

A COMMUNITY HEALTH NEEDS ASSESSMENT REPORT



*of Mile Bluff Medical Center
for South-Central Wisconsin*

2024



**IDENTIFY
NEEDS**



**IMPROVE
HEALTH**



**INFLUENCE
CHANGE**

Survey conducted November 2024
Report published August 2025

ABOUT THE ASSESSMENT

Every three years, we conduct a Community Health Needs Assessment (CHNA) to better understand the health-related strengths and challenges facing area residents. The process allows us to listen, learn, and act—so we can best meet the needs of our neighbors.

Public health agencies are required to complete this same process every five years. In the past, we have worked hand-in-hand with Juneau County Public Health to survey the community

together. This time, we are conducting our own surveys—a year apart—to stay current and responsive to community needs.

We continue to assist each other with the independent efforts being completed. The plan is to reunite in 2028 to begin planning for our next joint assessment.



DEFINING THE COMMUNITY WE SERVE

As the only hospital in Juneau County, it is the primary area we draw our patients from. However, we do provide care to individuals from surrounding counties and ZIP codes. For this assessment, we chose to extend our outreach to include those other areas. This marked the first time we expanded the geographic area of our assessment beyond Juneau County.

Why we expanded: We know that health challenges and strengths are not limited by county lines, and we wanted to better understand the wider population we serve.

What we found: Most of the survey feedback still came from residents of our home county (79.43%). We received limited response from neighboring areas (7.8% from Sauk County, 6.73% from Adams, and less than 2% each from Marquette, Monroe, Vernon, Richland and Columbia counties). We plan to assess this approach again during our next CHNA cycle.

OUR PROCESS & METHODS

To gather community input, we developed a public survey that was open November 2024.

Availability: The survey was accessible both online and in print.

Promotion methods:

- Social media and website channels
- Local radio, newspapers and newsletters
- Flyers and postcards throughout the community
 - We partnered with local businesses, churches, community groups, etc.
- Digital signs and overhead announcements in the medical center and clinics

Reaching all community members:

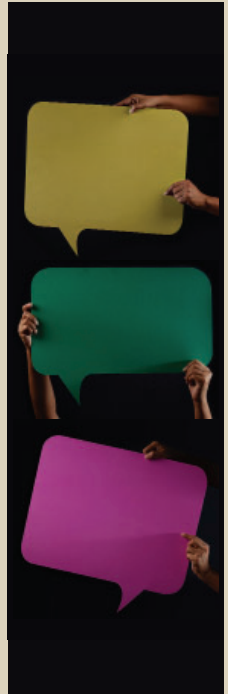
We wanted the surveys to be easy to access, so we provided links and QR codes, along with information on how/where to get paper copies of the survey. Printed versions of the survey were available at all Mile Bluff locations, along with a number of local businesses that serve individuals who do not use, or are not comfortable using computers.

WHAT WE ASKED

The survey collected both demographic and health-related data to get a full picture of community health and needs.

Our questions asked about:

- Demographics:
 - Age, gender, ZIP code, education, employment, housing, income, household
- Health and lifestyle:
 - Physical and mental health diagnoses, conditions, disabilities
 - Fitness and nutrition habits, and tobacco, alcohol and other substance use
- Access to resources:
 - Internet, health services, health insurance
- Community strengths and challenges:
 - On a scale of 1 to 10, respondents were asked to rate statements such as:
My community is a good place to raise a family.
Residents have access to affordable childcare/transportation/housing.
- Additional feedback:
 - A few of the questions included space for comment to explain answers.
 - Respondents were given the opportunity to answer two open-ended questions.
What do you think would make your community a healthier place to live?
Do you have any other comments or suggestions related to community health?



HOW WE ANALYZED THE DATA


We used the online tool, Survey Monkey, to collect responses and analyze trends. The platform allowed us to identify recurring themes, concerns, and strengths. We looked at both the numbers (quantitative data) and the written comments (qualitative data) to shape our understanding. This analysis helped us decide which needs we wanted to address with key informants in the community.




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WHAT WE HEARD: STRENGTHS & CHALLENGES

As part of the survey, residents were asked to rate 25 statements on a scale of 1 to 10. The higher the score, the more agreement there was with the statement. The following rankings came as a result of this exercise.

Community strengths (highest rated statements)	Average score (out of 10)	
I trust the public service providers in my community (police, public health, emergency services, etc.).	7.52	
I feel safe in my community.	7.3	
My community has a clean environment (air, water, etc.).	7.19	
The people in my community are generally friendly.	7.13	
My community offers enough spaces for people to come together (places of worship, community centers, libraries, parks, etc.).	7.02	
I have access to the medical services I need in my community.	6.97	
My community is a good place to raise a family.	6.88	

	Community challenges (lowest rated statements)	Average score (out of 10)
	There is enough safe and affordable housing to meet community needs.	3.5
	Residents in my community have access to reliable and affordable childcare when needed.	3.74
	My community has a strong economy.	4.33
	Residents in my community have access to safe and affordable transportation services, when needed.	4.43
	There are enough opportunities in the community for youth to explore new interests and participate in positive activities.	4.53
	Residents in my community have access to mental health services, when needed.	4.57

WHAT WE HEARD: TOP DIAGNOSES

Respondents were asked to report diagnoses they've been given, as well as whether or not they have any condition/disability that significantly impacts the ability to participate in daily life.

Top health diagnoses (% of all respondents)

- Anxiety (34.68%)
- Depression (33.06%)
- High blood pressure (hypertension) (32.66%)
- High cholesterol (27.82%)
- High blood sugar (diabetes) (12.5%)

Top debilitating diagnoses (% of all respondents)

- Arthritis (13.31%)
- Migraines (9.68%)
- Mobility (8.06%)
- Mental health (6.45%)



WHAT WE HEARD: ADDITIONAL INSIGHTS

Other noteworthy statistics

- 11.65% say internet access doesn't meet needs
- 14.92% say health insurance doesn't meet needs (2% don't have any)
- 14.52% say dental insurance doesn't meet needs (13.71% don't have any)
- 42.34% don't have vision insurance
- About 20% of people are not active on a regular basis
- About 75% get 2 or less servings of fruits and vegetables in a day
- Over 80% of people feel their mental health is good or better, yet it's noted as a significant issue in the comments
- 14.52% of respondents say access to mental health services isn't good
- 8.2% of people said they have no one to turn to when stressed
- Of the people who said they needed mental health help, 63% didn't ask (11% couldn't find help)

Comments indicate a desire for:

- Access to groceries that are more affordable
- Access to free or more reasonably-priced fitness options
- Activities for kids and families such as a community YMCA, pool, Boys & Girls Club (yet respondents noted that this was a good community to raise a family and that there are enough event spaces to gather)
- Higher paying jobs and/or lower cost of living (can't afford housing big enough for family size)
- More (and quicker) access to mental health
- More affordable healthcare
- The ability to retire at a decent age without having to work to afford to survive



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IDENTIFY NEEDS: PRIORITIZATION

After developing a list of potential priorities, as identified by the survey data, we reached out to various individuals and groups in the community. Between March and July of 2025, we gained deeper understanding from these key informants. They shared their own observations and data—which strongly aligned with the needs identified through our survey.

While the data collected through close-ended questions told a story, we couldn't help but notice the trends emerging through the open-ended comments and feedback that we received. When respondents could have said just about anything, a number of key issues rose to the surface (as displayed in the word cloud on the right). The additional insight helped confirm that the concerns raised by the community are real, pressing, and widely felt.

It is clear that many of the needs identified in 2021 are still challenges today. With that being said, it seems as though the efforts being made to address those needs are having a positive impact. While those issues haven't gone away over the past three years, the 2024 survey data shows that different needs have grown in importance for area residents.



When the time came to prioritize the needs that were identified through both phases of community input, we considered the following:

- Is the issue of significant concern to community residents and leaders?
- Does the problem exhibit a worsening trend?
- Is the challenge in alignment with priorities that have been identified at the state and national levels?
- Does the issue impact a large number of area residents?

TOP COMMUNITY NEEDS IDENTIFIED BY THE 2024 ASSESSMENT:

- **ACTIVITIES FOR FAMILIES & YOUTH*** - options involving healthy lifestyle choices
- **CHILDCARE*** - additional options; lower cost
- **ECONOMY/JOBS** - to support cost of housing, groceries, fitness activities, etc.
- **MENTAL HEALTH RESOURCES** - quicker access; more options
- **TRANSPORTATION** - more availability

* new in 2024

Potential resources to address these needs include Juneau County's Community Action Teams (CATs), Juneau County Economic Development Corporation (JCEDC), The Parenting Place, etc.

INFLUENCE CHANGE: COMMUNITY INPUT

We appreciate every community member who took the time to complete our survey. We also extend our thanks to those who provided us with follow-up data—whether it was through one-on-one meetings, email communication, phone conversations and/or the sharing of relevant reports and documents. Your knowledge of the community—particularly your representation of those who are underserved and/or live with financial insecurity—is greatly appreciated. Your collective feedback shaped our priorities, which will ultimately lead to positive change for area residents.

Special thanks to our key informants and partners from:

- Castle Rock Realty
- City of Mauston Housing Authority
- Juneau County Economic Development Corporation
- Juneau County Health Department
 - Housing CAT
 - Jobs/Economy CAT
 - Mental Health CAT
 - Nurse Family Partnership
 - Transportation CAT
- St. Paul's Lil' Lambs Childcare Center



IMPROVE HEALTH: MOVING FORWARD

As we put our report together, we are actively assisting Juneau County Public Health with its survey. This partnership will continue as that team moves forward with its assessment process, and we begin to work on our implementation plan. We anticipate that much of the work ahead will focus on continuing and building on the great things in the community that have been established as a result of past assessments. Together, we will have a positive impact on the health of the community.



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LOOKING BACK: PROGRESS MADE SINCE 2021

The following are efforts made to address the needs that were identified in the previous CHNA.

COMMUNITY NEED: Access to affordable mental health services

MILE BLUFF'S RESPONSE:

- Provide mental health first aid training
- Offer COMET (changing our mental and emotional trajectory) courses
- Add telemedicine technology for providing help in crisis situations in the ER and nursing homes
- Expand alcohol and other drug abuse support by:
 - increasing the number of providers who assist patients with alcohol use issues
 - training additional providers to offer suboxone treatment
 - developing a process to initiate suboxone treatments in the ER
- Discuss the importance of mental health and removing its stigma on the radio monthly
- Improve the visibility of our employee assistance program and the services that are available to employees and their family members
- Participate in the mental health CAT
- Serve on the Substance Abuse Free Environment task force

COMMUNITY NEED: Good jobs/strong economy

MILE BLUFF'S RESPONSE:

- Increase awareness of job openings with career fairs, job shadows, etc.
- Train students through apprenticeship programs (CNAs, CMAs, surgical techs and pharmacy techs)
- Contribute to economy stability and growth by:
 - offering sign-on and referral bonuses to attract and retain skilled professionals
 - adding new providers and expanding services
- Participate in the community action team (CAT) focused on jobs
- Serve on the Juneau County Economic Development Corporation

COMMUNITY NEED: Access to affordable healthy foods

MILE BLUFF'S RESPONSE:

- Make donations (financial and food) to local pantries
- Purchase livestock to provide free meat to community members and employees
- Sponsor and serve meals at the local Sharing Supper
- Serve as a community supported agriculture pick-up site to provide access to fresh produce



Paper copies of this report can be requested at webmaster@milebluff.com or 608-847-2736.