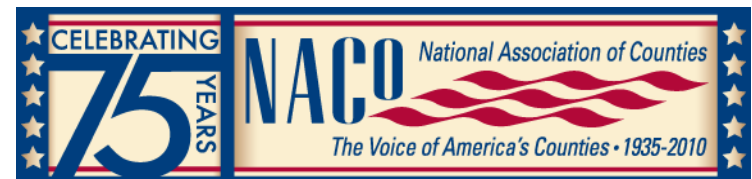


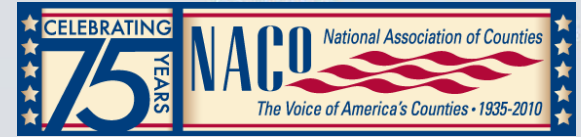
# ***Health Care & the Rural Economy: How Rural Health Works Can Benefit Your County***

**NACo is pleased to present this webinar  
as part of a grant from the  
Office of Rural Health Policy  
of the Department of Health and Human Services**



## Tips for viewing this webinar:

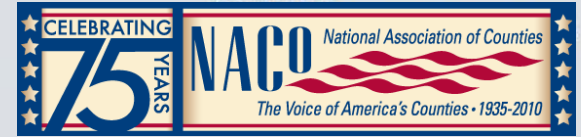
- The questions box and buttons are on the right side of the webinar window. This box will collapse so that you can better view the presentation. To unhide the box, click the arrows on the top left corner of the panel.
- If you are having technical difficulties, please send us a message via the questions box on your right. Our organizer will reply to you privately and help resolve the issue.



**This webinar will be recorded and made available on line to NACo members to view later or review.**

**Within the next few days you will receive an email notice with the link to the recording with your webinar evaluation survey.**

**Thank you in advance for completing the webinar evaluation survey. Your feedback is important to us.**



## Question and Answer Session Instructions

**Type your question into the questions box at any time during the presentation, and the moderator will read the question on your behalf during the Q&A session.**



## Webinar Agenda

### Speakers

Gerald Doeksen

National Center for Rural Health Works

Val Schott

Oklahoma Center for Rural Health

Wes Dangerfield

Summers County, WV

Appalachian Regional Hospital

# **Health Care and the Rural Economy: How Rural Health Works Can Benefit Your County**

**Webinar Sponsored by  
NACo  
May 11, 2010**



**Presented by:**

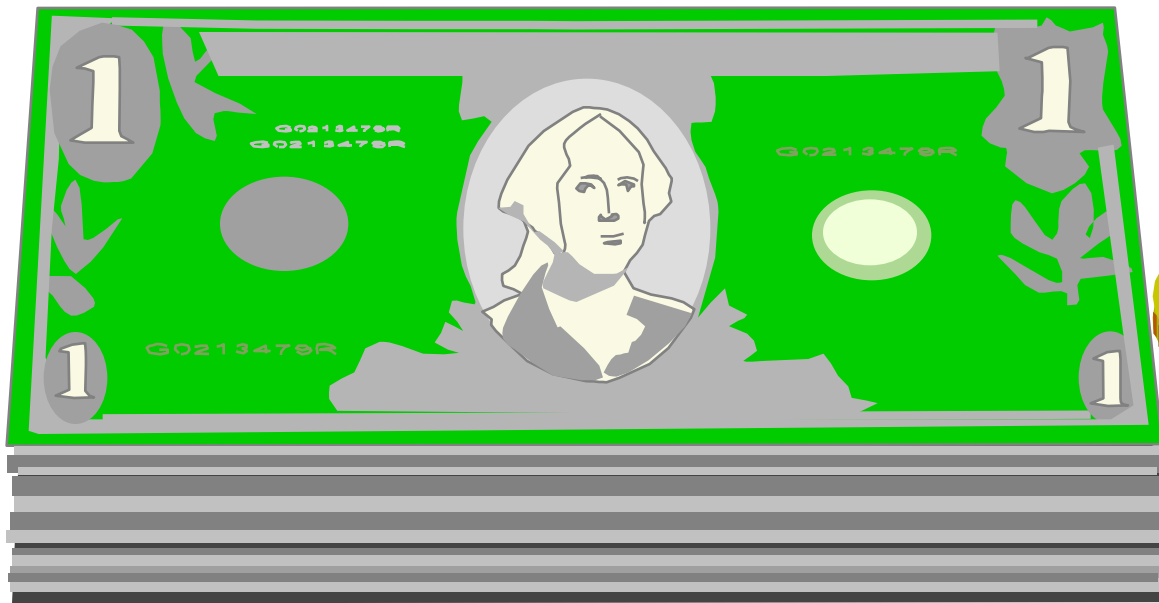
**Gerald A. Doeksen, Director  
National Center for Rural Health Works**

**and**

**Val Schott, Director  
Oklahoma Center for Rural Health**



# What's the Economic Potential for Health Care in Your Community?





# **The Health Sector is:**

**I. Fast growing sector**

**II. Important for business and industrial growth strategy**

**III. Important for retirement growth strategy**

**Table 1**  
**United States Health Expenditures and Employment Data**  
**1970-2008; Projected for 2009, 2012, 2015 & 2018**

Year	Total Health Expenditures (\$Billions)	Per Capita Health Expenditures (\$)	Health as % of GDP (%)	Health Sector Employment (000)	Ave. Annual Increase in Employment (%)
1990	714.1	2,814	12.3%	7,814	4.8%
2000	1,352.9	4,789	13.6%	10,858	3.9%
2002	1,602.4	5,564	15.1%	11,536	3.1%
.....					
2007	2,239.7	7,423	15.9%	12,946	2.7%
2008	2,338.7	7,681	16.2%	13,469	4.0%
.....					
<b>Projections</b>					
2009	2,509.5	8,160	17.6%		
2012	2,930.7	9,282	18.0%		
2015	3,541.3	10,929	18.9%		
2018	4,353.2	13,100	20.3%		

# Health Services Promote Job Growth



# To attract business and industry, research indicates the area needs quality:

- Health services and
- Education services



# To attract retirees, research indicates the area needs quality:

- Health services and
- Safety services



# By-Passing Local Health Services Hurts County Economy



Small Town, USA

Big City

Hometown Country  
Hospital

50 Miles to  
Managed Care

# Outline of Webinar

- I. Measuring the Economic Impact of Health Sector on the County
  - A. Summers County, West Virginia
  - B. Idaho County, Idaho
  - C. Grimes County, Texas

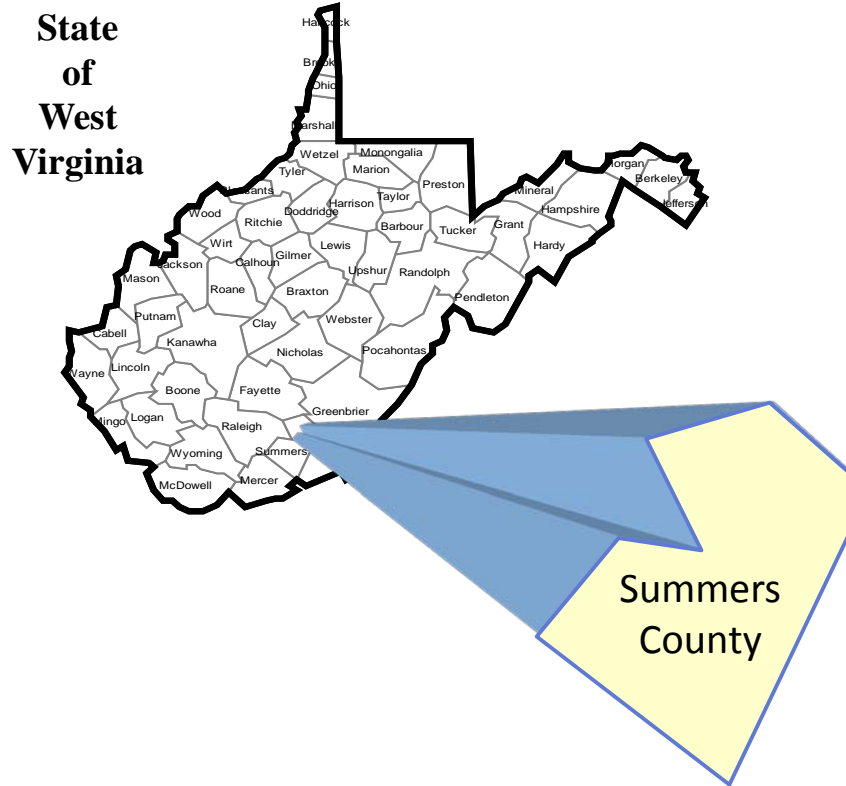
# Outline of Webinar (continued)

## II. Community Engagement Process

- A. Impact Study
- B. Health Directory
- C. Data and Information
- D. Survey



# The Economic Impact of the Health Sector on the Economy of Summers County, West Virginia



Prepared  
for the National  
Association  
of Counties (NACo)  
Project  
  
Funded  
by the federal Office  
of Rural Health Policy

**Table 3**  
**Population, Population Projections, and Percent Changes**  
**for Summers County and the State of West Virginia**

	Census 2000	Projected				
		2010	2015	2020	2025	2030
Summers County	12,999	12,323	12,230	12,219	12,239	12,291
Percent Change from 2000 through projected year		-5.2%	-5.9%	-6.0%	-5.8%	-5.4%
State of West Virginia	1,808,344	1,769,285	1,796,649	1,826,875	1,858,389	1,890,022
Percent Change from 2000 through projected year		-2.2%	-0.6%	1.0%	2.8%	4.5%

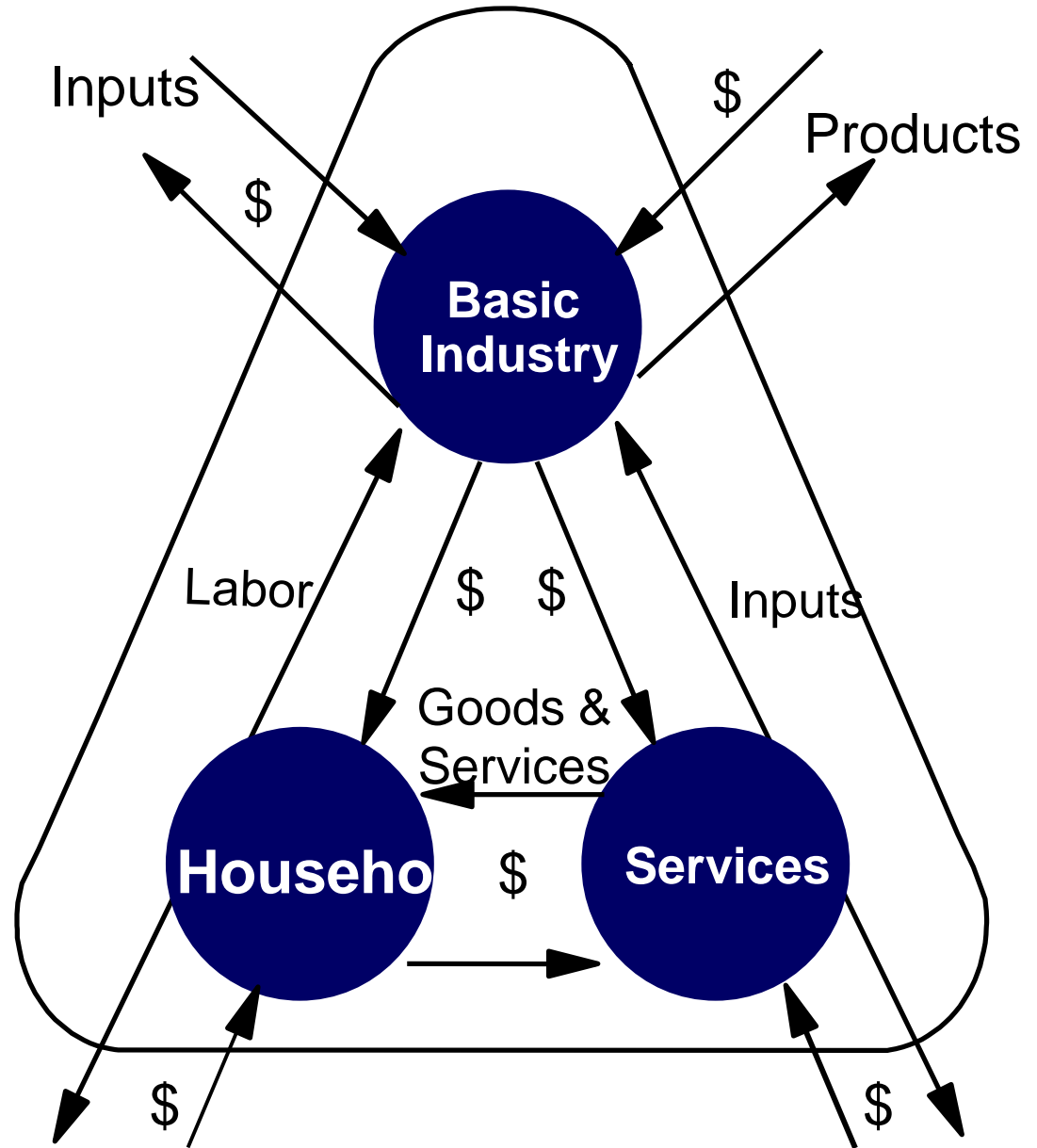
**Table 4**  
**Employment and Payroll from County Business Patterns\***  
**for Summers County and the State of West Virginia**

Based on NAICS <sup>1</sup>	<b>Employment</b>			
	Health Services Employment	Total County Employment	Hlth Svcs as a % of Total Co. Employment	Hlth Svcs as a % of Total State Employment
1998	470	1,492	31.5%	18.2%
1999	439	1,471	29.8%	18.4%
2000	427	1,544	27.7%	18.3%
2001	450	1,522	29.6%	18.8%
2002	478	1,639	29.2%	19.3%
2003	486	1,601	30.4%	19.7%
2004	463	1,577	29.4%	20.1%
2005	471	1,639	28.7%	19.9%
2006	429	1,553	27.6%	19.5%
2007	472	1,561	30.2%	19.8%
<b>% Change '98-'07</b>	<b>0.4%</b>	<b>4.6%</b>		

**Table 4 (Continued)**  
**Employment and Payroll from County Business Patterns**  
**for Summers County and the State of West Virginia**

Based on NAICS <sup>1</sup>	<b>Payroll (\$1,000s)</b>			
	Health Services Payroll	Total County Payroll	Hlth Svcs as a % of Total Co. Payroll	Hlth Svcs as a % of Total State Payroll
1998	9,383	26,343	35.6%	19.0%
1999	8,332	25,905	32.2%	19.1%
2000	9,090	26,541	34.2%	19.2%
2001	8,198	26,834	30.6%	19.7%
2002	11,067	30,571	36.2%	20.6%
2003	11,375	30,430	37.4%	20.8%
2004	10,724	32,014	33.5%	21.3%
2005	11,322	34,450	32.9%	21.4%
2006	11,114	32,936	33.7%	20.9%
2007	11,855	37,005	32.0%	21.3%
<b>% Change '98-'07</b>	<b>26.3%</b>	<b>40.5%</b>		

**Figure 2.  
Overview  
of County  
Economic  
System**



**Table 5**  
**Direct Impact of Health Services**  
**in Summers County, West Virginia 2008**

Health Care Entity	Number of Employees	Income (Wages, Salaries, and Proprietors' Income, plus Benefits)
Hospital	152	\$7,731,445
Offices of Physicians, Dentists, and Other Health Practitioners	53	\$3,517,082
Pharmacies	31	\$923,106
Other Health and Medical Services	<u>283</u>	<u>\$7,727,790</u>
TOTALS	<b>519</b>	<b>\$19,899,423</b>

**Table 6**  
**Employment Impact of Health Services**  
**in Summers County, West Virginia 2008**

Health Care Entity	Number of Employees	Employment Multiplier	Secondary Impact	Total Impact
Hospital	152	1.38	58	210
Offices of Physicians, Dentists, and Other Health Practitioners	53	1.32	17	70
Pharmacies	31	1.27	8	39
Other Health and Medical Services	<u>283</u>	1.34	<u>96</u>	<u>379</u>
Totals	<b><u>519</u></b>		<b><u>179</u></b>	<b><u>698</u></b>

**Table 7**  
**Income Impact of Health Services**  
**in Summers County, West Virginia 2008**

Health Care Component	Income (\$\$)	Income Multiplier	Secondary Impact	Total Impact
Hospital	\$7,731,445	1.19	\$1,468,975	\$9,200,420
Offices of Physicians, Dentists & Other Health Practitioners	\$3,517,082	1.16	\$562,733	\$4,079,815
Pharmacies	\$923,106	1.17	\$156,928	\$1,080,034
Other Medical and Health Services	<u>\$7,727,790</u>	1.28	<u>\$2,163,781</u>	<u>\$9,891,571</u>
Totals	<b><u>\$19,899,423</u></b>		<b><u>\$4,352,417</u></b>	<b><u>\$24,251,840</u></b>



# **The Economic Impact of Health Services on the Economy of Idaho County, Idaho**



Prepared by:

**National Center for Rural Health Works**

Oklahoma Cooperative Extension Service, Oklahoma State University

**Oklahoma Center for Rural Health**

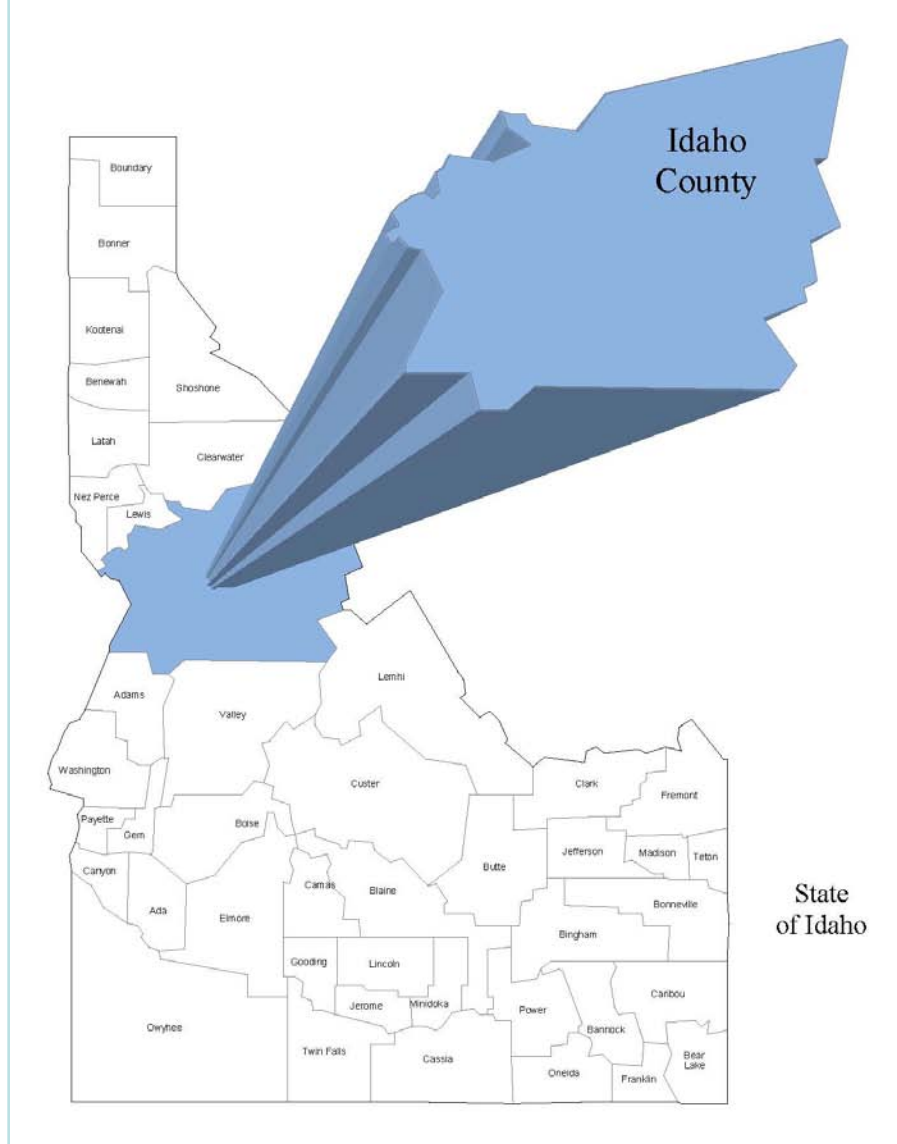
Oklahoma Office of Rural Health, OSU Health Sciences Center  
College of Osteopathic Medicine, Oklahoma State University

**National Association of Counties Project**

Funded by the federal Office of Rural Health Policy

June 2009

**Figure 2.**  
Idaho County in relation to the State of Idaho



**Table 2**  
**Census Population, Population Estimates, and Percent Changes**  
**for Idaho County Cities and Towns, Idaho County, and the State of Idaho**

	Census		Estimates		<u>10 Years</u>	<u>7 Years</u>	<u>1 Year</u>
	1990	2000	2007	2008	'90-'00	'00-'07	'07-'08
Cottonwood city	875	944	1,023	NA	7.9%	8.4%	NA
Ferdinand city	135	145	143	NA	7.4%	-1.4%	NA
Grangeville city	3,230	3,228	3,091	NA	-0.1%	-4.2%	NA
Kamiah city (pt.)	3	0	1	NA	--	--	NA
Kooskia city	719	675	652	NA	-6.1%	-3.4%	NA
Riggins city	424	410	395	NA	-3.3%	-3.7%	NA
Stites city	202	226	224	NA	11.9%	-0.9%	NA
White Bird city	108	106	105	NA	-1.9%	-0.9%	NA
Balance of County	<u>8,072</u>	<u>9,777</u>	<u>9,711</u>	<u>NA</u>	<u>21.1%</u>	<u>-0.7%</u>	<u>NA</u>
Idaho County	<u>13,768</u>	<u>15,511</u>	<u>15,345</u>	<u>15,448</u>	<u>12.7%</u>	<u>-1.1%</u>	<u>0.7%</u>
State of Idaho	<u>1,006,734</u>	<u>1,293,955</u>	<u>1,496,145</u>	<u>1,523,816</u>	<u>28.5%</u>	<u>15.6%</u>	<u>1.8%</u>

**Table 6**  
**Direct Economic Activities of Health Services**  
**on the Economy of Idaho County, Idaho**

Health Service	Total Employment <sup>1</sup>	Total Income <sup>2</sup>
<b>Hospital</b>		
Syringa Hospital and Clinics	149	\$6,819,853
St. Mary's Hospital and Clinics	220	\$11,010,276
<hr/>		
Combined Hospitals	369	\$17,830,129
<b>Physicians, Dentists, &amp; Other Health Professionals</b>		
Home Health Services	46	\$2,576,185
Pharmacies	84	\$1,451,661
	34	\$1,297,603
Other Health & Medical Services	<u>154</u>	<u>\$5,055,349</u>
<b>Total Health Services</b>	<b><u>687</u></b>	<b><u>\$28,210,926</u></b>

**Table 7**  
**Employment Impact of Health Services**  
**on the Economic of Idaho County, Idaho**

Health Sector Component	Number of Employees	Employment Multiplier	Secondary Impact	Total Impact
Hospital				
Syringa Hospital & Clinics	149	1.50	75	224
St. Mary's Hospital & Clinics	220	1.50	110	330
<hr/>				
Combined Hospitals	369	1.50	185	554
Physicians, Dentists, & Other				
Health Professionals	46	1.35	16	62
Home Health Services	84	1.17	14	98
Pharmacies	34	1.40	14	48
Other Health & Medical Services	<u>154</u>	1.13	<u>20</u>	<u>174</u>
<b>TOTALS</b>	<b><u>687</u></b>		<b><u>249</u></b>	<b><u>936</u></b>

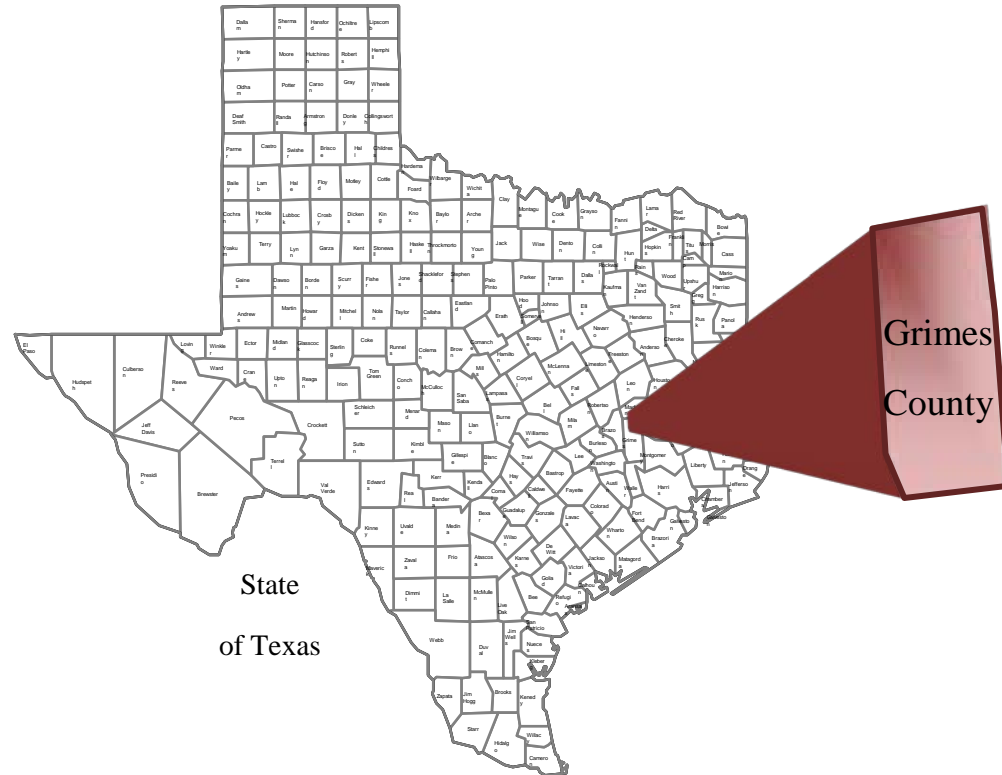
**Table 8**  
**Income Impact of Health Services**  
**on the Economy of Idaho County, Idaho**

Health Service	Direct Impact	Income Multiplier	Secondary Impact	Total Impact
<b>Hospital</b>				
Syringa Hospital & Clinics	\$6,819,853	1.24	\$1,636,765	\$8,456,618
St. Mary's Hospital & Clinics	\$11,010,276	1.24	\$2,642,466	\$13,652,742
<b>Physicians, Dentists, &amp; Other Health Professionals</b>				
Combined Hospitals	\$17,830,129	1.24	\$4,279,231	\$22,109,360
Physicians, Dentists, & Other Health Professionals	\$2,576,185	1.22	\$566,761	\$3,142,946
Home Health Services	\$1,451,661	1.19	\$275,816	\$1,727,477
Pharmacies	\$1,297,603	1.23	\$298,449	\$1,596,051
Other Health & Medical Services	\$5,055,349	1.29	\$1,466,051	\$6,521,400
<b>TOTALS</b>	<b><u>\$28,210,926</u></b>		<b><u>\$6,886,308</u></b>	<b><u>\$35,097,234</u></b>

**Table 8 (Continued)**  
**Income Impact of Health Services**  
**on the Economy of Idaho County, Idaho**

Health Service	Retail Sales	6% County Sales Tax
Hospital		
Syringa Hospital & Clinics	\$2,508,141	\$150,488
St. Mary's Hospital & Clinics	\$4,049,255	\$242,955
Combined Hospitals	\$6,557,396	\$393,444
Physicians, Dentists, & Other Health Professionals	\$932,164	\$55,930
Home Health Services	\$512,351	\$30,741
Pharmacies	\$473,371	\$28,402
Other Health & Medical Services	<u>\$1,934,176</u>	<u>\$116,051</u>
<b>TOTALS</b>	<b><u>\$10,409,458</u></b>	<b><u>\$624,568</u></b>

# The Economic Impact of Health Services on the Economy of Grimes County, Texas



Prepared  
for the National  
Association  
of Counties (NACo)  
Project



**Table 3**  
**Projected Population and Percent Changes**  
**for Grimes County and the State of Texas**

	<u>Census Population</u>	<u>Projected Population</u>			
	2000	2010	2020	2030	2040
Grimes County	23,552	27,233	31,227	34,662	37,449
State of Texas	20,851,820	24,330,612	28,005,788	31,830,589	35,761,201
		<u>Percent Change</u>			
		10 Years	20 Years	30 Years	40 Years
		'00-'10	'00-'20	'00-'30	'00-'40
Grimes County		15.6%	32.6%	47.2%	59.0%
State of Texas		16.7%	34.3%	52.7%	71.5%

**Table 7**  
**Direct Economic Activities of Health Services in Grimes County, Texas**

Health Service	Total Full-Time & Part-Time Employment	Total Income Incl. Benefits
Hospitals	102	\$6,124,860
Physicians, Dentists, & Other Health Professionals	45	\$3,872,553
Other Health & Medical Services	<u>194</u>	<u>\$8,052,788</u>
Total Health Services	<b><u>341</u></b>	<b><u>\$18,050,201</u></b>

**Table 8**  
**Employment Impact of Health Services in Grimes County, Texas**

Health Sector Component	Number of Employees	Employment Multiplier	Secondary Impact	Total Impact
Hospitals	102	1.32	33	135
Physicians, Dentists, & Other Health Professionals	45	1.21	9	54
Other Health & Medical Services*	<u>194</u>	1.20	<u>39</u>	<u>233</u>
TOTALS	<b>341</b>		<b>81</b>	<b>422</b>

**Table 9**  
**Income Impact of Health Services**  
**on the Medical Service Area of Grimes St. Joseph Health Center**  
**in Navasota, Grimes County, Texas**

Health Service	Direct Impact	Multiplier	Secondary Impact	Total Impact	Retail Sales	1% Sales Tax
Hospitals	\$6,124,860	1.16	\$979,978	\$7,104,838	\$1,925,411	\$19,254
Physicians, Dentists, & Other Health Professionals	\$3,872,553	1.14	\$542,157	\$4,414,710	\$1,196,386	\$11,964
Other Health & Medical Services	<u>\$8,052,788</u>	1.18	<u>\$1,449,502</u>	<u>\$9,502,290</u>	<u>\$2,575,121</u>	<u>\$25,751</u>
TOTALS	<u><b>\$18,050,201</b></u>		<u><b>\$2,971,637</b></u>	<u><b>\$21,021,838</b></u>	<u><b>\$5,696,918</b></u>	<u><b>\$56,969</b></u>

# **NEXT STEPS**

**If you, the local decision makers, wish to promote your health sector, here is how we can help you:**

- I. Community Health Engagement Process**
  - A. Where is the community now?**
  - B. Where does the community want to go?**
  - C. How will the community get there?**

# **Community Health Engagement Process**

- **Process takes 90-120 days**
- **Involves community input**

**Objective: Get community involved to plan community health services.**

**Goal: Local people use local services**  
**Local people identify new services**  
**Local people strongly supporting local medical services**

# Product Orientation Helps Process

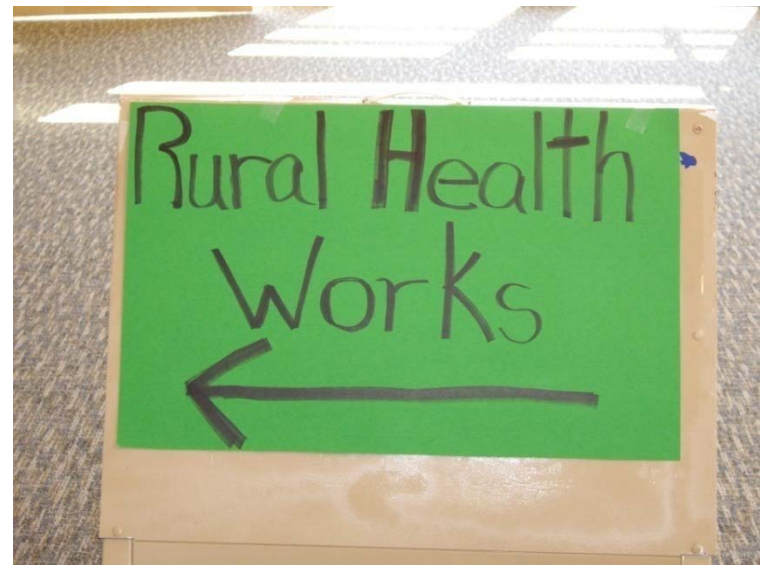
- Helps to Provide Community With Positive Reminders of Project
- Data Important to Success
- Data Keep Interest of Community Members
- Data Illustrate Importance of Health as Economic Factor



**Getting Started** 

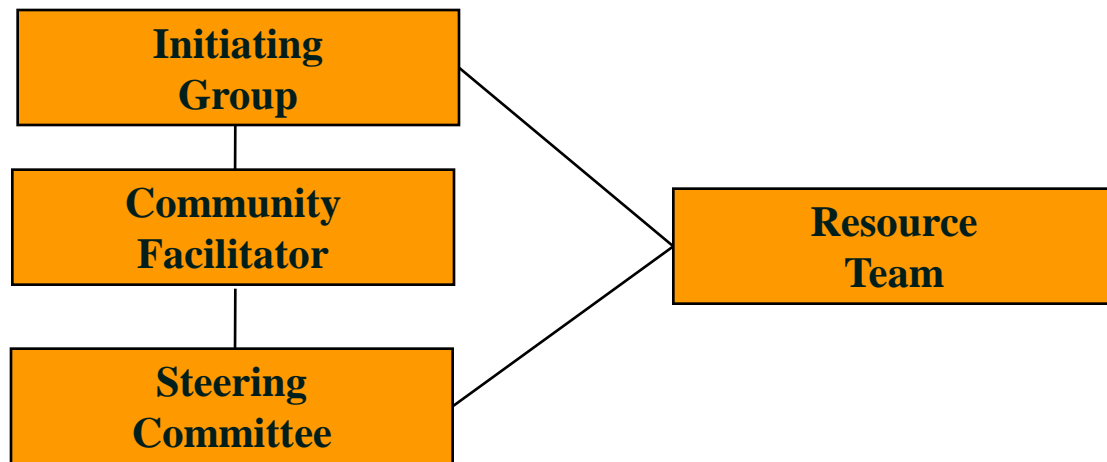


**Community  
Health  
Engagement**





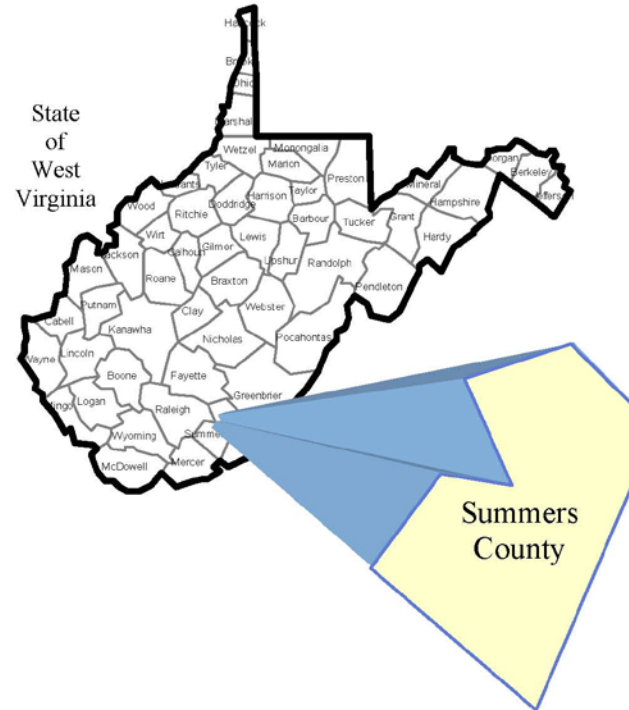
**Getting Started** →



**Community  
Health  
Engagement**



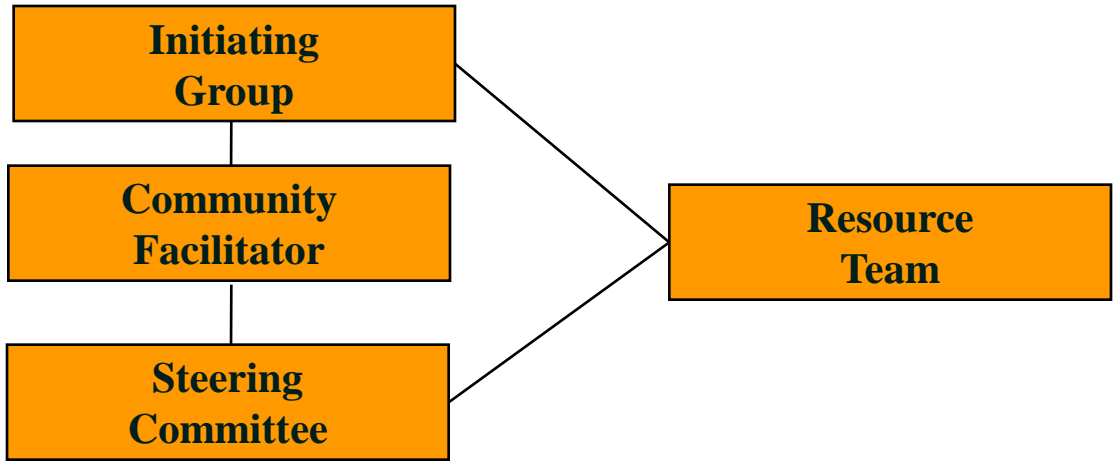
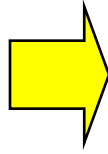
# The Economic Impact of the Health Sector on the Economy of Summers County, West Virginia



National Association of Counties Project  
Funded by the federal Office of Rural Health Policy

April 2008

**Getting Started**

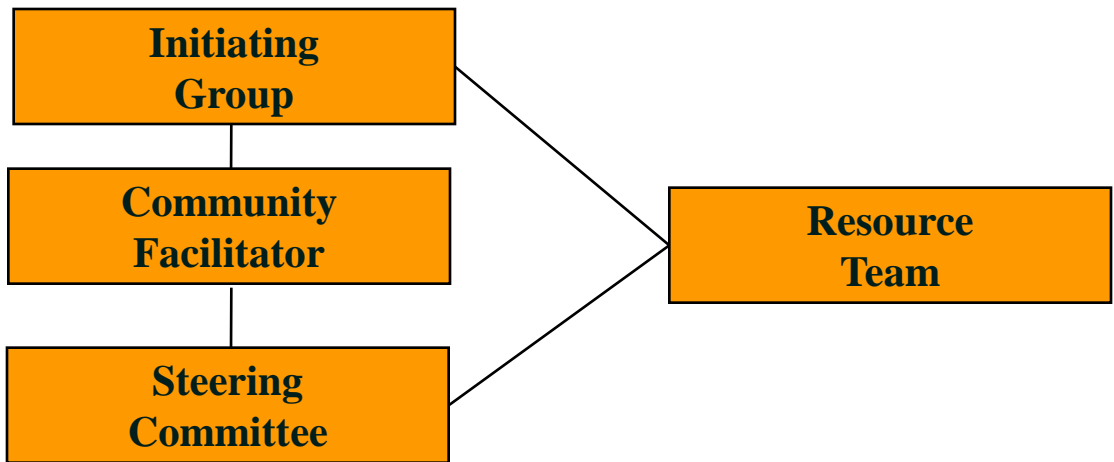


**Publicity  
Task Force**

**Community  
Health  
Engagement**



**Getting Started** →



**Publicity  
Task Force**

**Inventory  
Task Force**

**Community  
Health  
Engagement**



# TASKS

## Health Services and Facilities Inventory Task Force

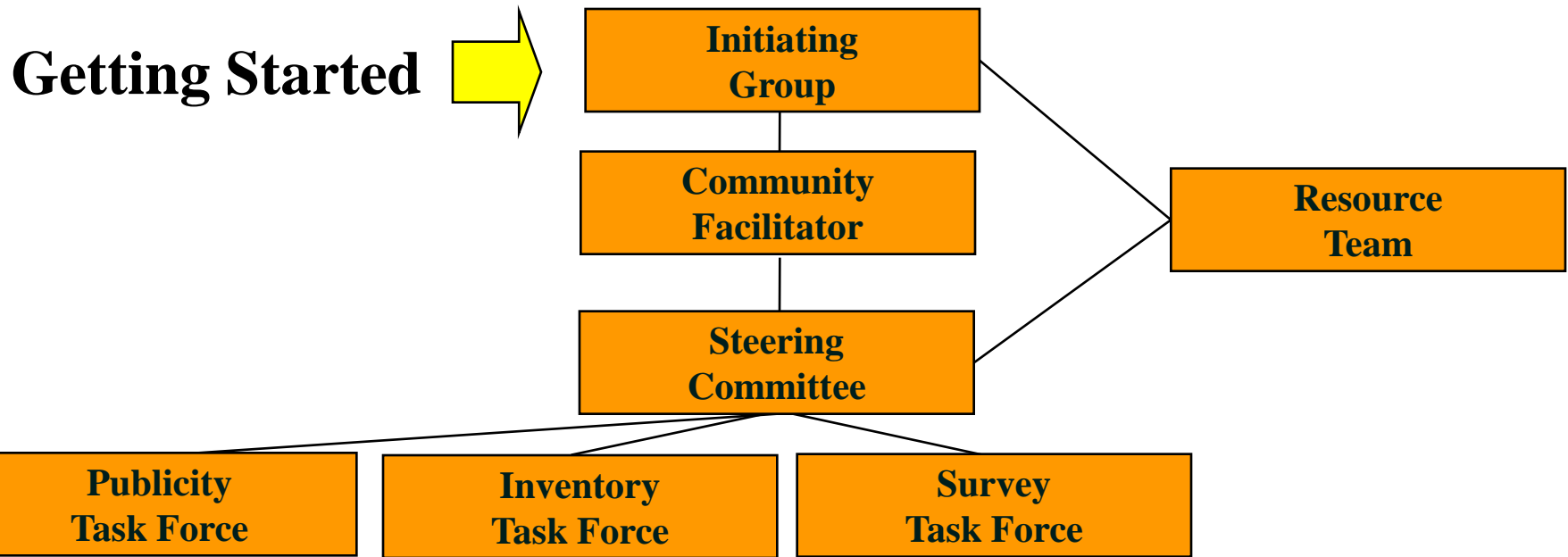
- n Assemble information from initial Yellow Page Analysis**
- n Gather missing information on health services and facilities in the community**
- n Seek a sponsor to fund Health Directory**
- n Publish and distribute Directory**

# Health Services Directory for Summers County, West Virginia



National Association of Counties  
Funded by the federal office of Rural Health Policy

September 2008



# Community Health Engagement



# TASKS

## Community Survey Task Force

- n Review and revise proposed survey instrument**
- n Assist with identifying survey sample**
- n Review survey results**
- n Identify high priority actions**
- n Report significant survey results to Steering Committee**



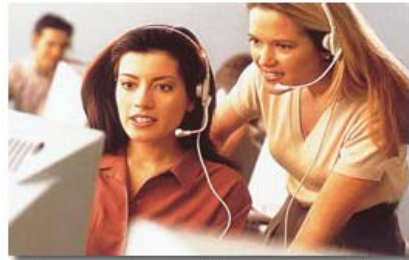
# Community Input Methods

- Telephone Survey
  - Good Data
  - Easy To Structure Random, Scientific, Anonymous
  - Costly
- Mail Survey
  - Data May or May Not Be Reliable
    - Reporting Bias – Unlikely To Be Random
  - Response May or May Not Be Good
  - Mail Is Costly

# Community Input Methods

- Informant Method
  - ‘Sticky’ Dot Process
  - Data May Contain Reporting Bias – Not Random
  - Data May Represent Group But Not Community As a Whole
  - Participants May Not Reveal True Perceptions
  - Least Costly

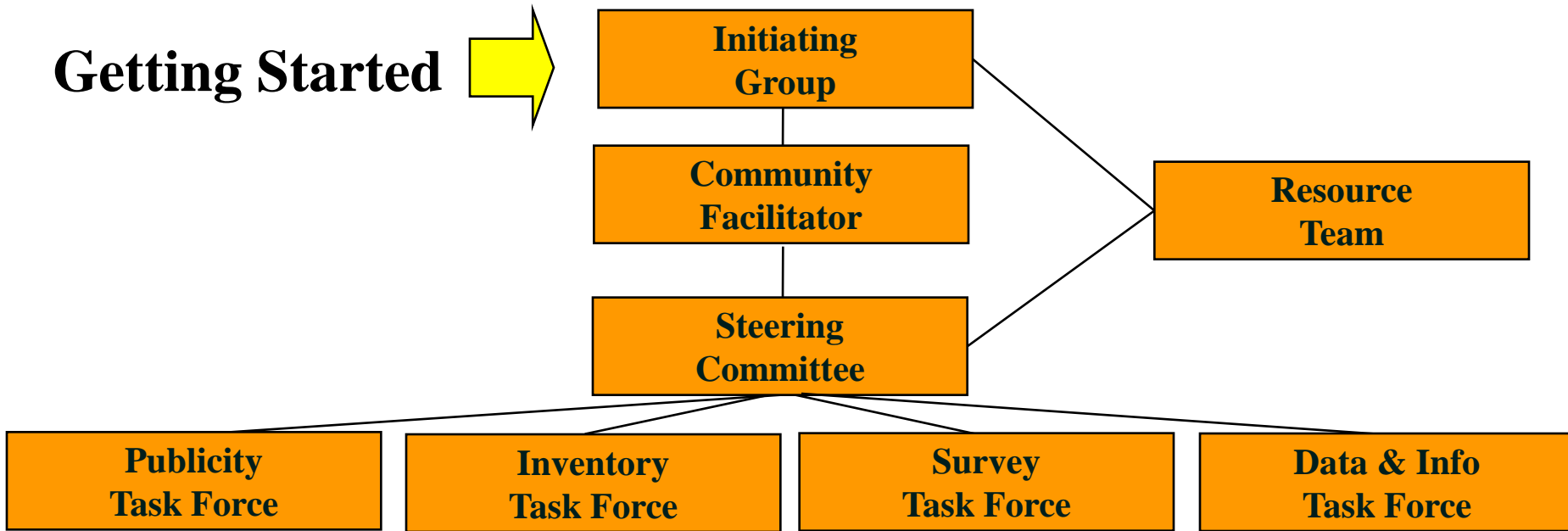
# Summers County, West Virginia Community Health Assessment - Phone Survey Form and Results



**National Association of Counties Project**  
Funded by Federal Office of Rural Health Policy

September 2008

**Getting Started** →



**Community  
Health  
Engagement**



# TASKS

## Data and Information Task Force

- n **Review information and data:**
  - n **Demographic information**
  - n **Health Data**
  - n **Economic Data**
  - n **Traffic Data**
  - n **Crime data**
- n **Identify high priority actions**
- n **Help disseminate highlights**

# Summers County, West Virginia - Data & Information

**Economic**



**Health**



**Education**



**Traffic**



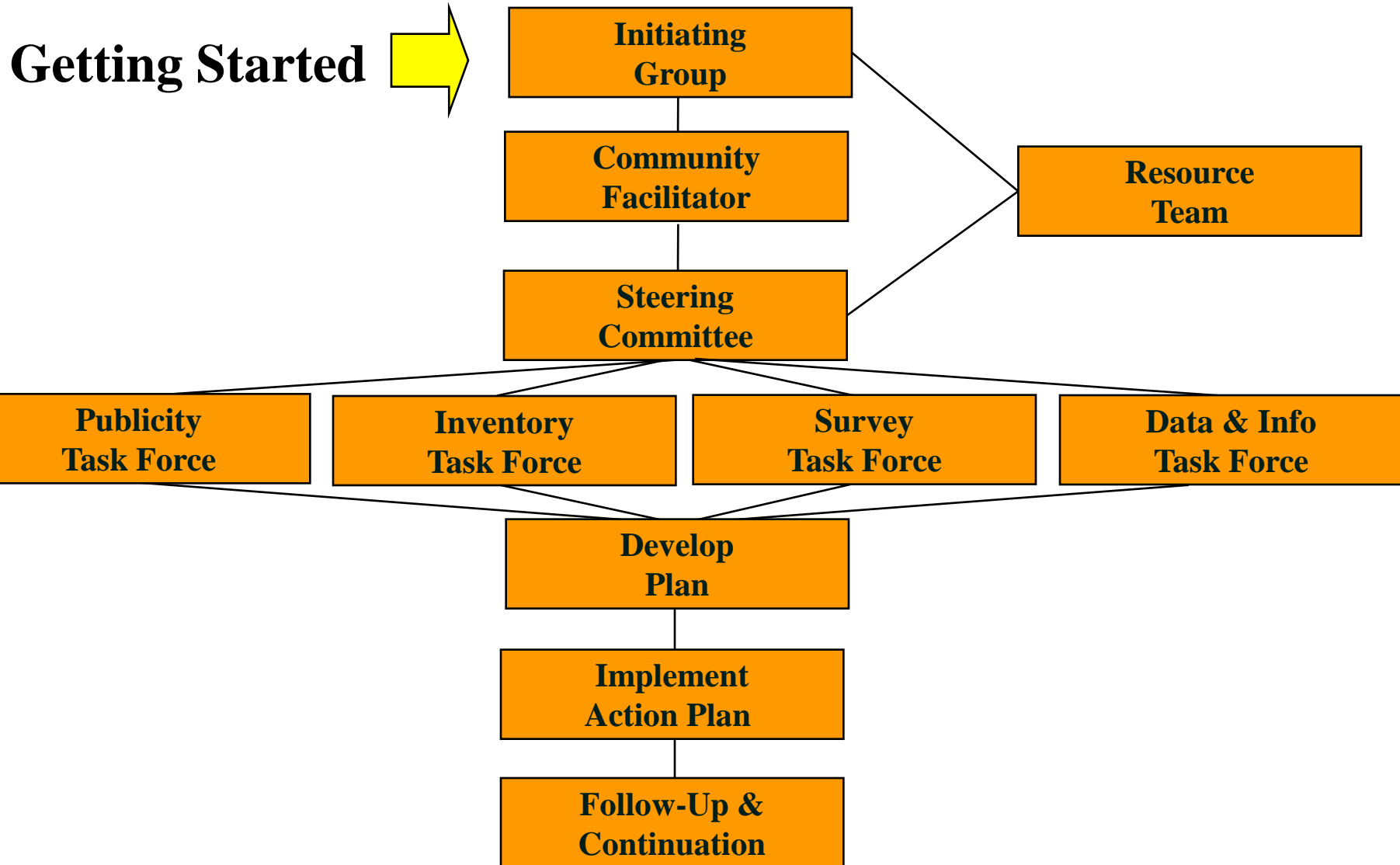
**Crime**



**National Association of Counties Projects**  
Funded by Federal Office of Rural Health Policy

**August 2008**

# Community Health Engagement Process



# The Economic Impact of the Health Sector on the Economy of Summers County, West Virginia



## Health Services Directory for Summers County, West Virginia



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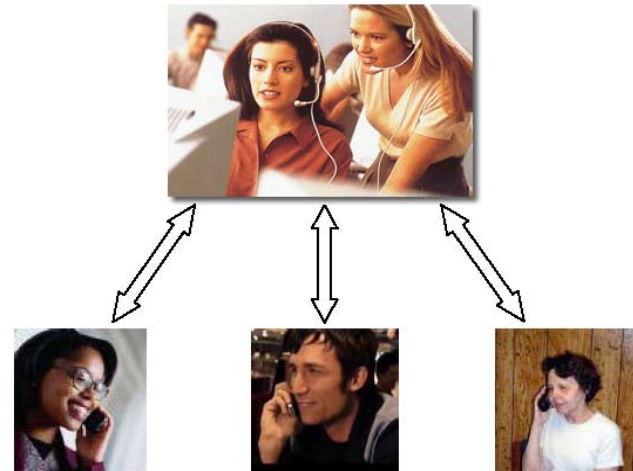
September 2008

# Summers County, West Virginia - Data & Information

Economic



## Summers County, West Virginia Community Health Assessment - Phone Survey Form and Results



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September 2008



# Web Site:

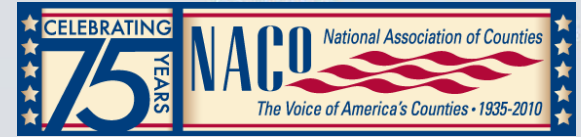
# [www.ruralhealthworks.org](http://www.ruralhealthworks.org)





## Speaker

Wes Dangerfield  
Summers County, WV  
Appalachian Regional Hospital



## Question and Answer Session Instructions

**Type your question into the questions box at any time during the presentation, and the moderator will read the question on your behalf during the Q&A session.**

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***Health Care and the Rural Economy:  
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