DEPARTMENT OF HEALTH CARE SERVICES PRIMARY AND RURAL HEALTH DIVISION



Rural Health Report 2012





State Rural Demographics

Rural Definition

Rural counties are counties with more than 80% of their land mass defined as a rural or frontier. There are 44 rural counties in California which represents about 80% of the State's 156,000 square miles.

Population

Between 2011 and 2012, the overall State and rural counties population increased. The State population is 37.7M in 2012 representing a .67% growth. The rural population in California is 5.2M in 2012 representing a .35% growth from 2011. The rural population is 14% of the total State population.

(Source: Department of Finance)

Age, Gender, and Education

According to the US Census Bureau in 2011, 37.9% of the populations are in rural counties between the ages of 0 to 24. 25.9% of the rural populations are between the ages of 25 to 44 and 36.2% of the rural populations are ages 45 and over.

Males represent 50.2% and females represent 49.8% of the rural population. (Source: US Census)

Rural Areas Definition

State Definition

The State definition designates approximately 80% of the total land mass of 156,000 square miles as rural. The Rural and Urban County comparison in this presentation defines Rural Counties as Counties with a MSSA Rural Land Mass 80% or Greater.

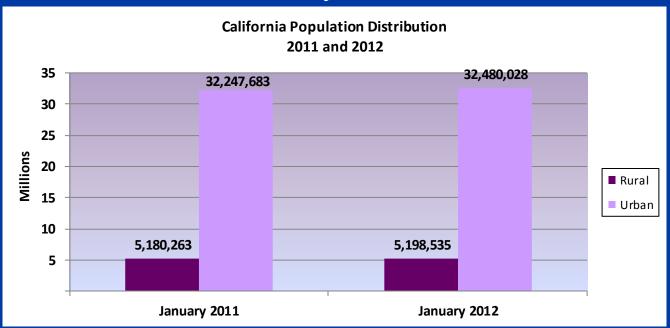
- Medical Service Study Area (MSSA) are sub-county designations and where all population centers within the MSSA are within 30 minutes travel time to the largest population center as defined by the California Health Manpower Policy Commission. There are 541 MSSAs in California.
- Rural MSSAs have 250 persons or less per square mile and no Township of more than 50,000: Total Rural MSSAs 186
- Frontier MSSAs have less than 11 persons per square mile: Total Frontier MSSAs 56

Rural* and Urban Counties



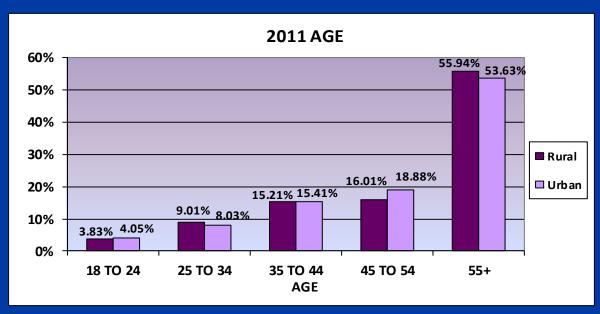
*COUNTIES ARE RURAL (green color) IF THEIR LANDMASS 80% RURAL/FRONTIER per MSSA

Rural and Urban County Comparison California Population Trends Between January 2011 and 2012



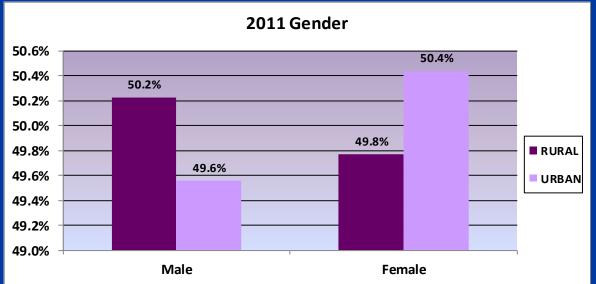
- ▶ The State population increased from 37,427,946 to 37,678,563 representing a .67% growth.
- The urban counties population increased from 32,247,683 to 32,480,028 representing a .72% growth.
- The rural counties population increased from 5,180,263 to 5,198,535 representing a .35% growth.
- The distribution of the population in 2012:
 - Rural Counties: 14%Urban Counties: 86%

Demographics Rural and Urban County Comparison Age and Gender



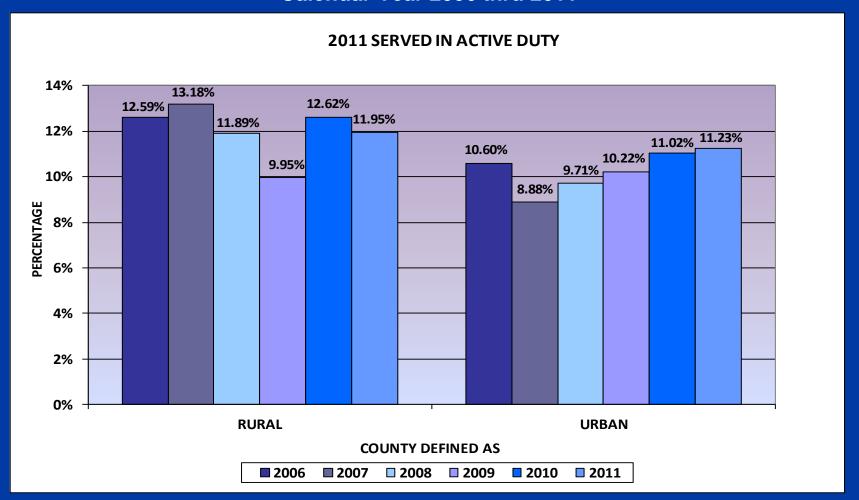
In 2011, rural counties have higher population of residents age 55 and over (55.9%) as compared to 53.6% in urban counties.

Conversely, rural counties have a lower percent of residents ages 35 to 44 years (15.2%) as compared to 15.4% in urban counties.



There are more males (50.2%) than females (49.8%) in rural counties.

Demographics Rural and Urban County Comparison Veteran Status Served in Active Duty Calendar Year 2006 thru 2011



In calendar year 2011, a larger proportion of residents of rural counties have served in active duty compared to residents of urban counties.

Demographics Rural and Urban County Comparison Education Levels Calendar Year 2011

Proportionately more residents of rural counties have received high school diplomas compared to residents of urban counties:

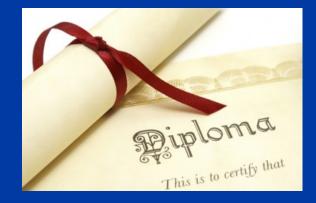
Rural: 23.49% vs. Urban: 18.01%

Proportionately fewer residents of rural counties are college graduates compared to residents of urban counties:

Rural: 18.42% vs. Urban: 24.37%

Proportionately fewer residents of rural counties have completed post-graduate degrees compared to residents of urban counties:

Rural: 15.06% vs. Urban: 22.54%

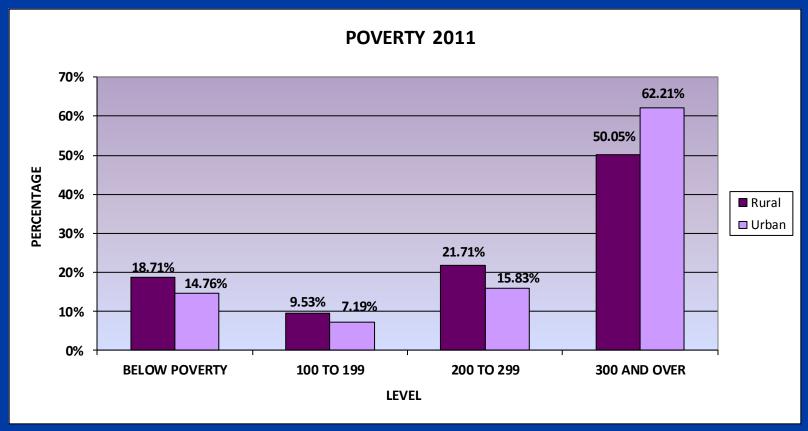


SOCIO-ECONOMIC

Socio-Economic Status

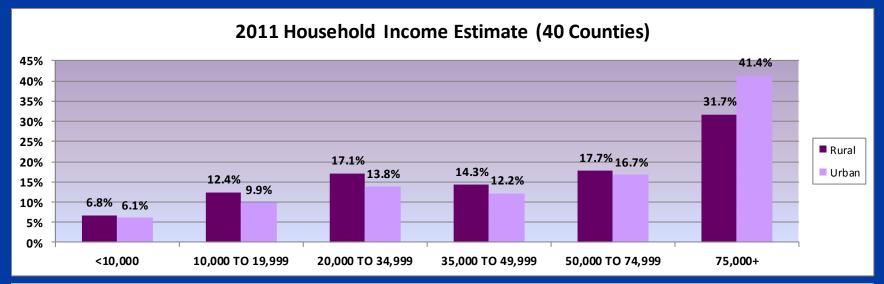
- Poverty- The nation's official poverty rate in 2011 was at 15.0% versus 18.7% for rural counties in California. (sources: US Census Bureau and 2011 BRFS)
- Household Income- From calendar year 2010 to 2011, the percentage of rural incomes between 0 to \$49,999 has increased by 1.1% and the percentage of rural residents with incomes over \$50,000 annually decreased by 1.1%. (Source: 2010 and 2011 US Census, 14 Urban and 26 Rural Counties, one-year estimates are published for geographic areas with a population of 65,000 or more.)
- **Employment-** In calendar year 2011, a smaller proportion of residents of rural counties are employed (34.8% vs. 42.8%), self-employed (8.4% vs. 11.4%), or students (2.3% vs. 3.0%) compared to residents of urban counties. Conversely, a higher proportion of rural residents are retired (28.7% vs. 17.1%), unable to work (15.0% vs. 14.9%) or homemaker (10.8% vs. 10.7%) compared to residents of urban counties. (Source: 2011 BRFS)
- **Unemployment** In September 2012, the nation's unemployment rate was 7.8%. This compares to California rural county rate of 11.3% and urban county rate of 9.1%. (Source: www.bls.gov/opub/ted/ and http://www.edd.ca.gov.)

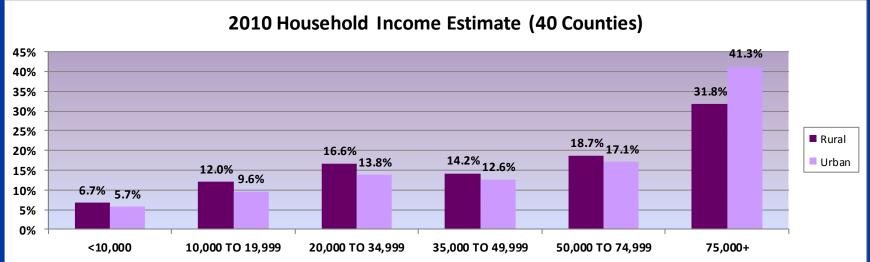
Economic Rural and Urban County Comparison Poverty Level



- In calendar year 2011, there was a greater proportion of residents of rural counties compared to residents of urban counties that fall below the Federal poverty level (FPL).
- The nation's official poverty rate in 2011 was 15.0%, down from 15.1% in 2010.

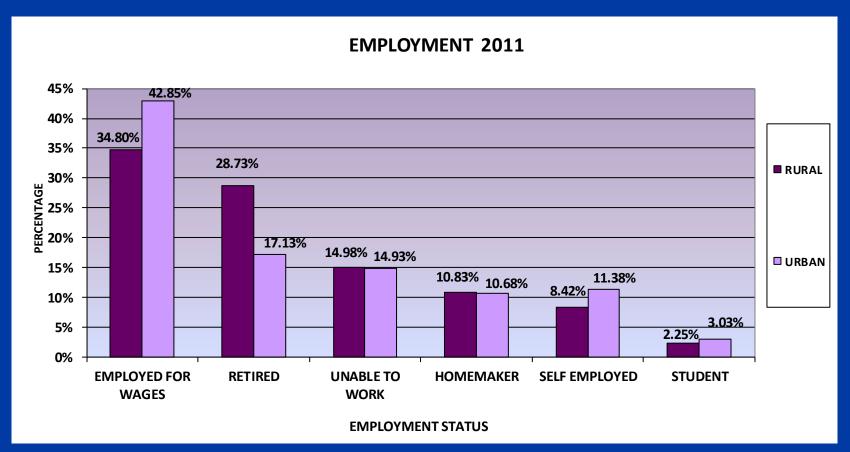
Economic Rural and Urban County Comparison Household Income Calendar Year 2010 and 2011





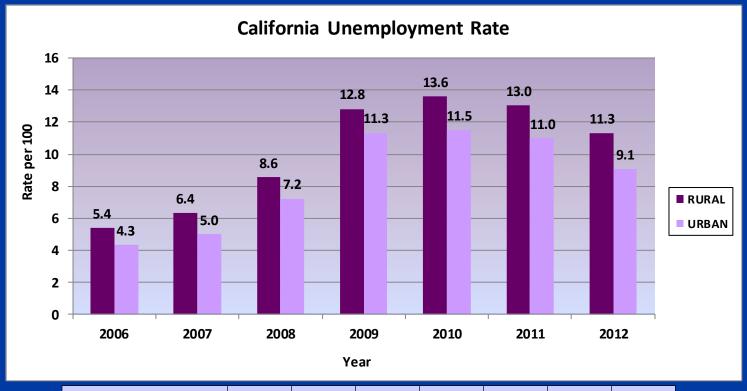
From 2010 to 2011, the percentage of rural residents with incomes between 0 and \$49,999 increased by 1.1% and the percentage of rural residents with incomes over \$50,000 decreased by 1.1%.

Economic Rural and Urban County Comparison Employment Status Calendar Year 2011



A smaller proportion of residents of rural counties are employed, self employed, or students compared to residents of urban counties. Also, a greater proportion of residents of rural counties are retired, unable to work/out of work, or homemaker compared to residents of urban counties.

Economic Rural and Urban County Comparison Unemployment Rate per Labor Force of 100 August of 2006 to 2012



County Rate per 100	2006	2007	2008	2009	2010	2011	2012
RURAL	5.4	6.4	8.6	12.8	13.6	13.0	11.3
URBAN	4.3	5.0	7.2	11.3	11.5	11.0	9.1
STATEWIDE	4.6	5.3	7.6	11.7	12.0	11.5	9.7

❖ Note of Interest: National unemployment rate in September 2012 is 7.8 percent.

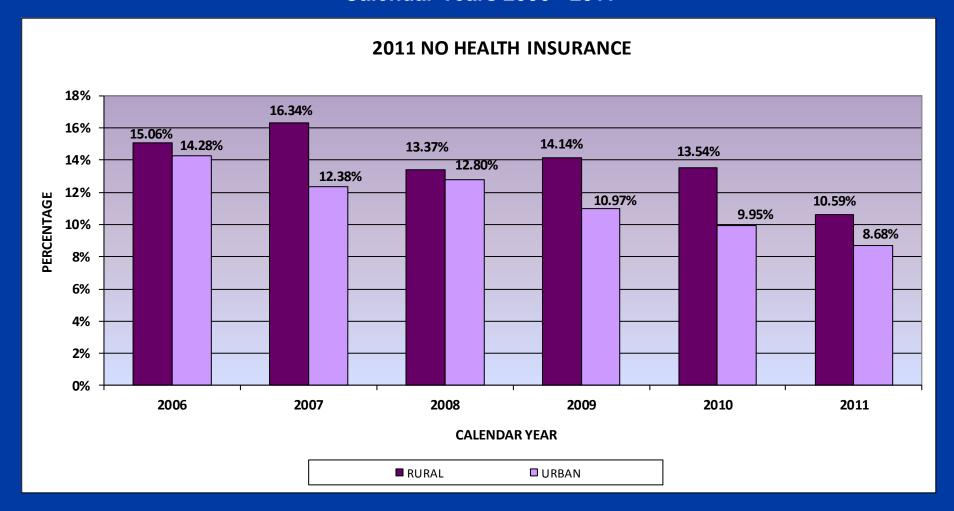
HEALTH INSURANCE

Health Insurance

- In 2011, a greater proportion of residents of rural counties (10.6%) report no health insurance compared to residents of urban counties (8.7%). (Source: 2011 BRFS)
- Type of Coverage- a greater portion of residents of rural counties are covered by Medicare (36.7% vs. 34.9%), Medi-Cal (15.0% vs. 10.8%) and Military (6.5% vs. 5.8%) compared to residents of urban counties. (Source: 2011 BRFS)
- Medi-Cal enrollment increased statewide and in rural counties, covering 7.5 million people. Rural counties represent 32% of all Medi-Cal enrollees.

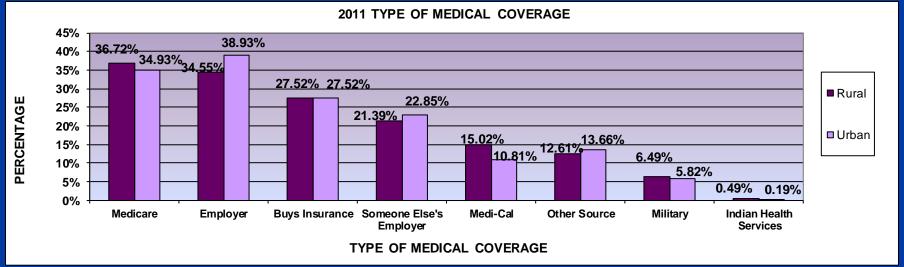
(Source: Beneficiary Profiles by County http://www.dhs.ca.gov/MCSS/RequestedData/Profiles/profiles.htm)

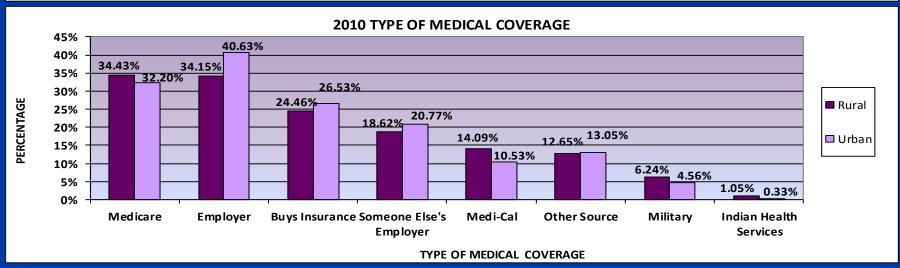
Health Insurance Rural and Urban County Comparison Respondents Reporting No Health Insurance Calendar Years 2006 - 2011



Between calendar years 2006 and 2011, a greater proportion of residents of rural counties report no health insurance compared to residents of urban counties.

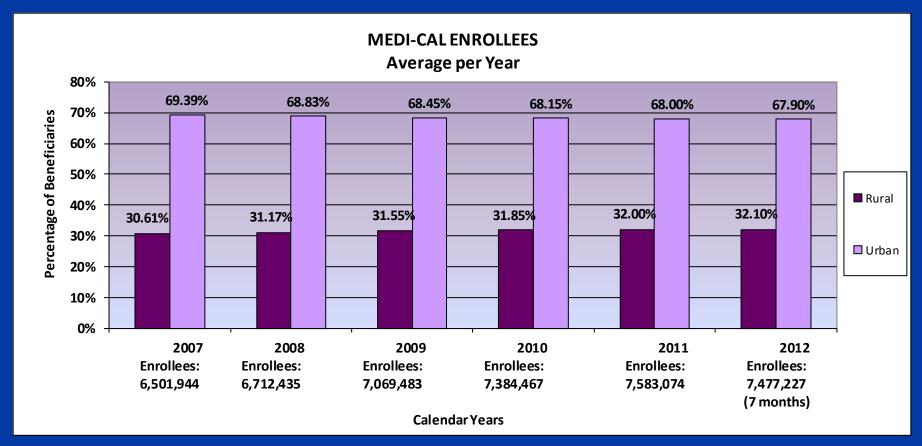
Health Insurance Rural and Urban County Comparison Type of Coverage of Respondents that have Medical Insurance Calendar Year 2010 vs. 2011





In rural counties, coverage by Other Source decreased and coverage by Medi-Cal and Medicare increased statewide between 2010 and 2011. Also, a greater portion of residents of rural counties are covered by Medicare, Medi-Cal and Military compared to residents of urban counties.

Health Insurance Rural and Urban County Comparison Medi-Cal Enrollees Calendar Years 2007 - 2012



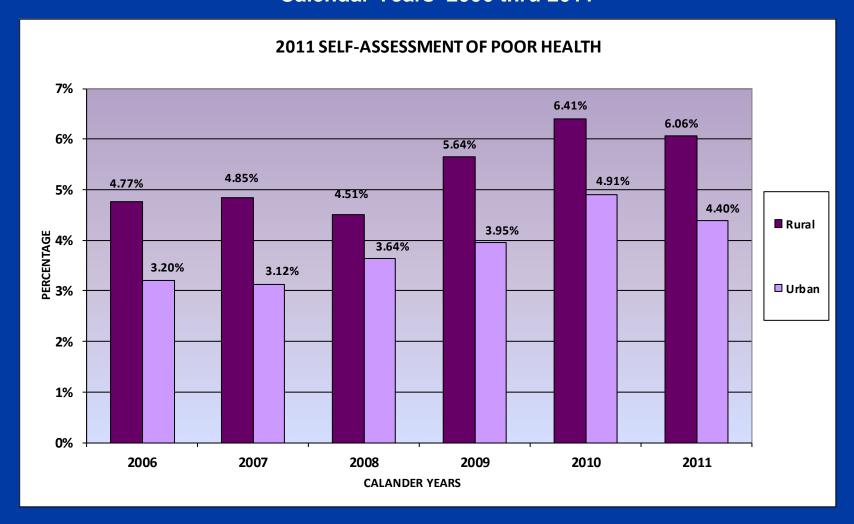
Between calendar years 2007 and 2012, the number of Medi-Cal enrollees has increased. The percentage of Medi-Cal Enrollees in rural counties has been increasing steadily, with a corresponding decrease in urban counties.

HEALTH STATUS

Health Status

- In 2011, a higher percentage (6.1% vs. 4.4%) of rural residents consistently rated their health as poor compared to their urban counterparts. This is consistent with data from 2006 to 2011. (Source: 2006 to 2011 BRFS)
- A greater proportion of residents of rural counties have been told by a health professional that they have had a Heart Attack (5.2% vs. 5.0%), Stroke (3.8% vs. 3.4%), and Diabetes (11.6% vs. 11.1%) as compared to urban counties. (Source: 2011 BRFS)
- A higher proportion of residents of rural counties are smokers (11.8% vs. 10.2%) and are at chronic risk of alcoholism (4.8% vs. 4.3%) compared to residents of urban counties. (Source: 2011 BRFS)
- A higher proportion of rural residents (31.1%) self declared that they had a mental health issue (stress, depression and other emotional problems) for 1 to 21 days compared with residents of urban counties (28.8%). (Source: 2011 BRFS)
- A higher proportion of rural residents (27.5%) self declared that they had physical health issue, which includes physical illness and injuries, for 15 to 31 days compared with residents of urban counties (12.7%). (Source: 2011 BRFS)
- An greater proportion of rural residents (26.9%) report a physical or mental health condition prevented them from working, attending recreation, or taking care of themselves during the past 30 days compared with residents of urban counties (21.4%).

Health Status Rural and Urban County Comparison Self-Assessment of Poor Health Calendar Years 2006 thru 2011



A higher percentage of Rural residents consistently rated their health as poor compared to their Urban counterparts.

Health Status Rural and Urban County Comparison Health Conditions Calendar Years 2010 and 2011

The proportion of residents that have been told by a health professional that they had a Heart Attack has increased for rural and urban counties:

2011 Rural: 5.15% vs. Urban: 5.02% 2010 Rural: 5.68% vs. Urban: 4.69%

Consistently a greater proportion of residents of rural counties have been told by a health professional that they had a Stroke compared to residents of urban counties:

2011 Rural: 3.76% vs. Urban: 3.40% 2010 Rural: 3.69% vs. Urban: 3.23%

Consistently a greater proportion of residents of rural counties have been told by a health professional that they have Diabetes compared to residents of urban counties:

2011 Rural: 11.56% vs. Urban: 11.11% 2010 Rural: 12.05% vs. Urban: 10.78%

Health Status Rural and Urban County Comparison of Risk Behaviors Calendar Years 2010 and 2011

A higher proportion of residents of rural counties compared to residents of urban counties indicate that they are current smokers:

2011 Rural: 11.76% vs. Urban: 10.17%

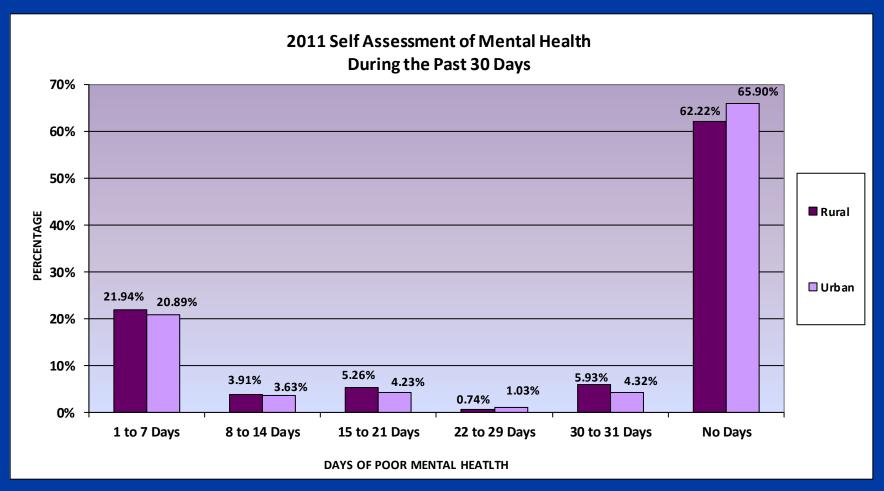
2010 Rural: 13.47% vs. Urban: 9.83%

A higher proportion of residents of rural counties are at chronic risk of alcoholism compared to residents of urban counties:

2011 Rural: 4.75% vs. Urban: 4.29%

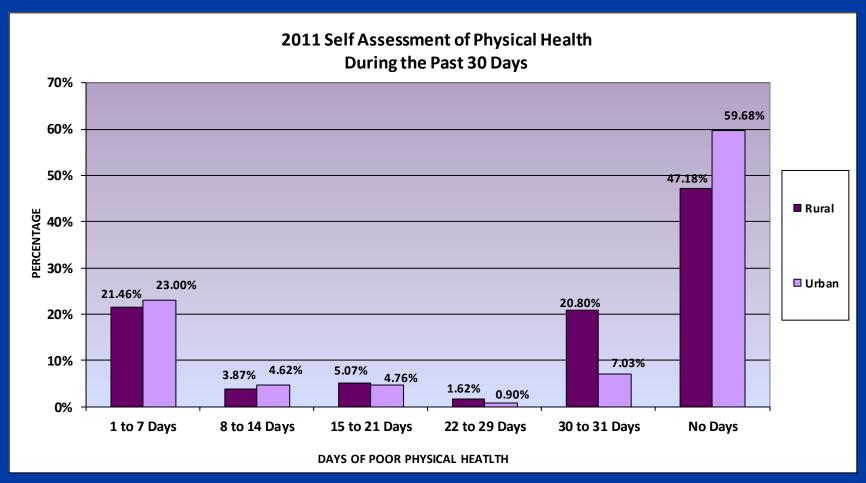
2010 Rural: 4.58% vs. Urban: 4.26%

Health Status Rural and Urban County Comparison Self Assessment of Days of Poor Mental Health Status Calendar Year 2011



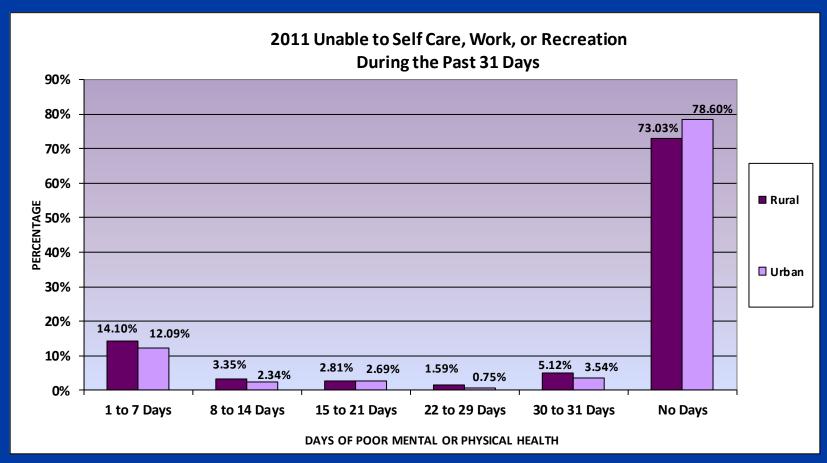
A higher proportion of rural residents have self declared that they had a mental health issue (stress, depression and other emotional problems) for 1 to 21 days compared with residents of urban counties.

Health Status Rural and Urban County Comparison Self Assessment of Days of Poor Physical Health Status Calendar Year 2011



A higher proportion of rural residents have self declared that they had a physical health issue, which includes physical illness and injuries, for 15 to 31 days compared with residents of urban counties.

Health Status Rural and Urban County Comparison Unable to Work due to Physical or Mental Health Calendar Year 2011



A greater proportion of rural residents self declared that their poor mental and physical health prevented them from working or could not attend recreation or take care of themselves compared with residents of urban counties

BIRTH AND DEATH RATES

Birth and Death Rates

- The live birth rate in rural counties (14.3 per 1,000) is slightly larger than birth rate in urban counties (13.1 per 1,000). (Source: Department of Public Health and Department of Finance)
- The crude death rate for rural counties was 693.8 per 100,000 compared to 601.2 per 100,000 in urban counties and 626.3 per 100,000 statewide in 2010. (Source: Department of Public Heath Vital Stat and Department of Finance E-4 Population January)
- For the leading causes of death in rural counties in descending order are Diseases of the Heart, All Other, Malignant Neoplasms, Chronic Lower Respiratory, Cerebral-Vascular, Accidents, Alzheimer's Disease, Diabetes Mellitus, Influenza/Pneumonia, Chronic Liver, and Suicide.

The crude death rate was higher in rural counties for all leading causes except influenza/pneumonia. (Source: Department of Public Heath)

Birth Rates Rural and Urban County Comparison California Live Births Rates per 1000 Calendar Years 2005 - 2011

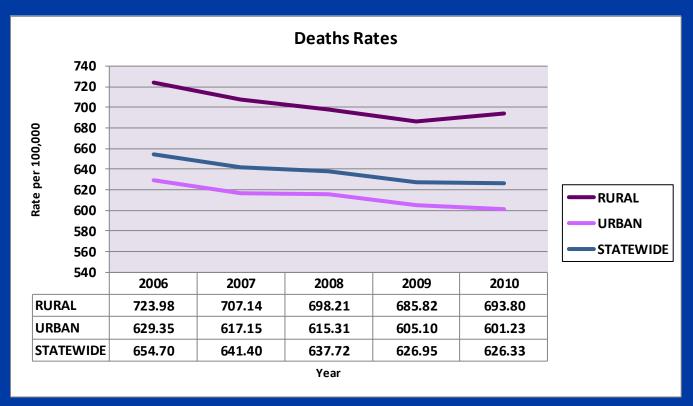
The live birth rate in rural counties is slightly larger than birth rate in urban counties:

2011: Rural: 14.33 vs. Urban: 13.07

2010: Rural: 14.63 vs. Urban: 13.35

2005 - 2009: Rural: 15.92 vs. Urban: 14.85

Death Rates Rural and Urban County Comparison Crude Death Rates Per 100,000 Calendar Years 2006 – 2010



Crude death rates for rural counties exceed the death rates of urban counties.

Source: Calendar Years 2006 - 2010: Department of Public Heath Vital Stat

A 2008 report in the American Journal of Public Health indicated Metropolitan vs. nonmetropolitan mortality disparities have steadily increased, the average annual excess death per 100,000 rates in nonmetropolitan counties are as follows:

- 2001 2004: 71.7 excess death per 100,000
- 1990 2000: 49.5 excess deaths per 100,000
- Before 1990: 5.8 excess deaths per 100,000

Death Rates Rural and Urban County Comparison Crude Death Rates per 100,000 Leading Causes of Death Calendar Year 2010



Residents of urban counties have higher crude death rates from Influenza/Pneumonia than rural counties.

PREVENTIVE MEASURES

Preventive Measures

 A smaller proportion of residents of rural counties compared to residents of urban counties said they had participated in some form of exercise, recreation, or physical activities (other than their regular job duties) (79.8% vs. 82.5%).

 A smaller proportion of residents of rural counties have had a Pneumonia and flu compared to residents of urban counties in 2011.

Preventive Measures Rural and Urban County Comparison Adult Immunizations Calendar Years 2007 to 2011

A smaller proportion of residents of rural counties have had Pneumonia shot than residents of urban counties:

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2011 Rural: 38.60% vs. Urban: 39.57%
2010 Rural: 33.49% vs. Urban: 32.89%
2009 Rural: 29.58% vs. Urban: 26.81%
2008 Rural: 26.55% vs. Urban: 26.14%
2007 Rural: 22.67% vs. Urban: 20.30%
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A smaller proportion of residents of rural counties were likely to have had a flu shot than residents of urban counties:

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2011 Rural: 41.24% vs. Urban: 42.12% 2010 Rural: 40.77% vs. Urban: 43.78% 2009 Rural: 38.94% vs. Urban: 38.43% 2008 Rural: 36.07% vs. Urban: 35.09% 2007 Rural: 33.54% vs. Urban: 34.28%
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Preventive Measures Rural and Urban County Comparison Exercise Calendar Year 2011

A smaller proportion of residents of rural counties compared to residents of urban counties said they had participated in some form of exercise, recreation, or physical activities (other than their regular job duties):

Rural: 79.78% vs. Urban: 82.52%



DELIVERY SYSTEMS

Primary Care Clinics

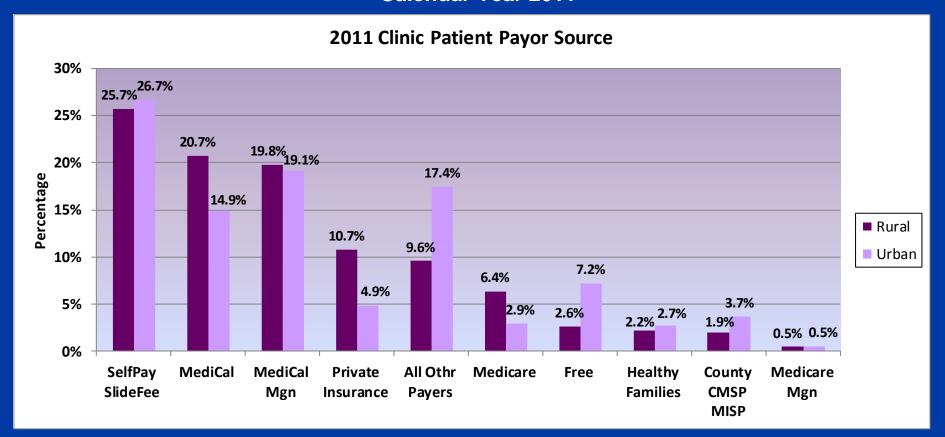
- There are 365 licensed primary care clinics in rural counties reported in 2011. This is a 4.3% increase in the number of clinics in rural counties compared to 7.9% increase in urban counties.
- There was a 4.7% increase in the number of clinic patients in rural counties compared to 7.2% increase in urban counties.
- There was a 4.1% increase in the number of clinic encounters in rural counties compared to 6.7% increase in urban counties.
- There was a .6% decrease in the number of clinic encounters per patient in rural counties compared to a .5% decrease in urban counties.
- The top payer sources for rural clinic visits in descending order are: Medi-Cal/Medi-Cal Managed Care (40.5%), Self Pay (25.7%), Private (10.7%), All Other Payer (9.6%) and Medicare (6.4%).
 - The top payer sources for urban clinic visits in descending order are: Medi-Cal/Medi-Cal Managed Care (34.0%), Self Pay (26.7%), All Other Payer (17.4%), Private (4.9%) and Medicare (2.9%).
- The top three rural clinic encounter diagnoses are: Factors Influencing Health Status and Contact with Health Services (34%), Dental Diagnoses (15%), and Family Planning (12%).
 - The top three urban clinic encounter diagnoses are: Factors Influencing Health Status and Contact with Health Services (32%), Family Planning (19%), and Endocrine, Nutritional, and Metabolic Diseases, and Immunity Disorders (12%).

Clinic Providers Rural and Urban County Comparison Primary Care Clinic and Rural Health Clinic (95.210) Growth Calendar Years 2010 and 2011

CALENDAR YEARS =>	2010	2011	PERCENTAGE CHANGE BETWEEN 2010 AND 2011					
Number of Clinics Reporting to OSHPD								
Rural:	350	365	4.29%					
Urban:	627	677	7.97%					
Statewide:	977	1,042	6.65%					
Number of Patients								
Rural:	1,771,754	1,854,350	4.66%					
Urban:	3,090,465	3,313,199	7.21%					
Statewide:	4,862,219	5,167,549	6.28%					
Number of Encounters								
Rural:	5,763,183	5,998,332	4.08%					
Urban:	9,190,607	9,805,756	6.69%					
Statewide:	14,953,790	15,804,088	5.69%					
Number of Encounters per Patient								
Rural:	3.253	3.235	-0.56%					
Urban:	2.974	2.960	-0.48%					
Statewide:	3.076	3.058	-0.56%					
Source: Office of Statewide Health Planning and Development (OSHPI	D) 2010 Final Annual Primary Clinic F	Report and 2011 Preliminary An	nual Primary Clinic Report					
,								
CALENDAR YEARS =>	2010	2011	PERCENTAGE INCREASE BETWEEN 2010 and 2011					
Rural Health Clinics (95.210) Reimbursed by Medi-Cal								
Number of Clinics	288	292	1.39%					
Number of Visits	2,006,490	2,092,321	4.28%					
Average Number of Visits per Clinic	6,967	7,165	2.85%					

Source: Department of Health Care Services (DHCS) - Management and Decision Support System

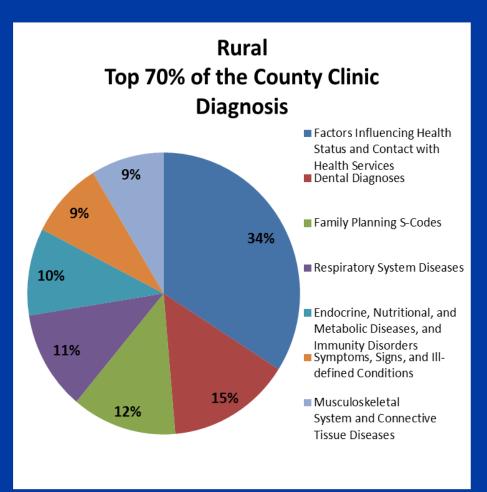
Clinic Providers Rural and Urban County Comparison Clinic Patients by Payer Source Calendar Year 2011

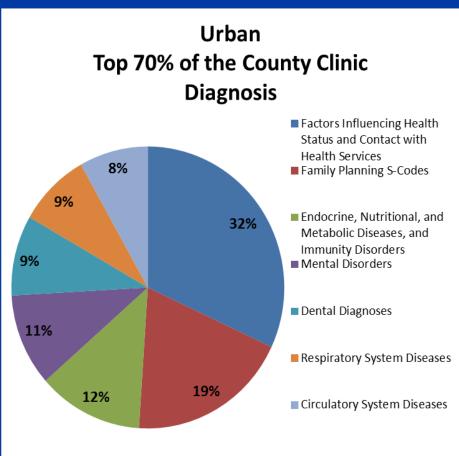


In 2011 clinics in rural counties have a greater proportion payments from the following payer sources compared to Clinics in Urban Counties:

- Medi-Cal
- Medi-Cal Managed Care
- Private Insurance
- Medicare

Clinic Providers Rural and Urban County Comparison Clinic Encounters by Principal Diagnosis (ICD-9-CM) Calendar Year 2011 (Sorted High to Low)





HOSPITAL & LICENSED HEALTH FACILITIES

Licensed Health Facilities

Hospitals

- There are 182 licensed general acute and psychiatric in rural counties in 2011. This
 includes 63 small rural hospitals defined by H&S Code 124840 and 31 critical access
 hospitals. (Source: OSHPD 2011 Final Hospital Annual Utilization Report and Annual Financial Data Report, data excludes non-responding facilities)
- The top payer sources for rural hospitals in descending order are: MediCare/MC (37.4%), Medi-Cal/MC (27.3%), and Third Party Managed Care (20.4%).
 - This compares to urban hospitals payer source in descending order are: MediCare/MC (37.8%), Third Party Managed Care (28.5%), and Medi-Cal/MC (23.1%).
- The top three discharge diagnoses in rural and urban counties are: Medical-Surgical (66.2% vs. 67.4%), Perinatal (16.0% vs. 14.0%), and Acute Psychiatric (5.2% vs. 6.6%).
- The average number of emergency room visits per reporting hospitals in rural counties decreased from 17,892 in 2010 to 17,712 in 2011.

Rural Hospitals

 There are 63 "small rural" hospitals based on the Health and Safety Code 12840, which was established to adjust outpatient rates and to maintain services in rural areas in 1980.

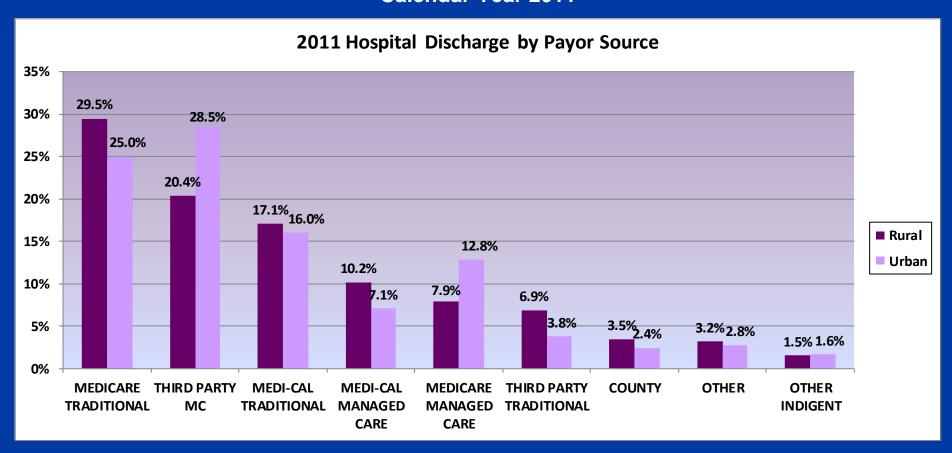
 There are 31 critical access hospitals (CAHs) which were established to provide cost based reimbursement for Medicare inpatient services to maintain hospital and emergency services in remote areas.

Hospital Providers Rural and Urban County Comparison Number of Licensed Health Facilities

	2010	2011	2010	2011				
HOSPITALS	Rural	Rural	Urban	Urban				
General Acute Care	168	162	298	279				
Chemical Dependency Recovery			6	6				
Psychiatric Health Facilities	15	13	10	9				
Acute Psychiatric Facilities	8	7	28	27				
Specialty Hospitals			1	1				
Total	191	182	343	322				
Home-Health Agencies and Hospices								
·	274	241	1 002	1 000				
Home Health Agencies	2/4	241	1,082	1,090				
Home Health Agencies with Hospice Program		20		24				
Hospice Only	75	80	225	281				
Unknown Entity Type		3		23				
Total	349	344	1,307	1,418				
Long-Term Care Facilities								
Congregate Living Health Facility	11	11	43	43				
Intermediate Care Facility, Dev. Dis.	3	2	9	8				
Intermediate Care Facility			5	4				
Skilled Nursing Facility	313	297	831	783				
Total	327	310	888	838				

The total number of Licensed Hospitals, Home-Health Agencies and Hospices and Long-Term Care Facilities reporting to Office of Statewide Health Planning and Development (OSHPD) decreased in rural counties between 2010 and 2011.

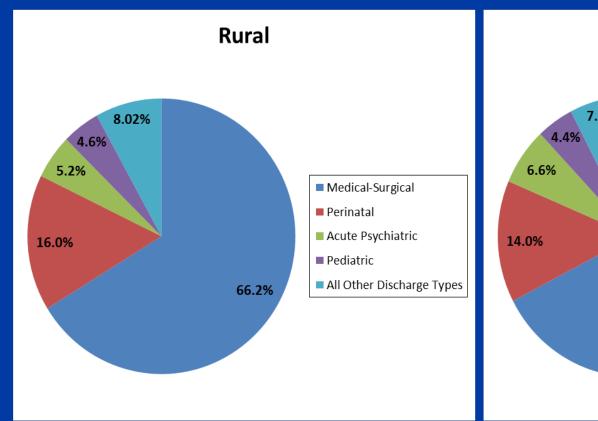
Hospital Providers Rural and Urban County Comparison Hospital Discharges by Payer Source Calendar Year 2011

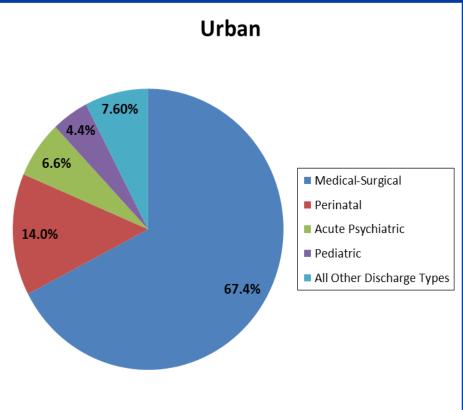


Hospitals in rural counties have greater proportion payments from the following payer sources compared to hospitals in urban counties:

Medicare, Medi-Cal, Medi-Cal Managed Care, Third Party, County, and Other

Hospital Providers Rural and Urban County Comparison Hospitals Patient Discharge by Type Calendar Year 2011 (Sorted High to Low)





The two top 2011 hospital discharges types in rural and urban counties are Medical-Surgical and Perinatal. The third and fourth discharge types are Acute Psychiatric and Pediatric.

Hospital Providers Rural and Urban County Comparison Hospital Emergency Room Visit Trend Calendar Years 2008 thru 2011

FISCAL YEAR	RURAL AND URBAN COUNTIES HOSPITALS	NUMBER OF HOSPITALS REPORTING	TOTAL EMERGENCY ROOM (ER) SERVICES VISITS	VISIT PER HOSPITAL
2011	RURAL	182	3,223,498	17,712
	URBAN	322	6,936,695	21,543
	STATEWIDE	504	10,160,193	20,159
2010	RURAL	182	3,256,316	17,892
	URBAN	324	6,721,477	20,745
	STATEWIDE	506	9,977,793	19,719
2009	RURAL	183	3,263,088	17,831
	URBAN	322	6,637,054	20,612
	STATEWIDE	505	9,900,142	19,604
2008	RURAL	172	2,857,588	16,614
	URBAN	305	6,066,299	19,890
	STATEWIDE	477	8,923,887	

Emergency room visits per hospital decrease from calendar year 2010 to 2011 for rural counties.

Thank You

http://www.dhcs.ca.gov/services/rural/Pages/default.aspx