets

- Seeking issues/needs in secondary data
- Economic & demographic data
  - Data echoes information in impact report
  - Slowly declining total population
  - Remaining population aging
  - Hispanic population is growing
  - 43% of population lives alone
  - About 14% of HH live on <\$15,000
  - Transfer income > importance (\$175m, 20%)
  - Poverty above state average

## Data Fact Sheets

- Health & behavioral data
  - May be over-supplied with nursing facility beds – community-based alternatives?
  - Youth tobacco use 11%, improving
  - Youth binge drinking 16%, improving
  - Child immunizations < 60%
  - 28% newborns < than adequate prenatal care
  - 67 teen pregnancies, 48 out-of-wedlock: 2007
  - Government services important to thousands
  - Clara Barton short-term trends positive

## Data Fact Sheets

- Crime data
  - Crime trends mirror state (incomplete data)
- Education data
  - Long-term enrollment decline (faster than pop.)
  - Dropout rate trending lower (lower enrollment)
  - Student violence decreasing (enrollment), but 2-4 times more violent than Russell
- Traffic data
  - Positive overall trends
  - 15% of crashes w. injury/death, no seatbelt

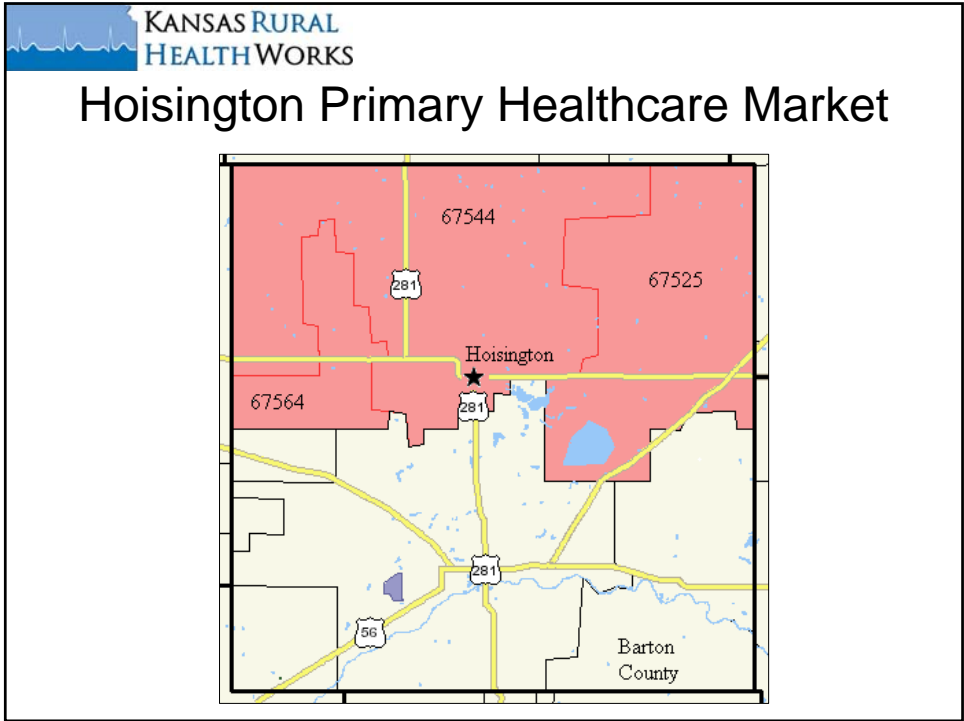
## Overall Conclusions from Data

- 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 March 1



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- ## 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, facility/provider support (usage?), community clinics, healthcare knowledge/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/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 **changed** to    March 31

## Next Meeting

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

## Contact Information

John Leatherman

785-532-4492

[jleather@k-state.edu](mailto:jleather@k-state.edu)

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

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