

**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.**

The survey and data analysis were done by:

Austin Miller

UB Population Health Observatory

Email: [am65@buffalo.edu](mailto:am65@buffalo.edu)

Phone: 716.829.2934

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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 13<sup>th</sup> 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

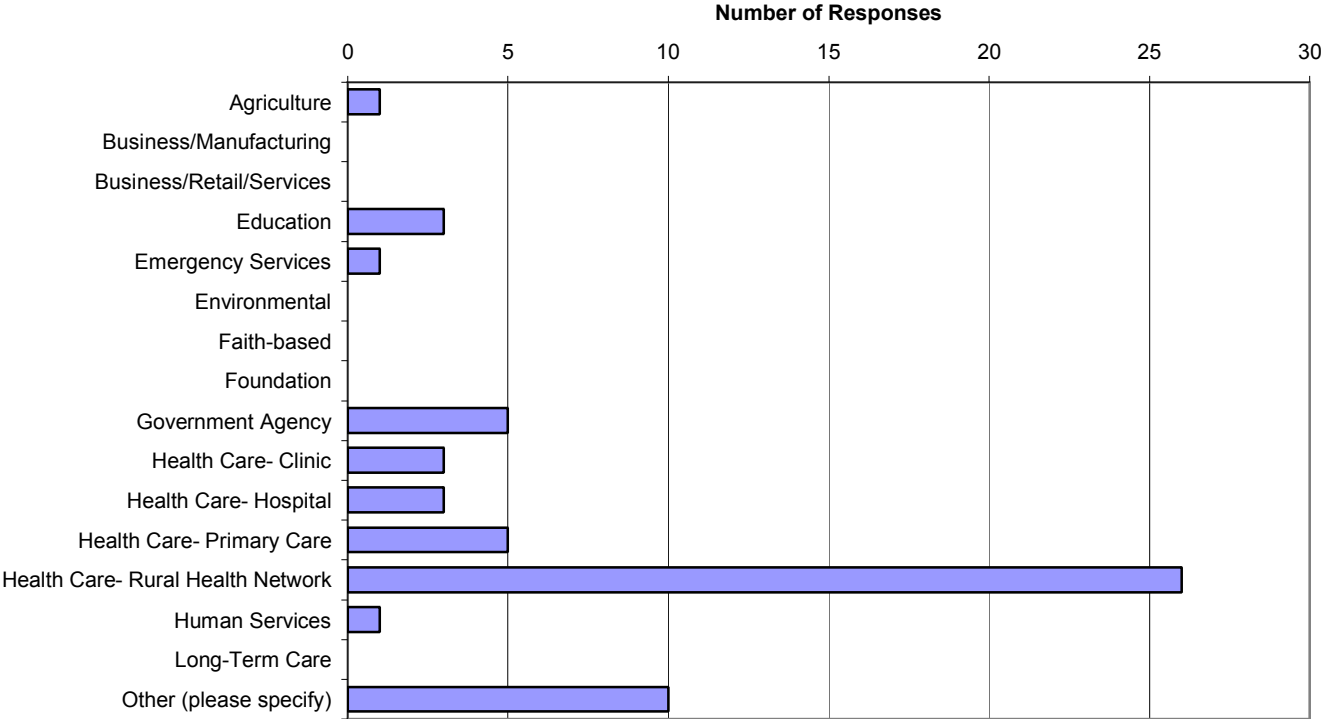
## **Name of your organization**

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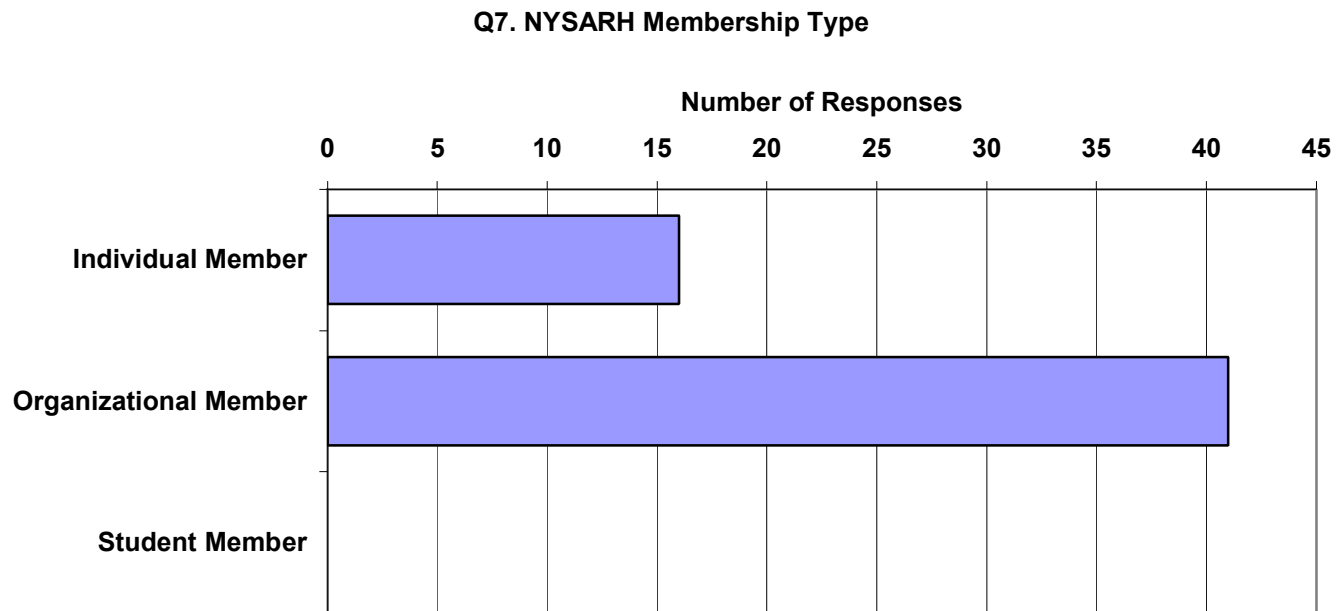
Adirondack Rural Health Network	Monroe Plan for Medical Care
Allegany/Western Steuben Rural Health Network, Inc.	NNY Rural Health Care Alliance, Inc.
Bassett Healthcare	North Country Children's Clinic
Cancer Information Service	NY FarmNet
Cayuga County Community Health Network	NYS AHEC System
Chautauqua 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



N=57

# 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

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

## RESULTS

### Networking was also the predominant benefit of membership

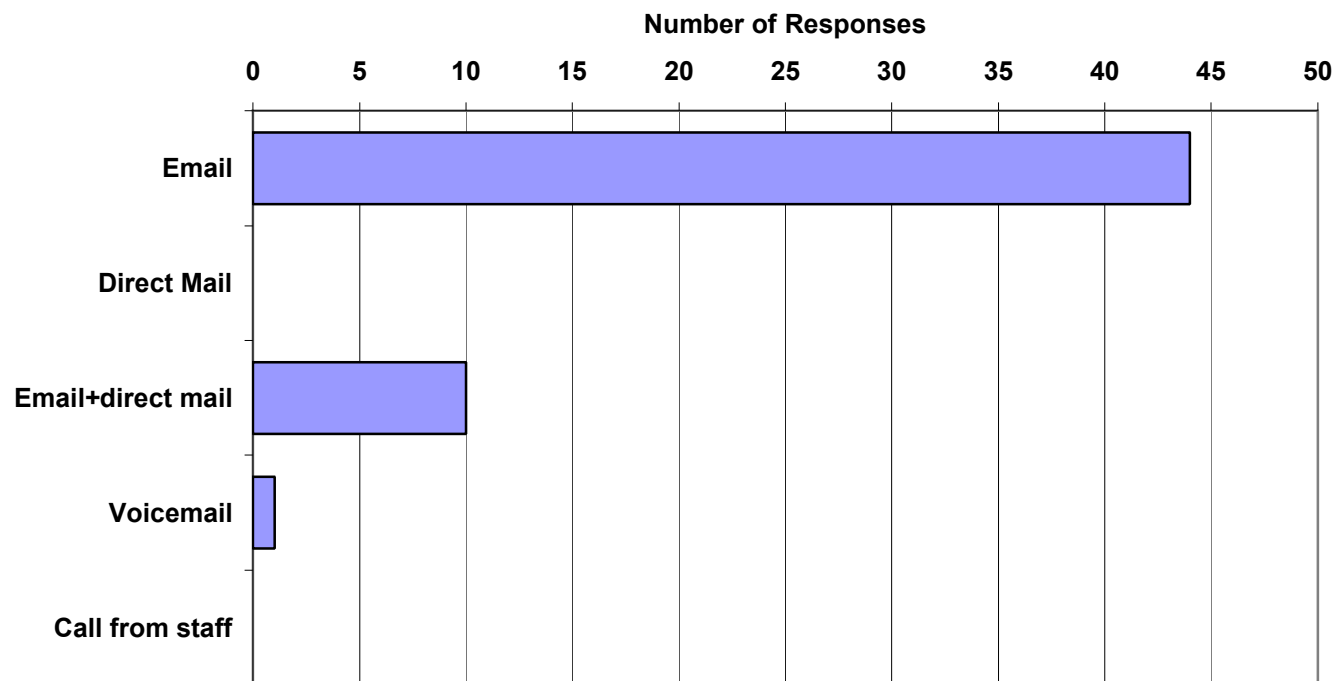
- **What do you feel is the most important benefit you receive from being a member of NYSARH?**
  - 51 responses
  - Many responders provided multiple answers
  - Open Text question. Responses are summarized in the table below

<b>Category</b>	<b>Count</b>
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.**

<b>Response</b>	<b>Count</b>
Yes	29
No	11
Maybe	4

- **Some “YES” Comments**

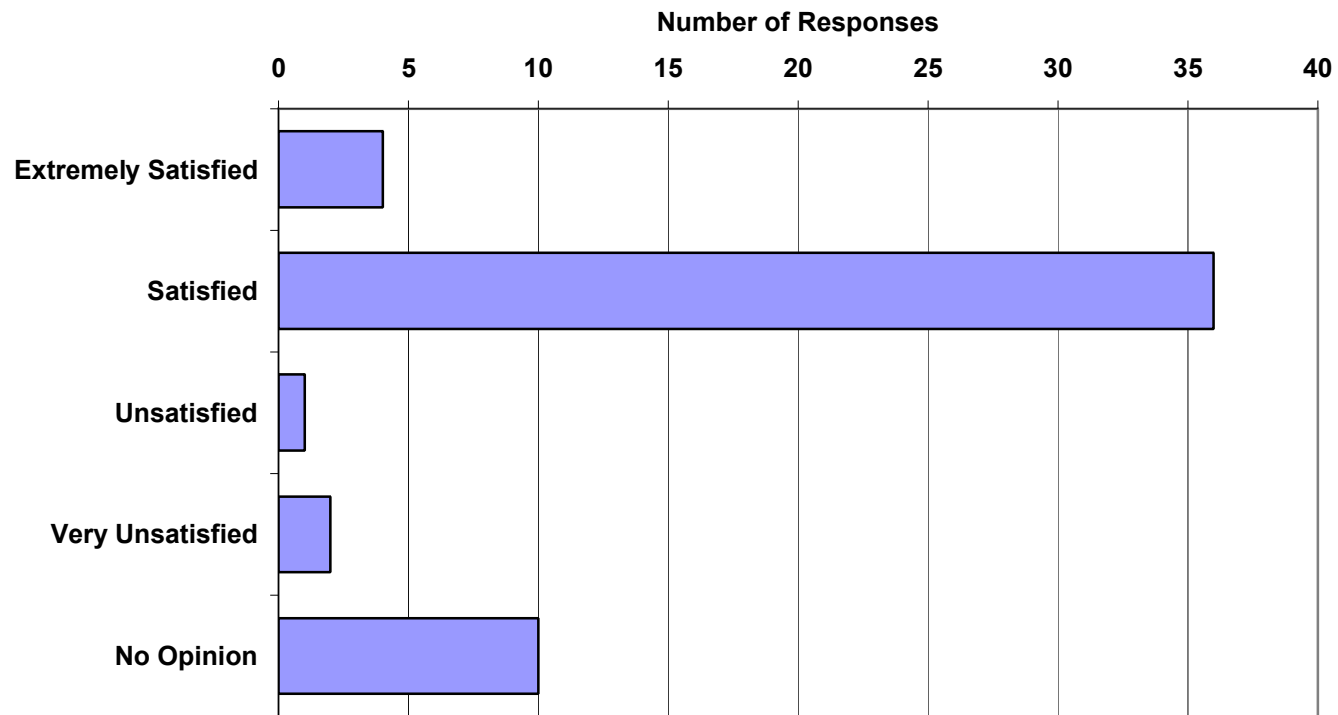
- Collaborate with rural health networks
- Provide direct access to "local" issues and best practices
- Good for Networking, Increased participation
- Forums should be open to the public to get the attention of regional legislators
- Standardized training opportunity. NYSARH members cannot afford to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

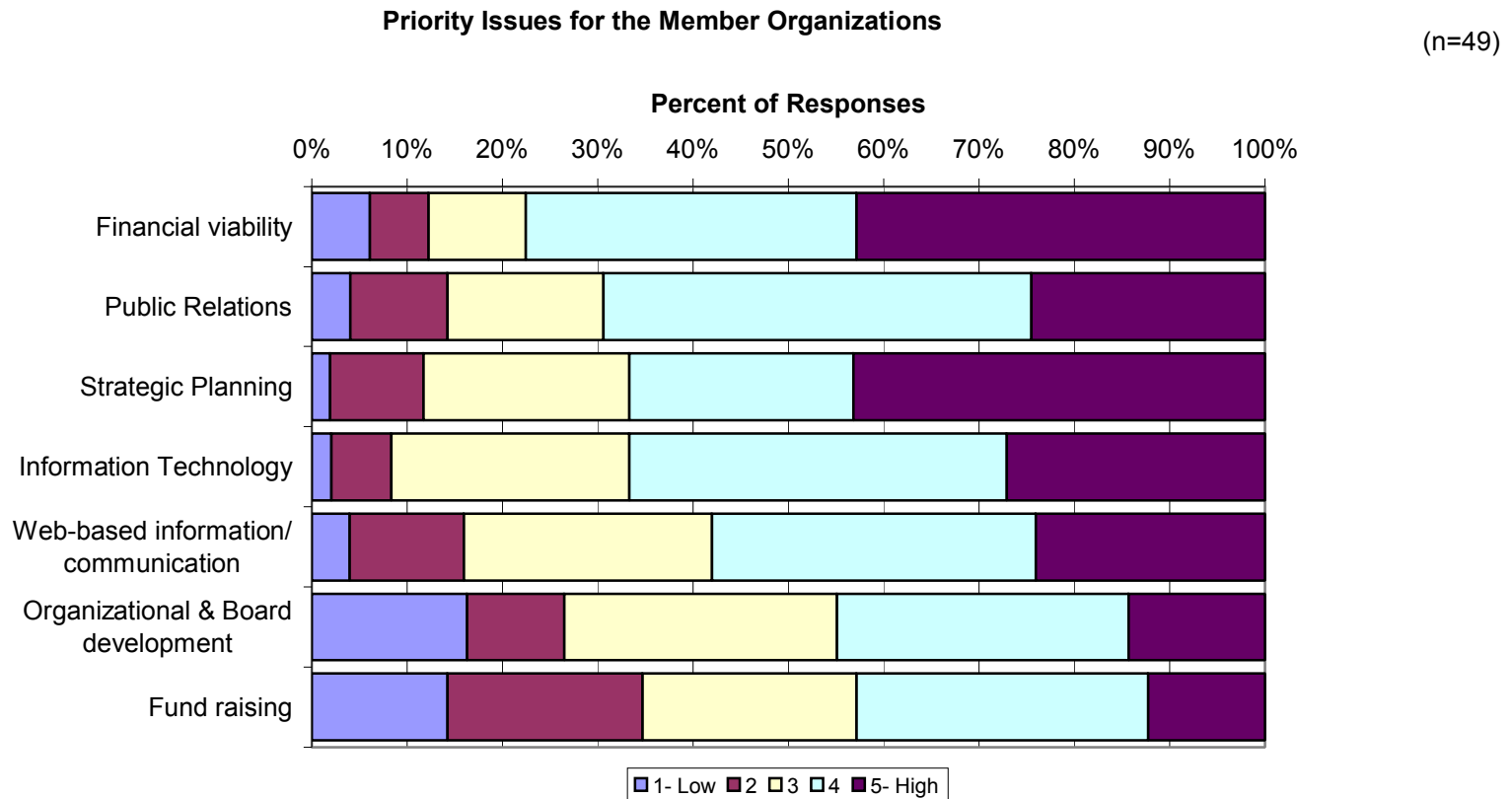
### **Broader scope and improved communication would improve service**

- **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

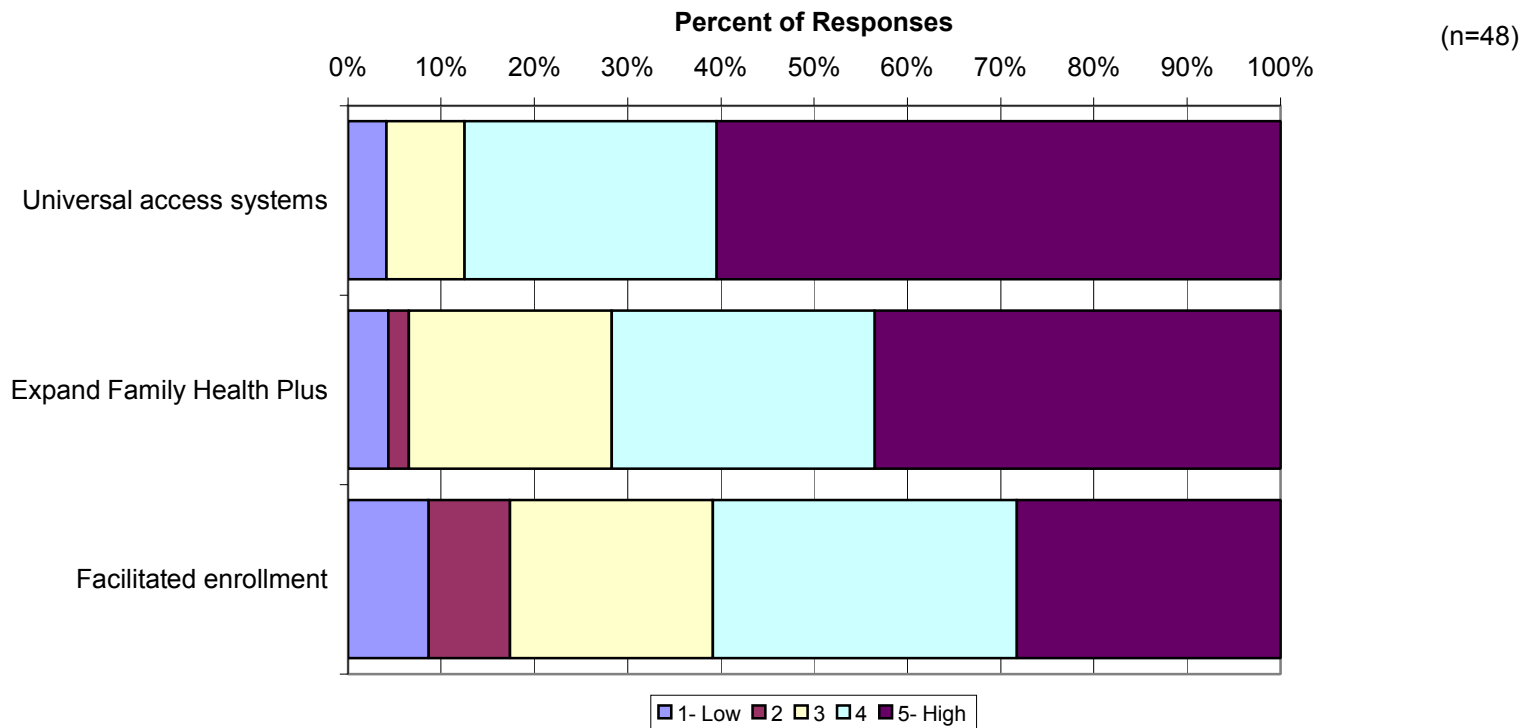
AARP  
AHECS  
BoardSource  
CCSNYS  
CHCANYS  
Children's Defense Fund  
Conference of MH Directors  
cooperative extensions and ag services  
Council of Community Services of NYS  
Critical Access Hospitals  
DOH ORH  
HANYS  
health insurance organizations  
Home and Community Based Service Providers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

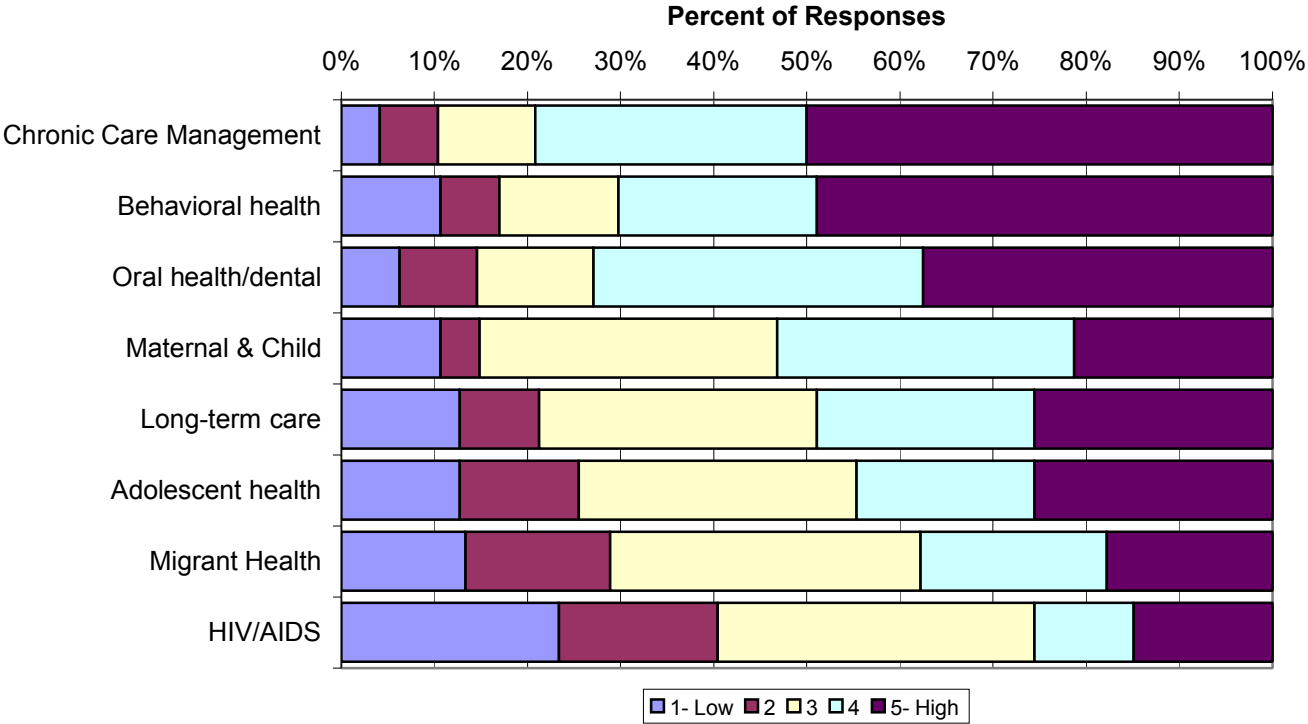
AAP	NY CAN	(n=30)
AMA	NY Health Plan Association	
CHCANYS	NYACHO	
Childrens Access Network	NYHealth Foundation	
Childrens Defense Fund	NYS Oral Health Coalition/SU Maxwell School	
Community health Foundation of W&CNY	NYSACHO	
County Health and Social Services Departments	Prenatal/Perinatal Networks	
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

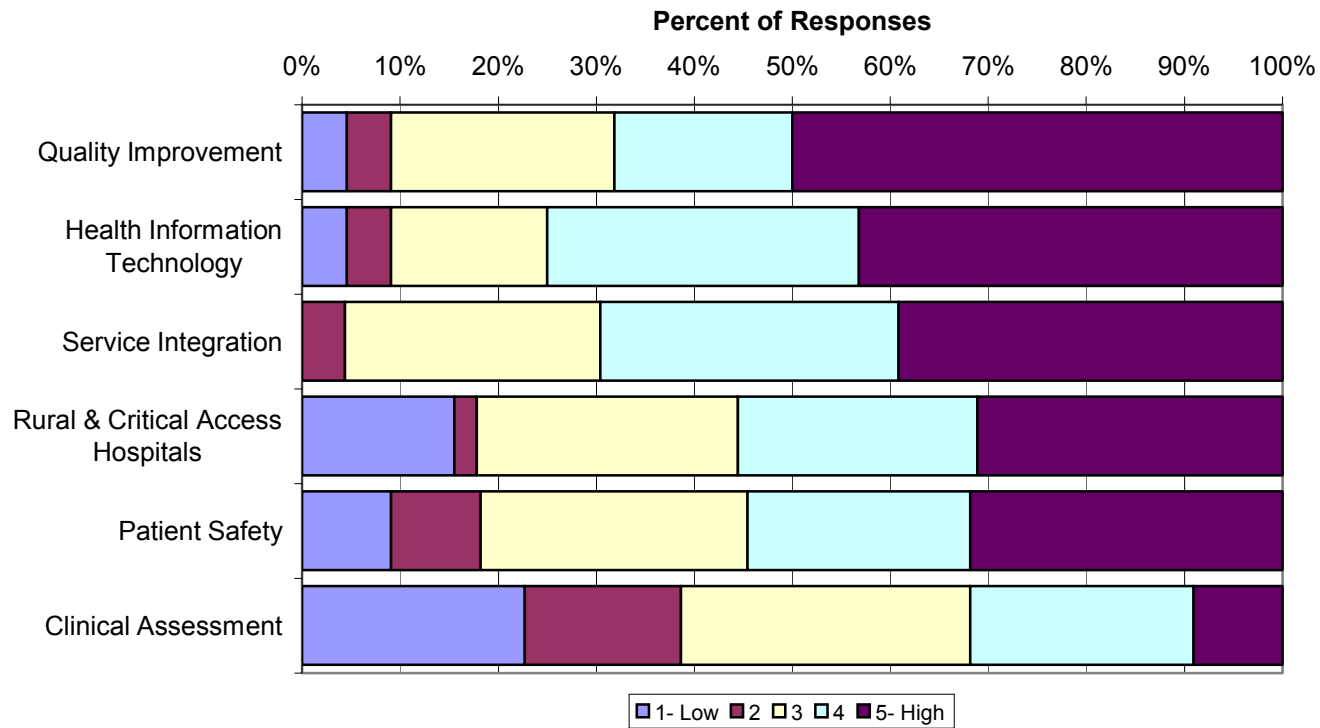
# RESULTS

## 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:

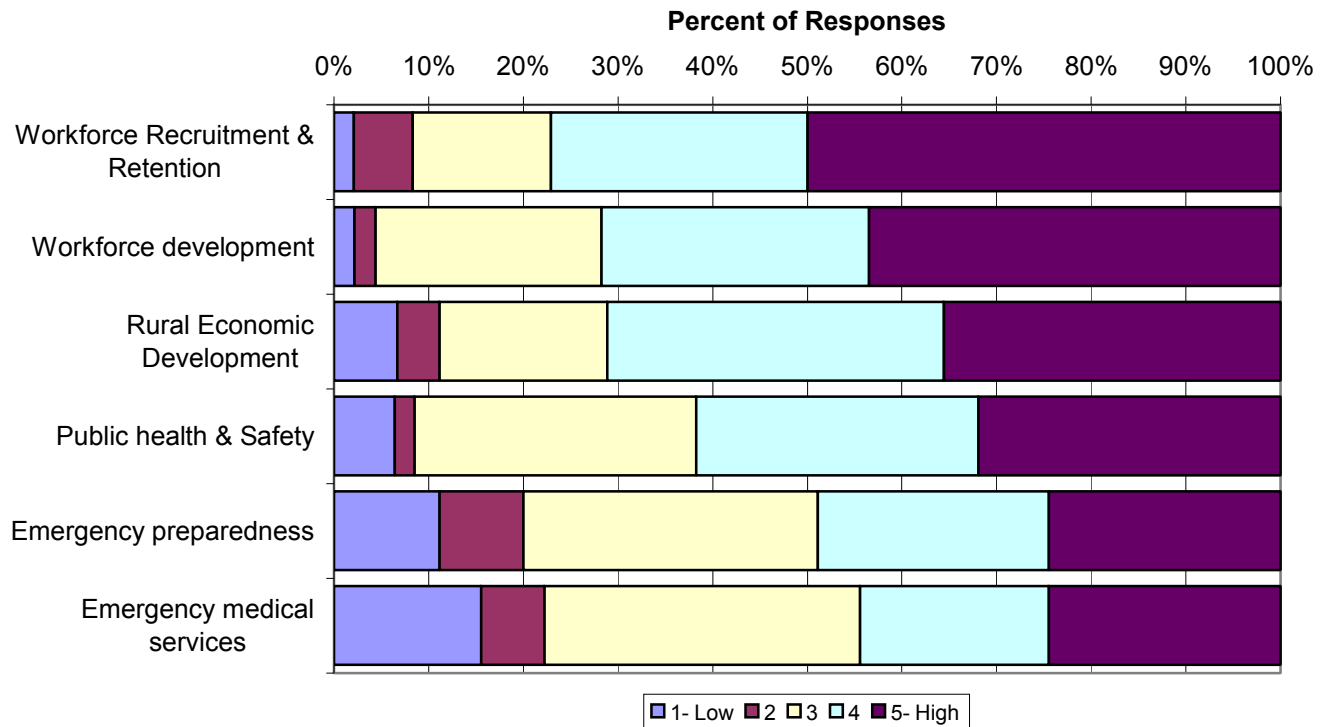
NYSARH should have a seat on the HANYS Rural Issues Committee (in addition to the HANYS rep who sits on the NYSARH Board)

# 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**

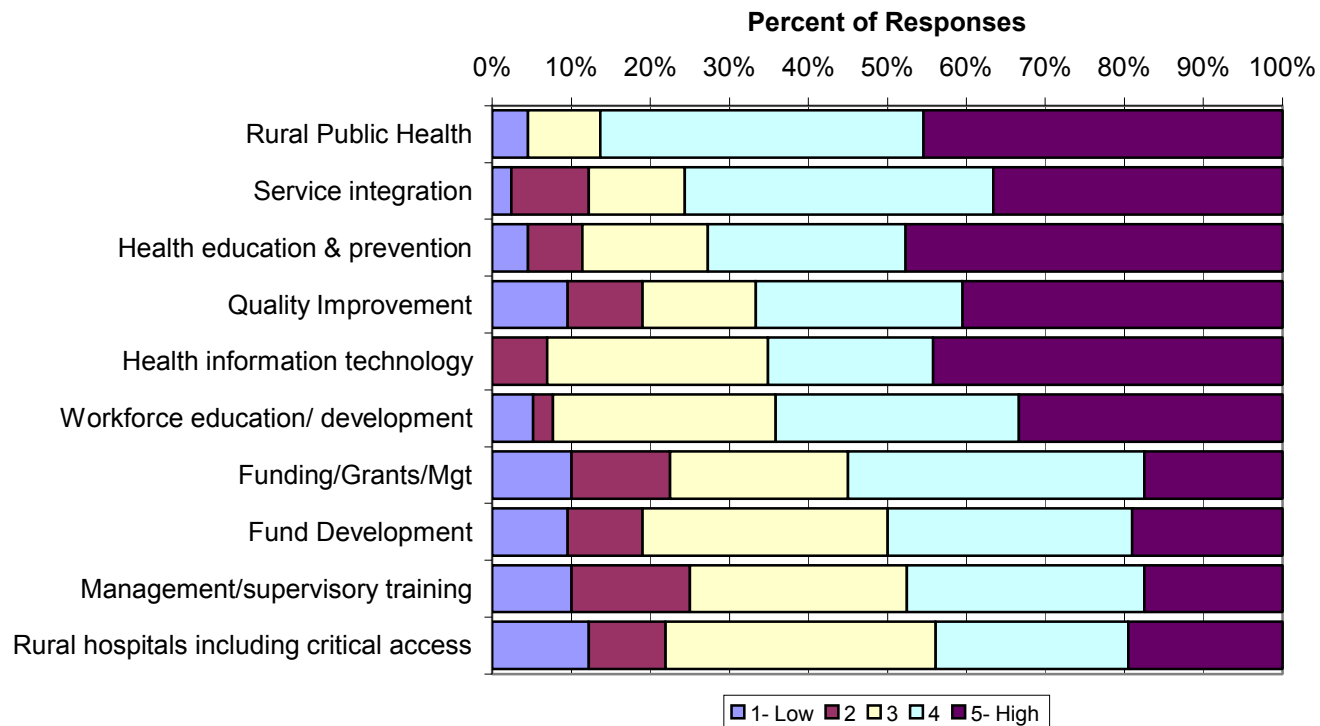
(n=15)

# 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)

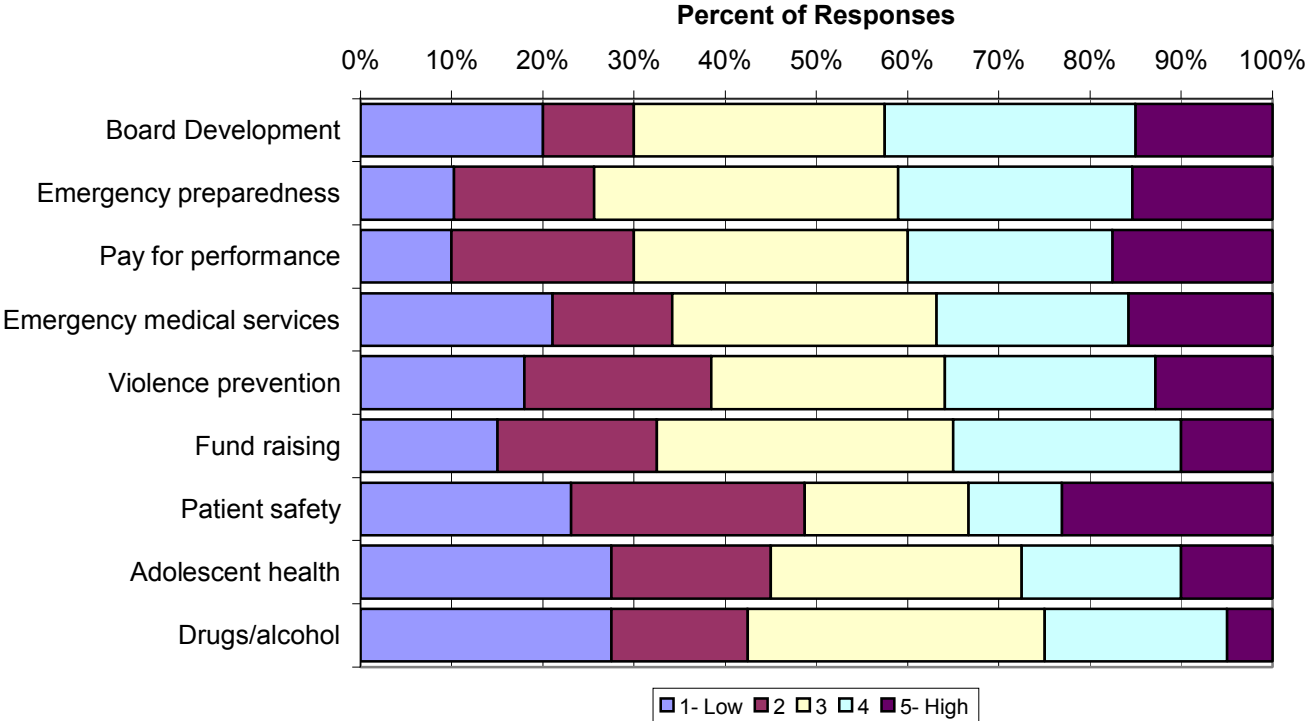


# RESULTS

## 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

<b>Category</b>	<b>Count</b>
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
<b>Total Comments</b>	<b>83</b>

# 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