

Greenlee County, Arizona

application for

NADO Innovation Award

**for innovative approach
to regional economic
and community development**

June 1, 2017

Project summary

Our program is called 'Health, the highway to Greenlee County, Arizona'. Because we constantly face the challenge of being a remote rural area, we must be creative. The drumbeat of an economic juggernaut, such as the copper mining industry in Morenci, offers a multitude of benefits along with certain disadvantages.

Any industry that pays high wages has an unintended hiring impact on small and mid-sized businesses. So we 'turn down the volume' about wages and focus instead on a bigger picture. We tell the story of healthier living and something truly important: Quality of Life.

Economic development entails change. By trending away from 'tradition' while also challenging the concepts of what is familiar by inserting 'something new' requires some finesse. Telling the story clearly, repeating the story often and outlining each step is crucial to success.

The commitment by the leaders of Greenlee County to create a safe and healthy place to live, work and recreate began many years ago. Greenlee County has been fortunate to have a number of visionaries who are willing to fulfill numerous roles. These same people learned how to adjust plans according to the constantly evolving needs of the community. This also means by being flexible and persistent we were able to integrate a local strategy into one that is compatible with a growing, global community.

This Innovation Award application will focus on the Greenlee County Public Health Services District (GC-PHSD) and the Greenlee County Health Department (GC-HD).

Project Partners

The Greenlee County Public Health Services District is joined in strategic partnerships with:

Greenlee County Board of Supervisors

Greenlee County Health Department is part of the Public Health Services District that over sees many of the ongoing programs that contribute so much to the quality of life and health benefits directly tied to this funding such as –

Immunizations

Family Planning Services

Tuberculosis Control Program

Public Health programs

Sexually Transmitted Disease (STD) Control Program

Alzheimer's Support Group

Communicable Disease Control

Epidemiological Surveillance

Safe Baby Haven

Ryan White Program Early Intervention HIV

Environmental health Services

Women, Infants, & Children (WIC) Program

Tobacco Prevention

SEAGO In-home Care Services

The Case Management Program:

Health People Health Communities

Vital Records

Emergency Food and Shelter Program

Greenlee County Economic Development

Greenlee County Ambulance Service – also a part of the county health services funding program

Southeastern Arizona Governments Organization (SEAGO)

Area Agencies on Aging (AAA)

Southeastern Arizona Community Unique Services (SEACUS) respite, personal health care, meals on wheels, companionship pro-

gram, housekeeping

Southeastern Arizona Community Action Program (SEACAP)

Southeastern Arizona Behavioral Health Services (SEABHS)

Canyonlands Healthcare Clifton

Canyonlands Community Health, Duncan

Gila Health Resources, Morenci

Goodman Chiropractic Center

Morenci Dental Clinic

Owens Dental

PHI Air Medical

Sunrise Air Ambulance

Mt Graham Regional Hospital

Noah's Ark, Veterinary Services

Project cost, funding

What was the approximate project cost and how was it funded?

The cost of quality healthcare? That is a difficult question to answer even with a desk full of budgets and bank statements but the Greenlee County Public Health Services District has an annual budget of \$2.17mm (and only \$1.1mm is funded by tax dollars, grants supply the remainder). It should be noted that (according to Blue Cross Blue Shield) healthcare spending in the United State in 2016 surpassed 3 trillion dollars. This amount is equivalent to nearly \$10,000 for every man, woman and child in America.

But real health statistics are measured in terms that dumbfound bookkeepers' facts such as:

- decreased infant mortality rates
- lower teen pregnancy rates
- a reduction in recreational drug use
- a drop in the use of tobacco products

Increased cycling, hiking, yoga and other activities offered to all ages that improve the quality of life and bring about a healthy life style.

Numerous studies by business and medical professionals have concluded that a healthy worker is a productive worker (Harvard Business Review 2011; Gallup-Healthways, American Psychological Association).

While not everyone in our population is considered a 'worker', the fact remains that physically and mentality active people volunteer more and participate at a higher percentage rate.

The GC-PHSD budget is only one part of the overall health care dollars spent to provide these vital services. Additional money is spent in advertising through the private sector. Private sector partners have their own budgets that range widely depending on services they provide and their target audience.

Direct role

Sadly, good rural health care is a rare commodity. Generally dense population areas attract the bulk of physicians, surgeons, physician assistants, nurses and other health care professionals. But as in any profession, salary alone is not always the final component when deciding to live in an urban or rural setting.

Greenlee County elected leaders realized nearly two decades ago that high quality health care was not ‘knocking at the door’. A sustainable healthcare platform was needed. What evolved was a foundation on which was built a viable health care system that was manageable and sustainable. This was why the Greenlee County Public Health Services District (GC-PHSD) was created.

The direct role of Greenlee County stands head and shoulders above all others in the creation, planning and subsequent management of the GC-PHSD. The GC-PHSD has grown, thrived and improved on a consistent basis. Augmented by the Greenlee County Health Department (GC-HD) the vigorous level of support from private sector health care providers has been impressive.

In other sections of this Innovation Award application, we listed numerous businesses, professional, public and private members of the team that have created a superior economic development magnet. Together we promote the advantages of the high level of healthcare, healthy living and our superlative quality of life. This emphasis on our quality of life helps us attract new residents, more workforce and those who wish to recreate in Greenlee County, Arizona.

Regional vision

How this project supports regions vision for economic development and quality of life

Ours is an ongoing effort to diversify our economic base, create a business friendly atmosphere and constantly seek ways to improve the benefits of living in Greenlee County. This strategy grows and changes as new opportunities arise. But quality healthcare is a cornerstone of our plan.

“Healthcare – the highway to Greenlee County, Az” project supports Greenlee County’s vision for economic development by directly providing superior medical care to young and old alike. Serving remote neighborhoods is not always easy. However our residents can and do rely on our 911 emergency systems. By offering both land based and aerial ambulance service, the quality and quick response of care is expedited.

The economic development department constantly promotes travel and tourism, as well as performing business attraction and retention. A lot of effort is also focused on defining why healthcare professionals should consider locating to the area. We do our best to describe the amenities of our County. Telling ‘our story’ in ways that tie into the healthcare professional network completes the circle of the Greenlee County saga. Our monthly newsletter, the *Greenlee Clarion*, is one of the promotional outlets we use.

On the menu of services such as: family planning, prenatal care, immunizations and ongoing medical services there are also mental health assessments and senior care. The quality and healthy lifestyle offered by Greenlee County is measured in many ways. Perhaps the most compelling story is told by the abundance of multigenerational families that continue to live here in Greenlee County.

Accomplishments and results to date

Greenlee County Health Department is rated #2 in Arizona by County Health Systems.

Population growth: the 2010 Census reflected a population of 8,437 and by July 2016 official state records counted 10,433. This upward change of 1,996 represents a 19% rate of growth. Good access to health plays a huge role. Seniors stay and they often keep with them two or more generations of family members.

Among the top questions asked by potential new businesses and new residents is about healthcare. We happily report Greenlee County has a superior health care support system beginning with our own GC Health Department. Further support is provided by the GC-PHSD.

Private sector healthcare providers:

Gila Health Resources

Canyonlands Community Health

Duncan Health Clinic

Southeastern Arizona Community Unique Services (SEACUS)

Southeastern Arizona Community Action Program (SEACAP)

Southeastern Arizona Behavioral Health Services (SEABHS)

Goodman Chiropractic Center

Morenci Dental Clinic

Owens Dental

PHI Air Medical

Sunrise Air Ambulance

Mt Graham Regional Hospital

Noah's Ark Veterinary Services

As a result Greenlee County is rated second only to the most populous and affluent county in Arizona, Maricopa County, in health care services. Among the accomplishments of this public-private partnership are:

the highest rate of immunizations per capita in the State of Arizona
low public health risk statistics
dementia assistance and other mental diseases supported by both
public and private resources
numerous outdoor activities attract huge numbers of participants
– for example the annual cycling competition (The Javelina Chase)
attracts local, regional and national participants.

What makes this project innovative and deserving of an award

In the scientific community there is common acceptance that ‘there is no such thing as a new thought or a new idea’. But in the world of economic development – the originality of an idea is not only imperative but also an absolute necessity. The biggest item on that menu is how to mature a concept from infancy into reality.

Being innovative requires challenging old ideas and the status quo. As planners, developers, teachers and leaders, we are charged with the responsibility to apply better solutions that meet new requirements. We must be flexible so we can meet unforeseen changes in suitability. In rural Arizona, specifically Greenlee County, we feel this challenge is accomplished through a variety of action steps taken by both the public and private sectors.

Overall our strategic partners work diligently to serve the needs of our population. Providing world class health services in a rural setting is truly deserving of the Innovation Award because of the way the puzzle pieces have successfully been placed together, which proves that quality rural healthcare can be accomplished. Rural towns and counties are facing out-migration and thereby the loss of public schools and businesses. Our project provides a roadmap and an outline for others to copy.

By focusing on short and long term sustainable healthcare solutions this plan offers:

- better processes
- access to services
- use of technologies

The joint efforts of government and society have truly created a perfect storm of quality health care and economic development attractiveness.



FRIDAY
JUNE 2



GREENLEE COUNTY

HEALTH & SCIENCE FESTIVAL

Hands-on demonstrations including: technology, programming, life sciences, physics, and conservation. Participating organizations include: University of Arizona Extension Office, SWAPPS, Mt. Graham Regional Medical Center, United Healthcare, Greenlee County 4H, Greenlee County Health Department, Freeport-McMoRan, Clifton Ring Company, Morenci School District, Eastern Arizona College, Gila Health Resources, ASU, and more!

HANDS ON ACTIVITIES FOR ALL AGES

**HEALTH
FESTIVAL**

10:00 – 3:00

*Morenci Community Center
Do something for yourself to
look good, feel good, be well.*

SPONSORED BY:



**SCIENCE
FESTIVAL**

2:00 – 6:00

*Morenci Club and Lounge
Join us for a great time of hands-
on STEM activities for all ages!*

