



University at Buffalo
The State University of New York
School of Public Health and Health Professions

POPULATION HEALTH OBSERVATORY



“Dedicated to improving health through population based research.”

NY STATE ASSOCIATION FOR RURAL HEALTH MEMBERSHIP SURVEY

September 11, 2007

Commissioned by the New York State Association for Rural Health

Acknowledgement

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**Results of the
NY State Association for Rural Health
Membership Survey**

September 11, 2007



**SCHOOL OF PUBLIC HEALTH
AND HEALTH PROFESSIONS**
University at Buffalo *The State University of New York*

UB Population Health Observatory

- **The UB Population Health Observatory is pleased to assist the New York State Association for Rural Health with this project.**
- **The UB Population Health Observatory (PHO) is dedicated to improving health in Western New York and in the State of New York through population-based public health and epidemiologic research and health informatics.**
- **The PHO is housed in the Department of Biostatistics in the UB School of Public Health and Health Professions.**

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Background and Objectives

- **In August 2007, the New York State Association for Rural Health (NYSARH) developed a survey for its members and other constituents**
 - Jack Salo, Organizational Development Committee member, was the primary contact for survey development
- **The goal of the survey was clarification of objectives and initiatives important to the responders**
- **The results of the survey will be used to develop a cohesive plan that focuses the energy and resources of NYSARH on the public health issues important to its members**
- **The survey was administered through SurveyMonkey, an internet-base survey service**
- **This presentation includes responses received between Aug 13th and Sept 3rd, 2007**

Summary of Responders

- **62 people started the survey**
 - 8 of these answered none of the questions
- **On average, about 47 people responded to each question**
- **Each slide shows the number of responders for the question**
- **When feasible, open ended responses are summarized**

Responders represented multiple County, program and State interests

County	Number of Responders	Other (please specify)
Albany	1	
Allegany	1	
Broome	1	Tioga, Delaware
Cattaraugus	2	Ontario, Seneca, Wayne, Yates, Livingston
Cayuga	2	some programs in Greene Co.
Chautauqua	1	Jefferson
Chenango	1	essex franklin jefferson st lawrence lewis
Clinton	2	Whole state
Columbia	5	I am an educator
Cortland	6	Chemung, Livingston Ontario, Schuyler, Seneca, Steuben, Wayne and Yates
Delaware	2	Service Area is 14 counties in Central NY area
Dutchess	3	Greene
Erie	1	Entire State
Essex	1	Orleans, Genesee & Wyoming
Franklin	1	Some projects prospects in Seneca County as well as Cayuga
Fulton	1	Southern Erie, Western Wyoming
Herkimer	2	St. , Lewis
Jefferson	4	retired
Monroe	2	Chautauqua and Allegany
Onondaga	1	Montgomery
Orleans	2	Steuben
Oswego	2	also Lewis & Northern oswego
Otsego	1	Essex, Fulton, Hamilton, Saratoga, Warren, Washington
Saratoga	1	Greene
Schuyler	1	Monroe
Steuben	3	Franklin also
Tioga	1	Broome, Tioga
Tompkins	1	
Ulster	1	
Washington	1	
Wayne	1	
Wyoming	1	
Other (please specify)	26	

N=56

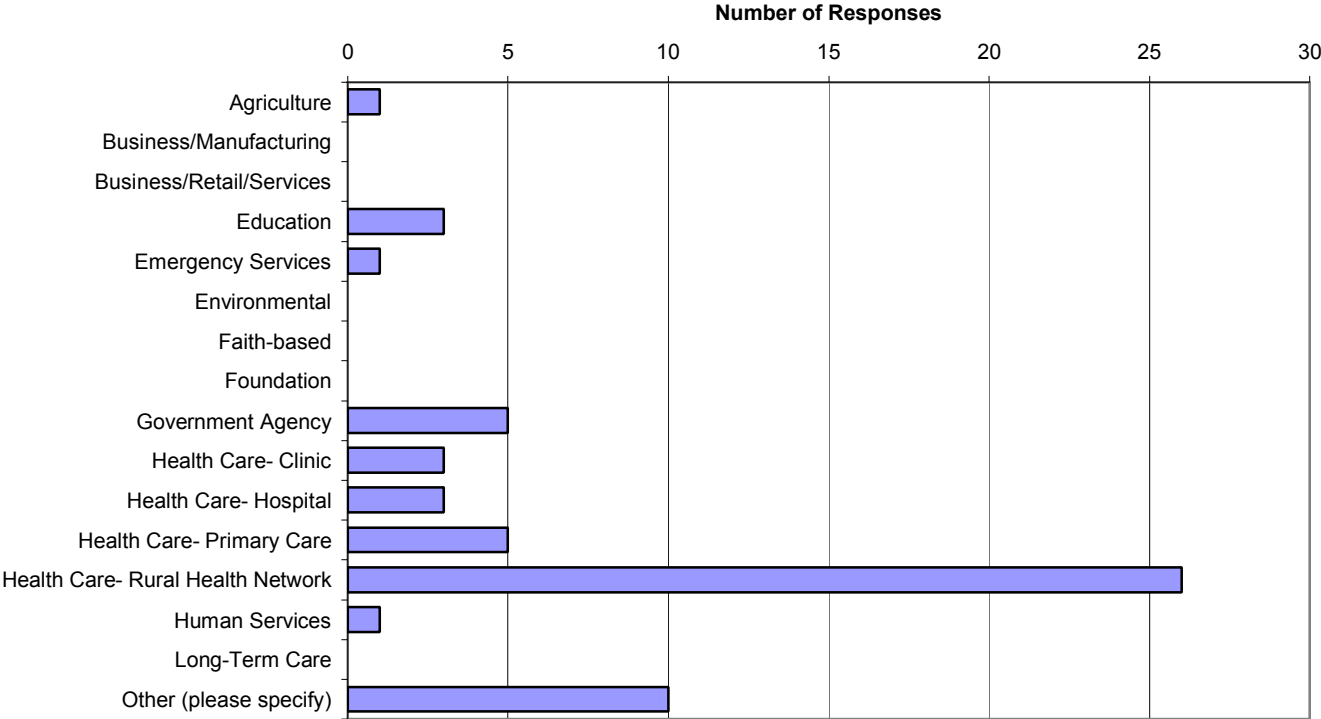
Organizations represented by the responders

Name of your organization

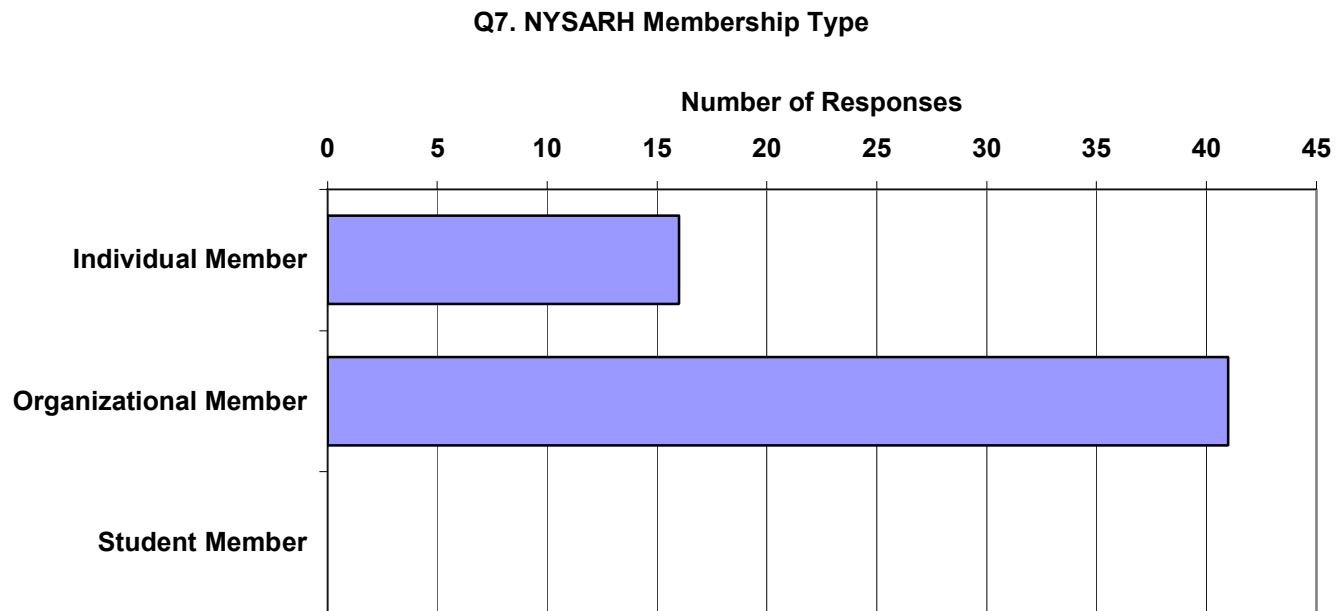
Adirondack Rural Health Network	Monroe Plan for Medical Care
Allegany/Western Steuben Rural Health Network, Inc.	NNY Rural Health Care Alliance, Inc.
Bassett Healthcare	North Country Children's Clinic
Cancer Information Service	NY FarmNet
Cayuga County Community Health Network	NYS AHEC System
Chautauqua County Health Network	NYS Smokers' Quitline
Chenango Health Network	NYS AHEC System
CNYAHEC	Oak Orchard Community Health Center
Columbia County Community Healthcare Consortium, Inc.	OCO, Inc.
Columbia Memorial Hospital	Planned Parenthood of Northern New York
Community Health Center	Rip Van Winkle Tobacco Free Coalition
Finger Lakes Health Systems Agency	RMED (Rural Medicine Educational Program)
Healthcare Consortium, Inc.	Rural Health Network of SCNY
Herkimer County HealthNet, Inc.	Schuyler County Community & Public Health Services
Hudson River HealthCare	Seven Valleys Health Coalition
individual member	Southern Tier Health Care System, Inc
Institute for Family Health	Thousand Islands Emergency Rescue Service, Inc.
Institute for Human Services	Tompkins Health Network
Lake Plains Community Care Network	United Health Services
Medina Memorial Health Care System	Washington County Public Health
Mercy Care for the Adirondacks	Wayne County Rural Health Network
	Wellness Council/St. James Mercy Health

26 Rural Health Network employees made up about half of the responders

Q5. Which option below that best describes your organization or business?



16 Individual Members 41 Organizational Members



Survey Overview: Introduction and Some Demographics

- **Introduction**
 - In order to be responsive to the priorities and needs of our membership, it is important that we hear from you! Please take the 15 minutes or so required to complete this survey. The results will be compiled and made available to all members. Specifically, the survey will help identify priority areas of interest, need and membership expertise. Survey results will be used to improve the effectiveness of the NYSARH and guide collaborative initiatives. Please complete and submit this survey no later than Tuesday, September 4, 2007. Thank you for your participation!
- **Respondents were asked to provide...**
 - Name, organization and title information
 - Leads for potential organizational members

Survey Overview: Structure of the Survey

- **NYSARH Effectiveness and Member Satisfaction**
 - Reasons for joining NYSARH, satisfaction and perceived benefits
 - Potential service improvements
 - Preferred communications channel
- **Organizational and Rural Health Issues**
 - Priorities for member organizations, with specific regarding
 - Access to Health Services
 - Market Segment Services
 - Health Facility Related Issues
- **NYSARH Annual Conference**
 - Ranking of topics of interest, and identifying potential presenters
- **Final Notes**

RESULTS

Networking with other rural health care professionals was the predominant reason for joining NYSARH

- **What was your primary reason for joining NYSARH?**
 - 54 responses
 - Many responders provided multiple answers
 - Open-ended Responses summarized in the table below

Category	Count
Networking	24
Advocacy	12
Education/Information	12
Grants/Funding	2

RESULTS

Networking was also the predominant benefit of membership

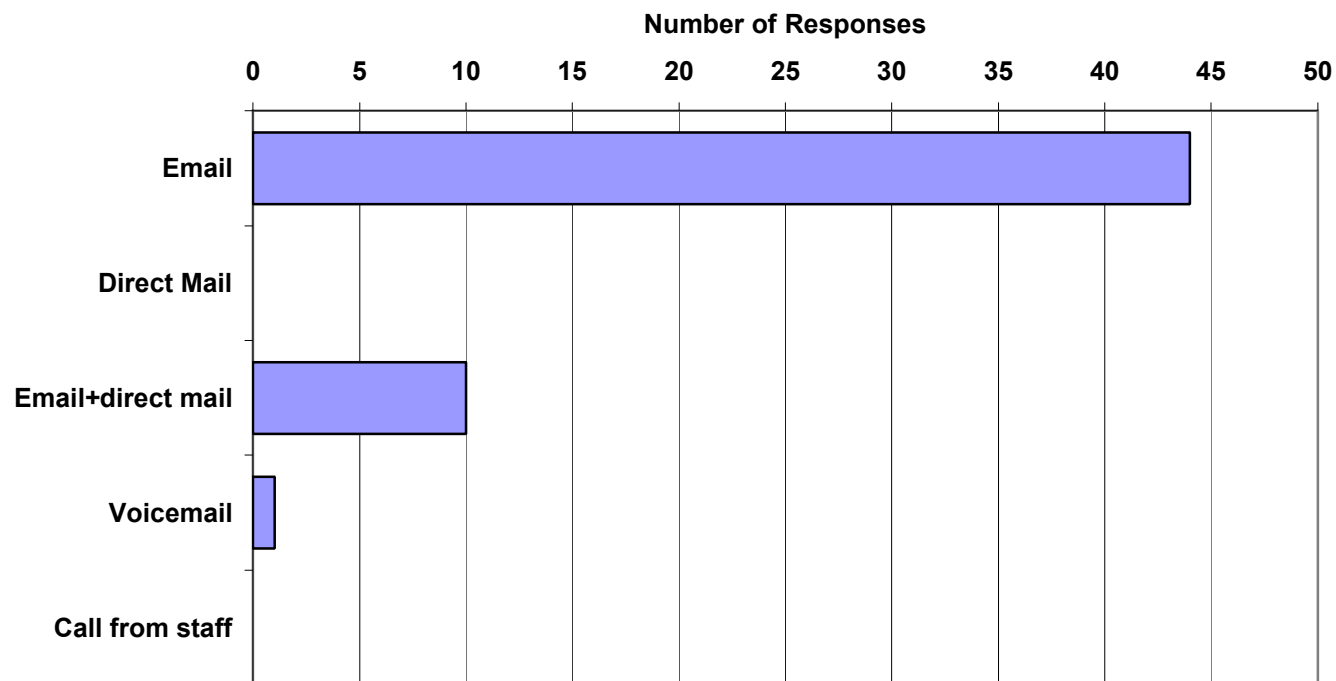
- **What do you feel is the most important benefit you receive from being a member of NYSARH?**
 - 51 responses
 - Many responders provided multiple answers
 - Open Text question. Responses are summarized in the table below

Category	Count
Networking	23
Advocacy	6
Education/Information	22
Conference	5
Grants/Funding	0
None	3

RESULTS

Email is the preferred communication channel

Q12. What is your preferred form of communication to receive information about NYSARH activities and initiatives?



RESULTS

Most responders favor regional forums

- **Q13. Should NYSARH provide forums, etc. for members at the regional level? If yes, please explain.**

Response	Count
Yes	29
No	11
Maybe	4

- **Some “YES” Comments**

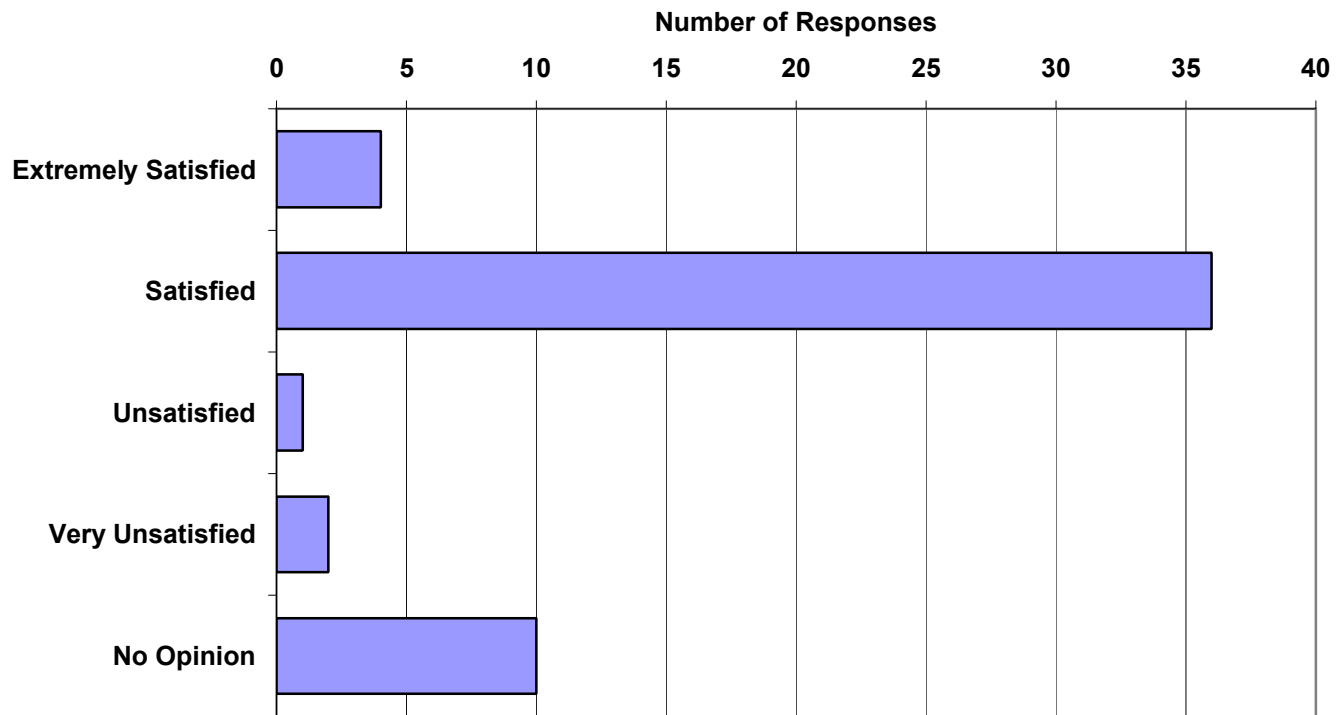
- Collaborate with rural health networks
- Provide direct access to "local" issues and best practices
- Good for Networking, Increased participation
- Forums should be open to the public to get the attention of regional legislators
- Standardized training opportunity. NYSARH members cannot afford to provide training.

RESULTS

75% of responders were satisfied with NYSARH services

Q14. Overall, how satisfied are you with NYSARH and our services?

(n=53)



RESULTS

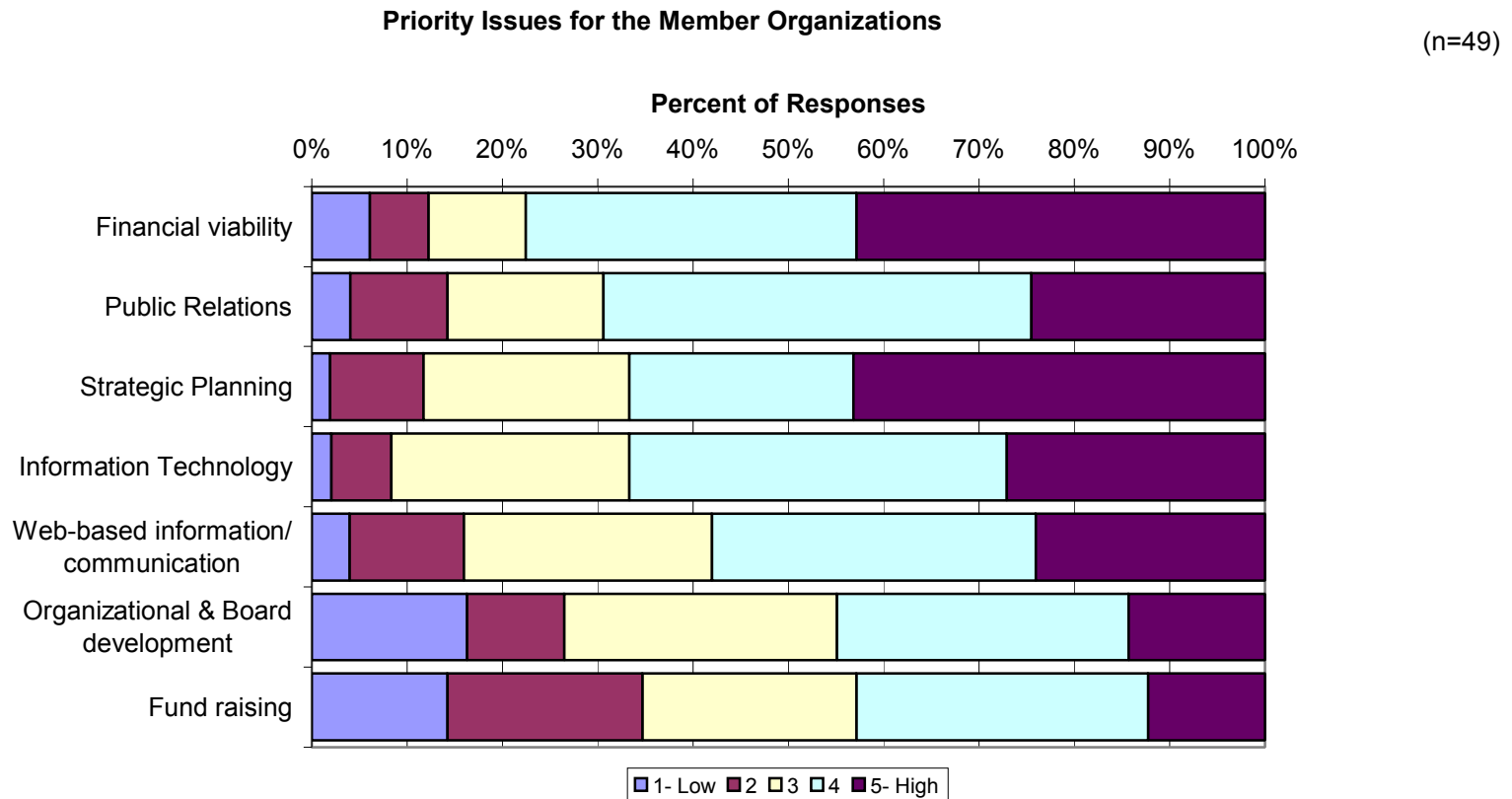
Broader scope and improved communication would improve service

- **Q15. What do you feel NYSARH could do differently to better serve its membership?**
 - 34 responses
 - Many responders provided multiple answers
 - Open Text question. Responses are summarized below
- **Broader scope of Rural Health Issues**
 - Developing Rural Health programs/ initiatives. Content meetings, seminars, workshops
 - Develop a more comprehensive, organized approach to rural health
 - Expand partnerships with other Rural Health organizations
- **Better communication**
 - Legislative/advocacy updates. Current Health Care issues+best practices. Integrate clinical information
 - What does NYSARH offer?
 - Publish membership lists

RESULTS

Financial viability, public relations and strategic planning were important member issues

- 78% of responders ranked financial viability as “high” or “very high” priorities
- 69% focused on public relations and strategic planning.



RESULTS

Other organizations for collaboration with NYSARH

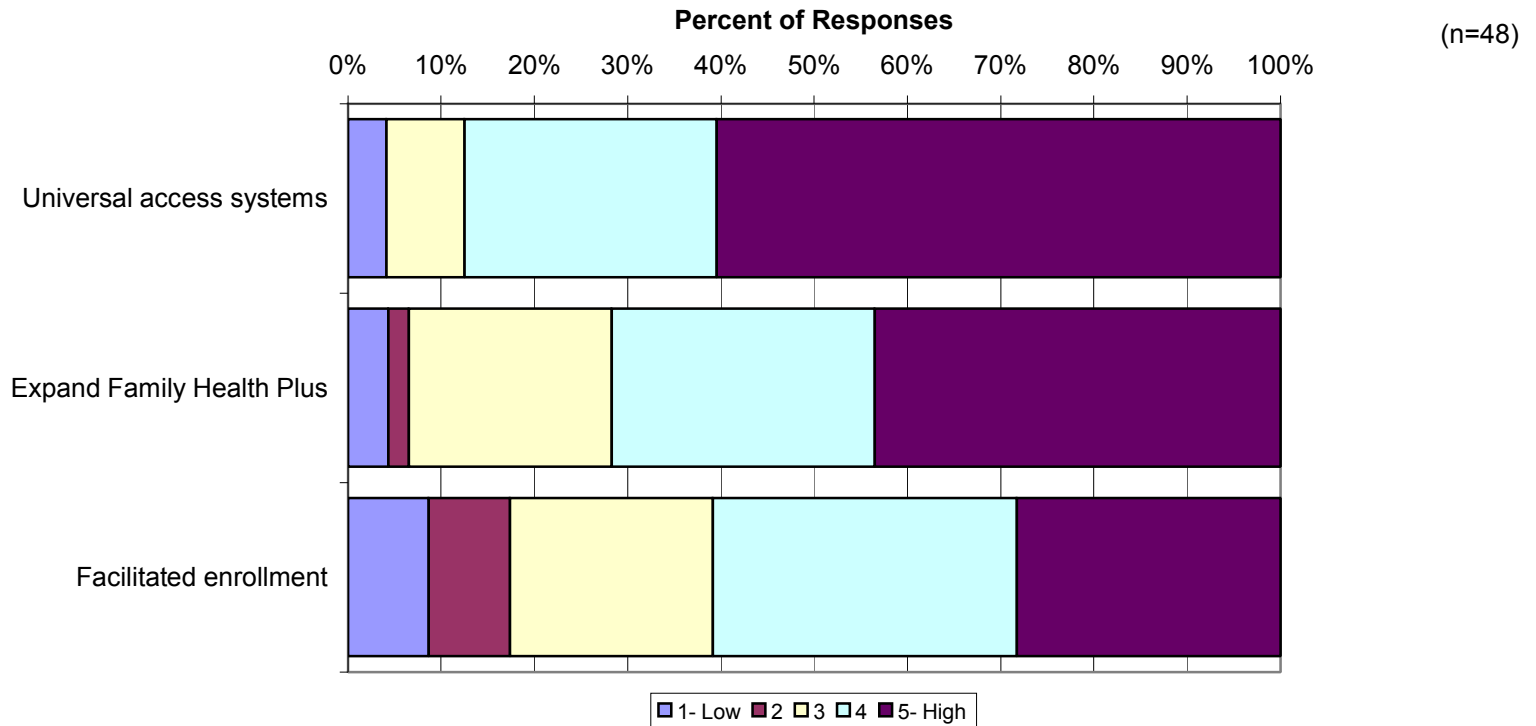
AARP
AHECS
BoardSource
CCSNYS
CHCANYS
Children's Defense Fund
Conference of MH Directors
cooperative extensions and ag services
Council of Community Services of NYS
Critical Access Hospitals
DOH ORH
HANYS
health insurance organizations
Home and Community Based Service Providers
IPRO

Iroquois Healthcare Association
MSSNY
New York State Chapter of the American Academy of Family Physicians
New York State Nurses Association
NYMGMA, national MGMA
NYS association of County Health Officials
NYS Association of School Psychologists
NYS NASW
NYS Nurses Association
NYS Public Health Association
NYS Teachers Association
NYSAHEC System
OFA, Mental Health
Technology experts of some sort

RESULTS

Universal access/ single point of entry systems was the more important Access issue

Q18. Priority Rural Health Issues- Access to Health Services



RESULTS

Other organizations for collaboration regarding Access to Health Services

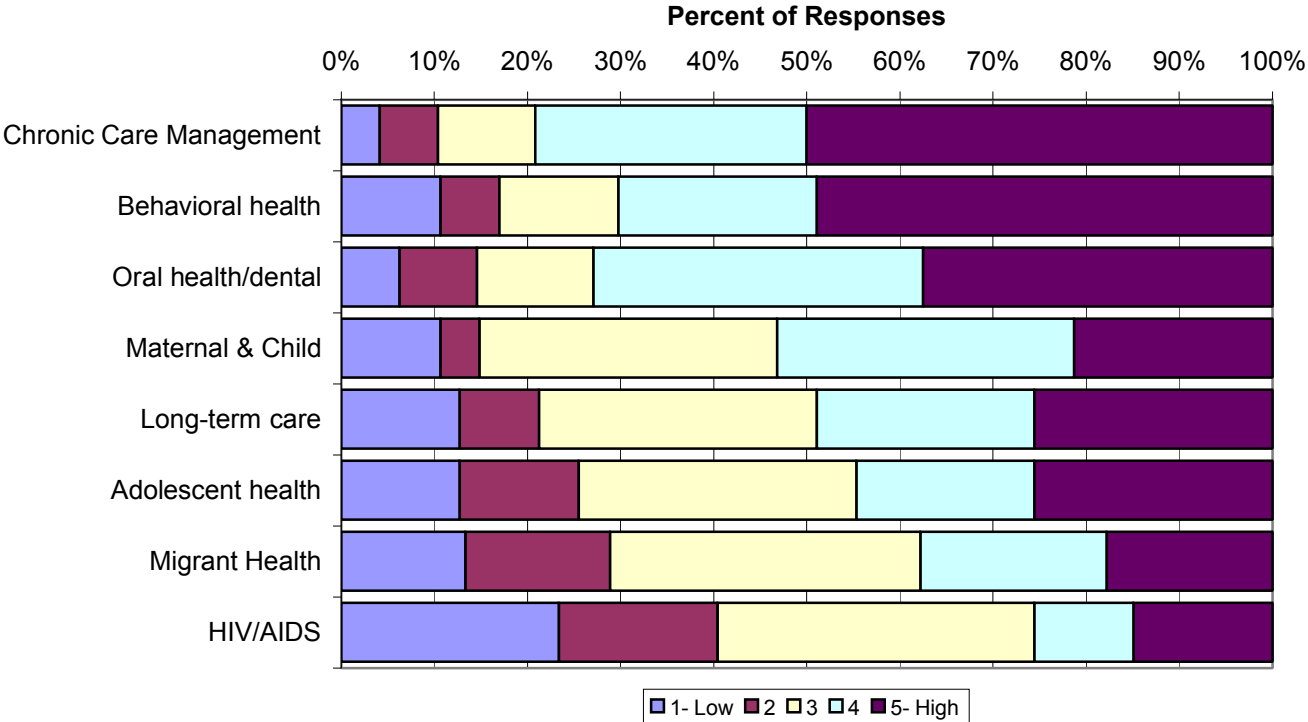
AAP	NY CAN	(n=30)
AMA	NY Health Plan Association	
CHCANYS	NYACHO	
Childrens Access Network	NYHealth Foundation	
Childrens Defense Fund	NYS Oral Health Coalition/SU Maxwell School	
Community health Foundation of W&CNY	NYSACHO	
County Health and Social Services Departments	Prenatal/Perinatal Networks	
DOH	Primary Care Coalition	
Elected officials	Primary care net	
FQHCs	Public Health Association	
HANYS	Public health conf of local MH dirs	
HHHN	R-AHEC	
Home and Community Based Services	Schuyler Center for Policy & Analysis	
NC Childrens' Clinic	Transportation Providers	
NCPPC	United Way	

RESULTS

Chronic Care Management and Behavioral Health were the most important Market Segment Services

Q20. Priority Rural Health Issues- Market Segment Services

(n=47)



RESULTS

Other organizations for collaboration regarding Market Segment Services

(n=17)

Appalachia Cancer Network
Business Council
Chamber of Commerce
CHCANYS
DOH
Economic Development
Farm Bureau
farming
Finger Lakes Migrant Health
HANYS
Home and Community Based Services

Mark Bitz
New York State Dental Association
NYSDOH Bureau of Health Risk Education
NYSOHC
NYSPHA
OMH
primary care advocates
Public Health Departments
Regional Prenatal/Perinatal Networks
Rural Community
Schools of Public Health Cornell, SUNY Buffalo, Albany, Syracuse University
small business

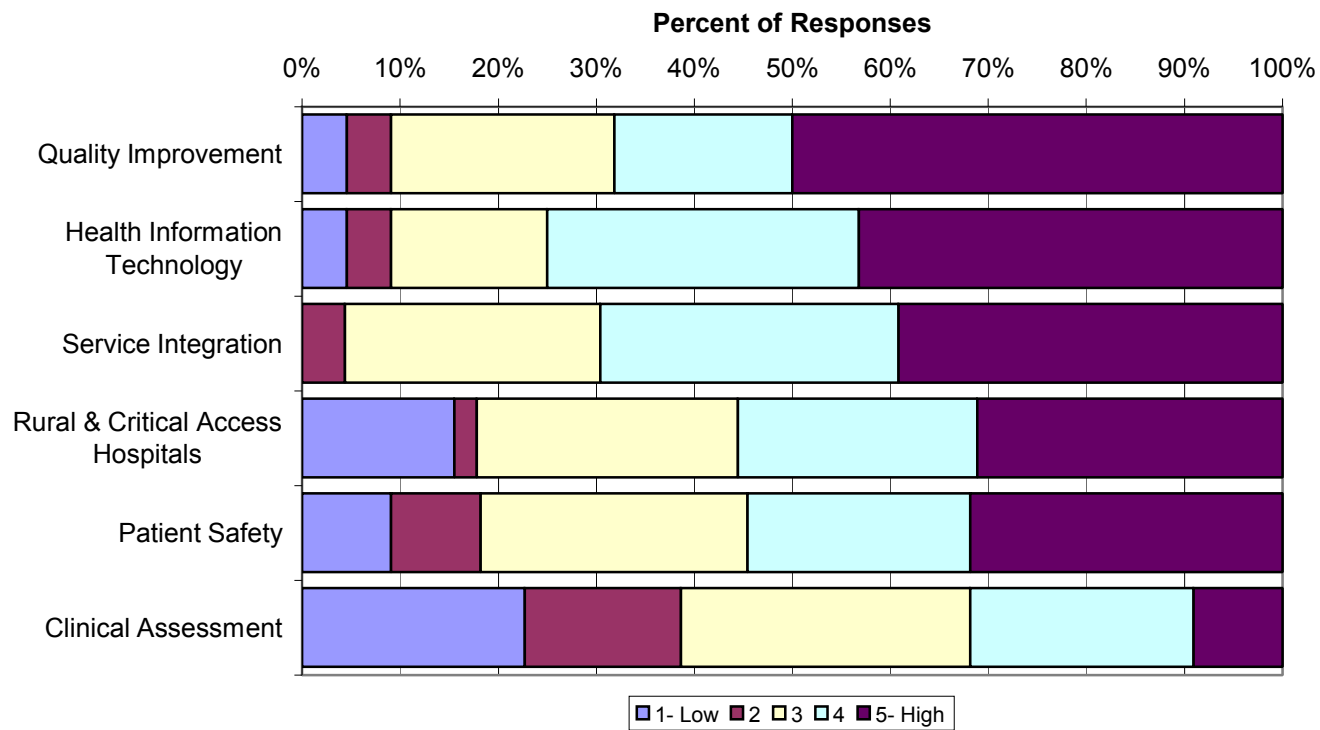
RESULTS

Quality Improvement was the most important Health Facility issue

- 50% of responders rated Quality Improvement Very High
- Health information technology and service integration were also considered important

Q22. Priority Rural Health Issues- Health Facility Related Issues

(n=44)



RESULTS

Other organizations for collaboration regarding Health Facility Issues

- Acute Care Hospitals
- Chamber of Commerce
- Chautauqua County Health Network
- HANYS
- Health Departments
- Home Care
- Hospital Association NYS
- Institute for Healthcare Improvement
- IPRO
- Iroquois Healthcare Association
- MSSNY
- NRHA
- Nursing Homes
- NYS ORH
- NYS Patient Safety Center

(n=12)

Responder Comment:

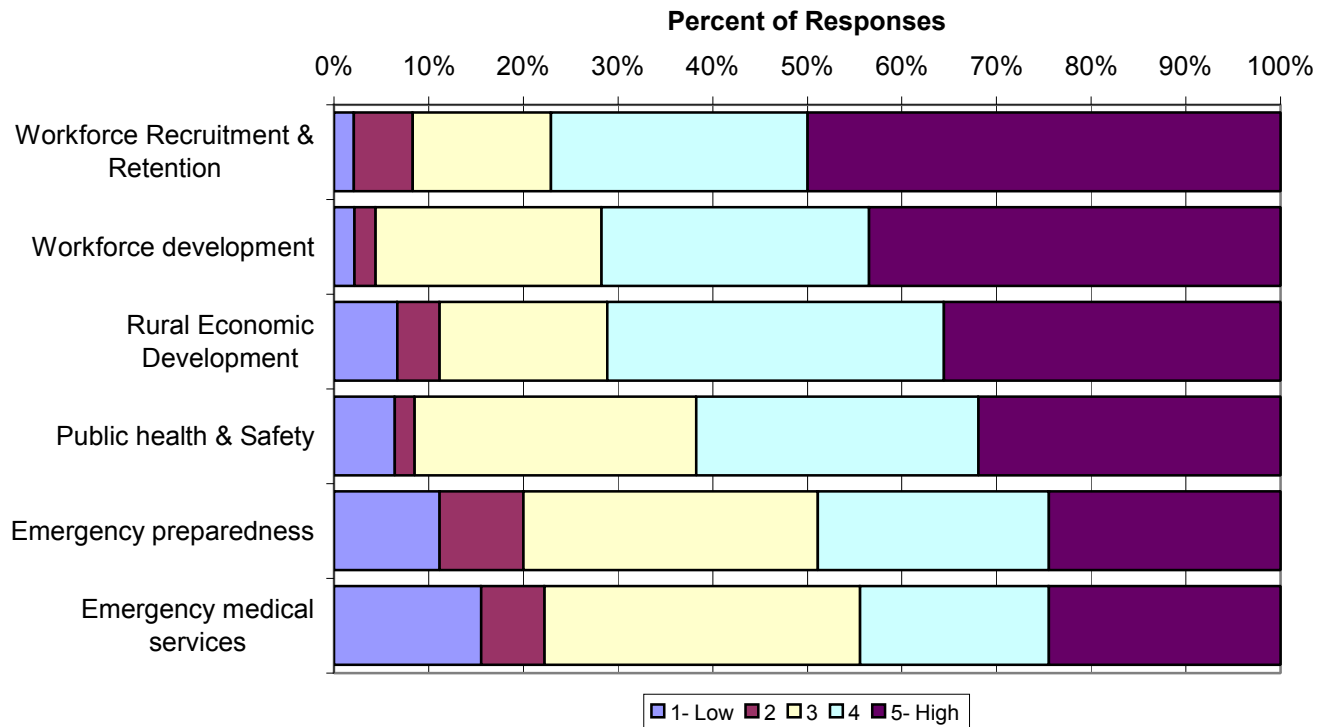
NYSARH should have a seat on the HANYS Rural Issues Committee (in addition to the HANYS rep who sits on the NYSARH Board)

RESULTS

Workforce recruitment and development are other important issues to be considered

Q24. Priority Rural Health Issues- Other Issues

(n=46)



RESULTS

Other organizations for collaboration regarding Workforce recruitment and development

- **AHEC**
- **American Cancer Society**
- **DOH**
- **Economic Development both local and state**
- **Emergency Communication**
- **EMS organizations**
- **Federal Reserve Office - Buffalo**
- **HANYS**
- **IHA**
- **Jean Moore**
- **Northern Oswego Ambulance Service**
- **NYS Department of Health Cancer Services Program**
- **Public Health**
- **TIERS**
- **Upstate Economic Development Czar Gunderson**
- **WIB**

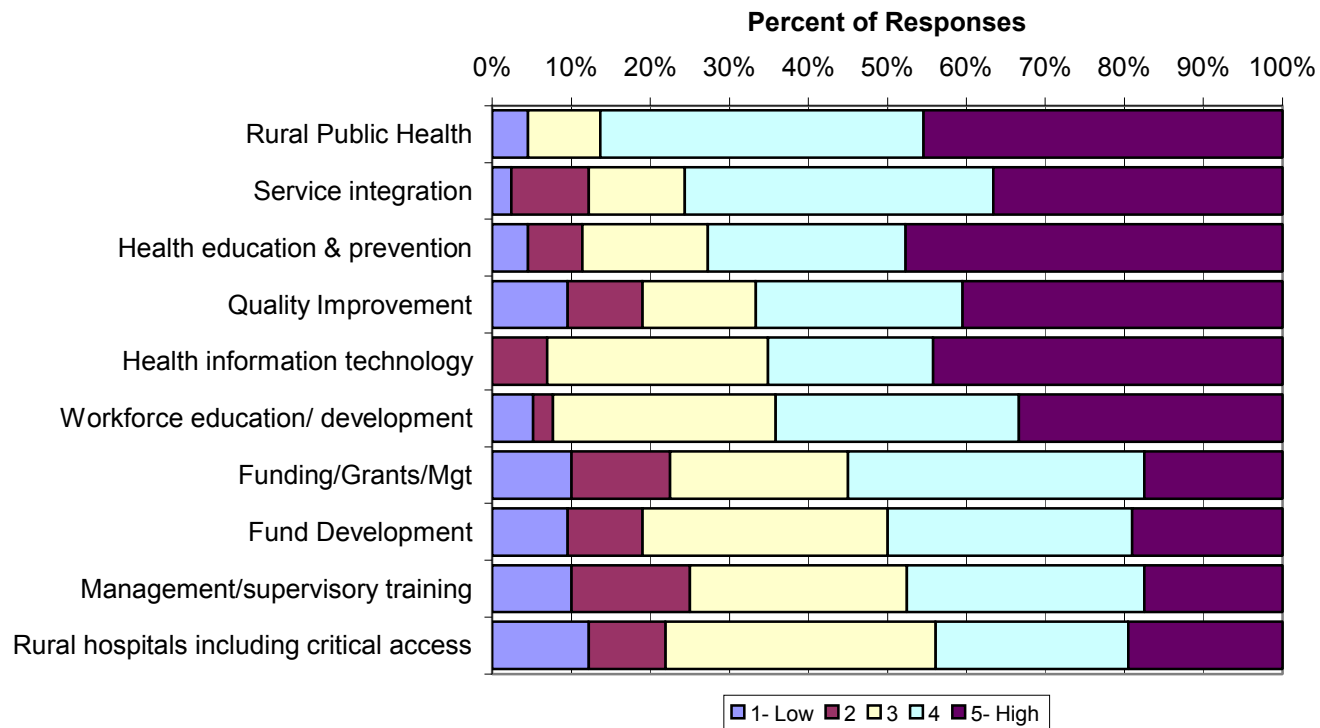
(n=15)

RESULTS

Rural Public Health, Service integration and Health Education are important issues for the conference

Q26. Topics of Interest for the Annual NYSARH Conference (Top 10)

(n=40)

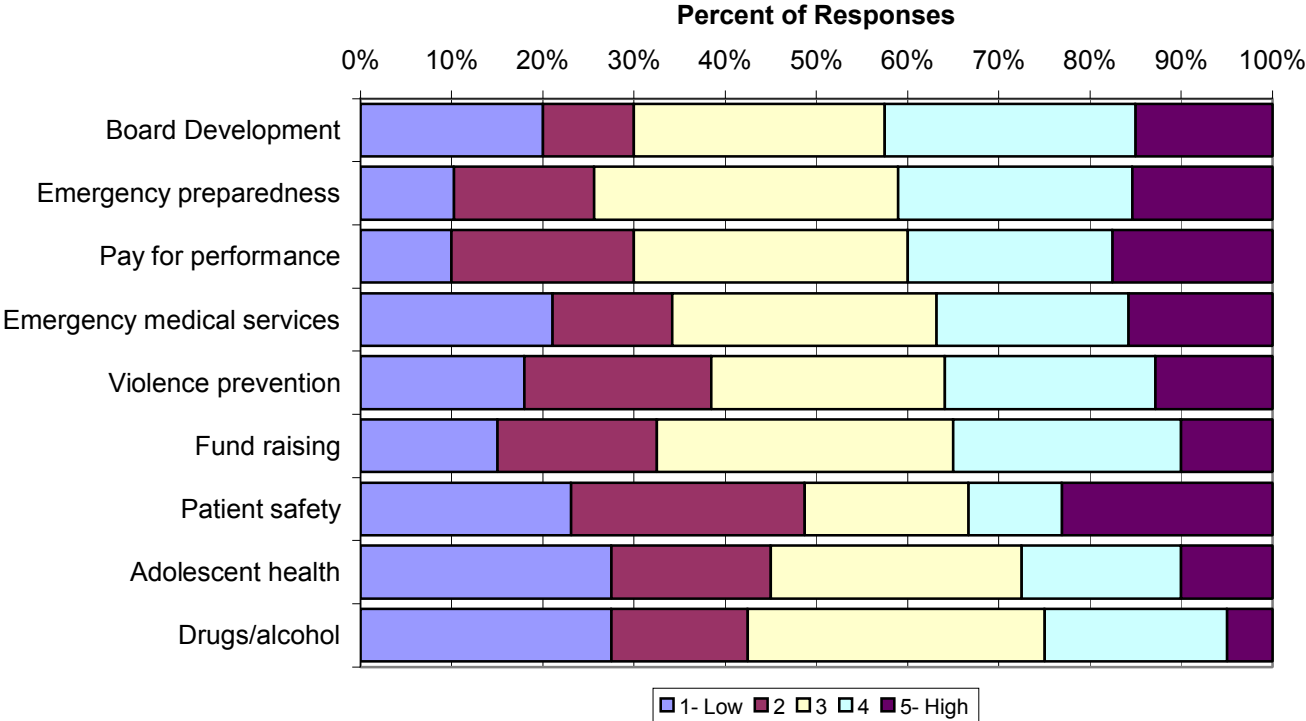


RESULTS

Rankings of other issues for the conference

Q26. Topics of Interest for the Annual NYSARH Conference (Bottom 10)

(n=40)



RESULTS

Physician recruiting/retention and access to health care are commonly perceived threats

- **Q28. Identify changes (threats and/or opportunities) or emerging trends you observe or anticipate for your organization/community**
 - 32 responses
 - Many responders provided multiple answers
 - Open-ended Responses summarized in the table below

Category	Count
Aging Population	5
Economic Development	2
Emergency Prep	2
Funding Cuts	6
Health behavior	4
Health Care Integration	5
Health Planning	5
Insurance Cost/Access	14
Physician Recruit/Retain	21
Poverty	7
Regulation burden	1
Social Issues	9
Transportation	2
Total Comments	83

Summary

- **Networking with other rural health care professionals was the predominant reason for joining NYSARH. Regional forums are seen as a way to increase networking opportunities, and share best practices**
- **75% of responders were satisfied with NYSARH services. NYSARH could improve member services by increasing its scope and improving communication with members**
- **Member organizations are primarily concerned with financial viability, public relations and strategic planning**
- **The primary concerns regarding health care are**
 - Universal access
 - Health Care Workforce recruitment
 - Chronic Care Management and Behavioral Health
 - Quality Improvement in the Health Facilities
- **Universal access and workforce recruit were also see as the primary threats**
- **Main Issues for the Conference**
 - Rural Public Health
 - Service integration
 - Health Education