

WHAT SOUTHWEST MISSOURI TOLD US ABOUT HEALTHCARE AND WHY IT MATTERS

Insights from a 2025 Community Health Study Made Possible by Local Nonprofits and Partners Across Southwest Missouri

Since our founding, Jordan Valley Health has worked to meet the needs of our community. In spring 2025, we reached out to local nonprofits and community organizations to better understand barriers to healthcare, trust in healthcare systems, and awareness of affordable health options. The purpose of this research study was simple: to listen, learn, and apply what we heard to improve how healthcare is accessed, understood, and experienced across our region.

What We Asked

The survey received 975 completed responses from a diverse regional audience, including patients, community members, and individuals connected through partner organizations. The questions focused on four key themes:

- Access to affordable health care
- Awareness of low-cost and community health options
- Barriers that prevent people from seeking care
- What builds—and breaks—trust in healthcare experiences

What We Found

Our community health survey results were used to create the 2025 Community Health Report Dashboard. This dashboard shares key findings including access and health needs for Southwest Missouri. It is to be explored and used as a tool to help improve care across our region.

Why This Matters for Community Organizations

These findings reflect the challenges many community organizations in Southwest Missouri face every day and reinforce the value of coordinated, trust-based approaches to care. No single group can solve these challenges alone. Reducing friction and building trust improve our collective outcomes.

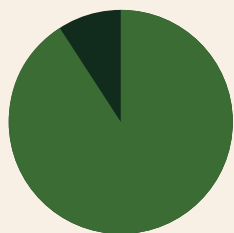
Here are a few examples of how Jordan Valley Health is applying what we've learned to our daily operations:

- Expanding online scheduling to include more locations and providers
- Simplifying our messages so it is easier to understand services, costs, and what to expect
- Improving follow-up communication before, during, and after visits



WHAT THE COMMUNITY TOLD US

- 1 Cost is the top healthcare concern.**
Affording health care was the most frequently cited need—yet awareness of sliding-scale clinics and cost-support options remains limited.
Why it matters: Resources exist, but too many people don't know how or where to access them.
- 2 Barriers go beyond lack of health insurance or money.**
51% of respondents said physical, mental, or emotional challenges make it difficult to access care.
Why it matters: Access isn't just affordability and availability—it's clarity, confidence, and support navigating the system.
- 3 Trust is built through honesty.**
91% said it's essential that healthcare providers are honest even when they don't have all the answers.
Why it matters: Transparency and humanity matter more than authority or perfection.
- 4 People want to feel understood.**
Nearly half of the respondents expect healthcare providers to understand the challenges they face in daily life.
Why it matters: Feeling respected and accepted affects whether people seek care, follow through, and return.



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Explore More

We invite our local community organization leaders to use the dashboard as a shared resource to help inform decisions, guide improvements, and shape changes to better meet the needs of the people we all serve.



Scan the QR code, or visit JordanValley.org/2025Report

*All survey responses were anonymous. Findings reflect aggregated regional insights.
Research conducted by an independent third party.*



Jordan Valley Health