



MILE BLUFF MEDICAL CENTER, INC

2013 Community Health Needs Assessment Targeting: Juneau County, Wisconsin

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Attachments:

2013 Juneau County Health Ranking and Roadmaps
2009 Juneau County Community Health Needs Assessment
Juneau Community Health Improvement Plan 2009 – 2014

September 27, 2013

Purpose

The purpose of the Community Health Needs Assessment is twofold: 1) to assist in identifying priority health needs of the area served by Mile Bluff Medical Center (primarily Juneau County, Wisconsin) and 2) to comply with newly established requirements promulgated by the Internal Revenue Service (IRS) based on the federal Patient Protection and Affordable Care Act enacted March 23, 2010 that all 501(c)3 hospital organizations conduct a “community health needs assessment and prepare a corresponding implementation strategy once every three taxable years.”

Within the first purpose we hope to continue to:

- Improve overall community health,
- Promote collaboration and partnerships to address top community health needs,
- Improve communication across health sectors,
- Create awareness of comprehensive, high quality health care services available locally, and
- Reinforce a commitment that the people’s health is the hospital’s top priority.

Mile Bluff Medical Center Service Area and Services

Mile Bluff Medical Center, Inc. (MBMC) is located in south-central Wisconsin within a 70- mile radius of La Crosse to the west and Madison to the south. It is centrally located within Juneau County (2011 population: 26,722) in the town of Mauston (2011 population 4,433).¹ Juneau County encompasses 768 square miles, 57 lakes and 91,000 acres of recreational land, including many small dairy and agricultural farms. This area is a non-metropolitan statistical area with 34.8 persons per square mile. Two areas within Juneau County (Armenia and Elroy City Service Area) are designated Medically Underserved by the U.S. Department of Health and Human Services.² Juneau County is also home to three Health Professional Shortage Area (HPSA) Designated primary medical care Rural Health Clinics (in Mauston, New Lisbon and Necedah), one HPSA population group (low income-Hillsboro: Union Center Village, Wonewoc Town, Wonewoc Village).³ Juneau County is predominantly Caucasian (94.8%).⁴ According to the University of Wisconsin Population Health Institute, Juneau County is one of the unhealthiest counties in Wisconsin (62nd out of 72 counties). Juneau is also ranked 68th in Health Factors including health behaviors, clinical and social and economic factors. Residents rank themselves as having more poor physical health days than the national or state average (4.8 days compared to 2.6 per 30 days nationally).⁵

The Juneau County death rate is 2-3 times higher than the state for residents less than 60 years of age for Heart attacks (acute myocardial infarction) and other chronic heart disease and cancers of

¹ <http://quickfacts.census.gov/qfd/states/55/55057.html> accessed 9/12/2013.

² <http://muafind.hrsa.gov/index.aspx>. MUA Data Extract as of 9/12/13.

³ <http://hpsafind.hrsa.gov/HPSASearch.aspx>. HPSA Data Extract as of 9/14/13.

⁴ <http://quickfacts.census.gov/qfd/states/55/55057.html> accessed 9/12/2013.

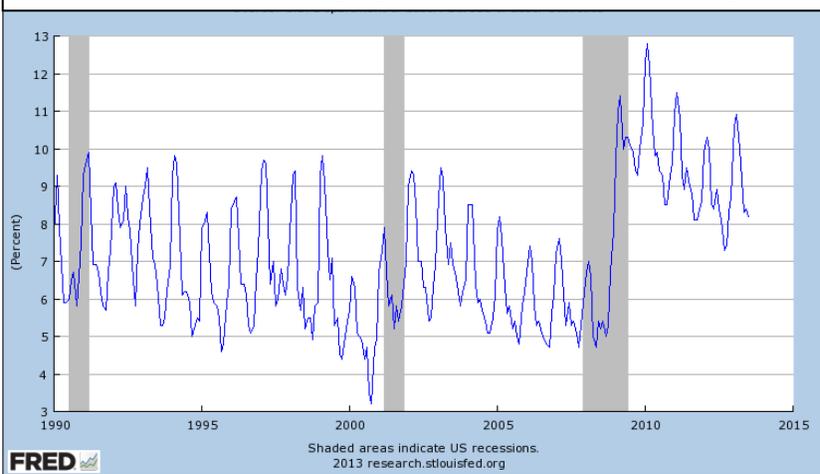
⁵ <http://www.countyhealthrankings.org/wisconsin/juneau>, accessed 9/14/2013.

the trachea, bronchus, and lung. The incidence of cancer is statistically higher in Juneau County than the state.

The Years of Potential Life Lost (YPLL) in JC (2008) was 6,476 years per 100,000 people. This is higher than the state rate of 5,797 years per 100,000 population.⁶ The YPLL in the 45-64 age groups, which is directly related to the available workforce, is significantly higher than most other age groups. Preventable hospitalizations in Juneau County are high (77 versus the national benchmark or 47 per year). More Juneau County residents are also uninsured (13%) compared to the state (11%).⁷

Juneau County and its surrounding areas is home to many elderly. It has a greater percentage of elderly than the state of Wisconsin (18.2% vs. 14.4%).⁸ This population continues to increase as greater numbers of retirees, attracted by the county's natural beauty and many recreation opportunities, move into the area. Juneau County's unemployment rate has also been consistently higher than the State's (7.0%). A January 2013 report from the US Department of Labor Statistics showed an unemployment rate of 10.6% in Juneau County. Unemployment shows a downward trend after a sharp rise during the recession (see Table 1).⁹ As of July 2013 it was number 13 in rank of all 72 counties in Wisconsin for the highest unemployment rate.¹⁰ As imagined, Juneau County also has a high percent of people living below poverty (12.4%).¹¹

Table 1: Trends in unemployment rate in Juneau County, WI



Mile Bluff Medical Center, Inc. is a not-for profit regional medical center consisting of a 40-bed acute care facility, two 60-bed nursing homes, a 12-bed Community Based Residential Facility (CBRF) specializing in Alzheimer's/dementia care, a retirement community and four outreach clinics. It is the only hospital in Juneau County and is dedicated to improving the health of

patients and the community. The main campus, consisting of the hospital, an attached clinic, LTC facility and nearby retirement complex is located in Mauston, Wisconsin. Outreach clinics reside in Elroy, Necedah, Lake Delton and New Lisbon. The medical center serves the people of Juneau County and a smattering of the population of the surrounding six county areas based upon proximity (Adams, Vernon, Sauk, Monroe, Richland and Marquette). It is uniquely

⁶ [http:// www.dhfs.wisconsin.gov/wish](http://www.dhfs.wisconsin.gov/wish)

⁷ County Health Ranking and Roadmaps, Juneau County - 2013

⁸ <http://quickfacts.census.gov/qfd/states/55/55057.html> accessed 9/18/2013.

⁹ <http://research.stlouisfed.org/fred2/series/WIJUNE7URN/> accessed 9/11/2013

¹⁰ http://worknet.wisconsin.gov/worknet_info/Publications/PressRelease/local.pdf accessed 9/23/2013

¹¹ <http://quickfacts.census.gov.us/qfd/states/55/55057.htm> accessed 9/13/2013.

situated approximately 70 miles from both La Crosse to the west and Madison to the east. Approximately 27,000 people live in rural Juneau County, enjoying the scenic bluffs, rivers and lakes of the area as well as a steadily growing economy due to surrounding large industrial businesses, prison and treatment facility.

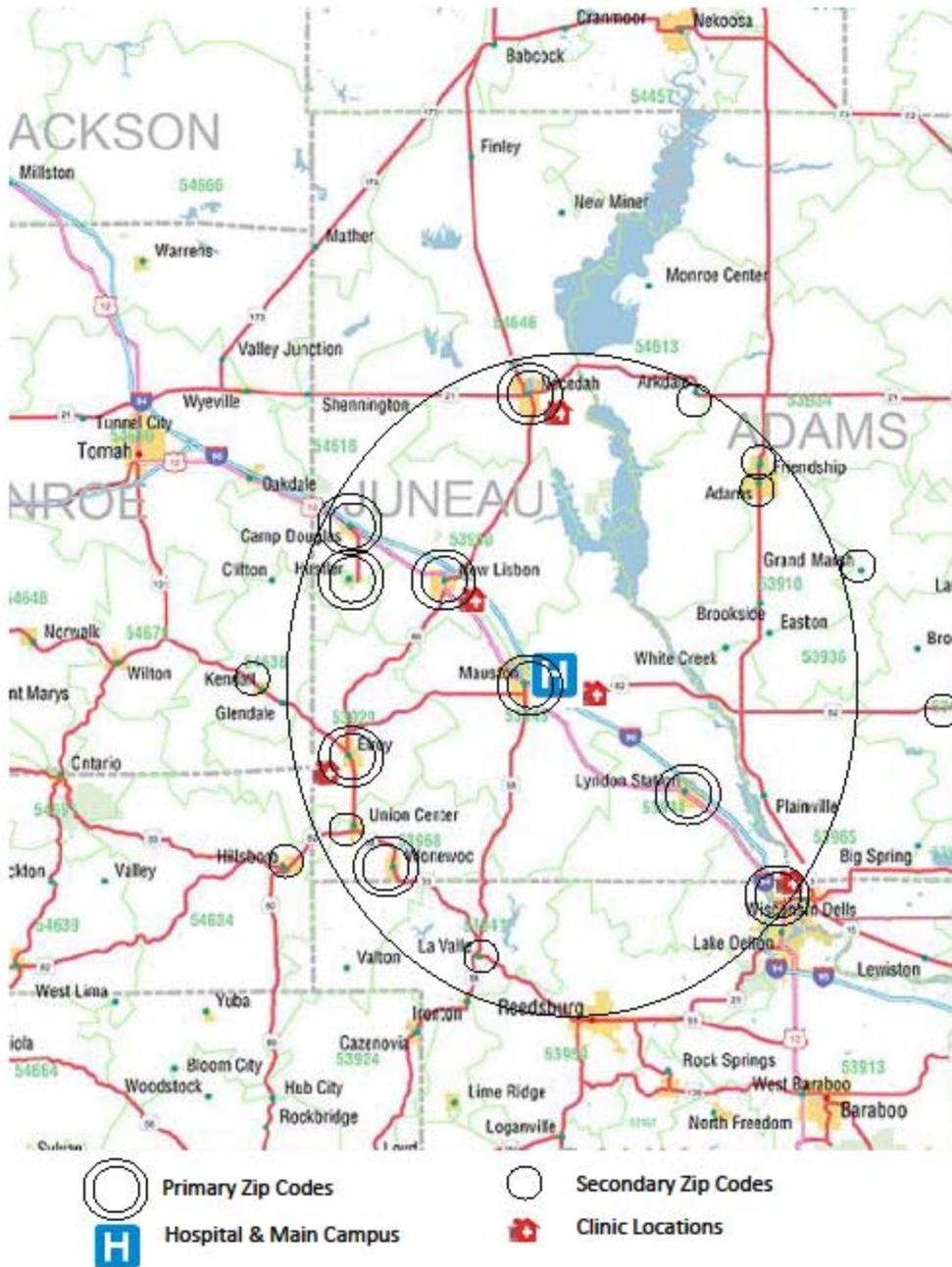
MBMC delivers a continuum of patient-focused care from birth to senior care. This includes direct patient care services as well as collaborative services with outreach tertiary care facilities. The wide variety of services allow for continuity of care within and throughout the organization. Inpatient (medical, surgical, pediatric and OB), outpatient, ambulatory surgery, lab, medical imaging, nutritional services, pharmacy, pastoral care and emergency/urgent care are offered at the hospital. In addition, MBMC provides audiology, speech pathology, rehabilitation therapy, cardiac rehab, home health, dialysis, cancer care, hospice and palliative care, diabetes education and respiratory therapy. MBMC reaches out to potential, current, and former patients by offering and supporting community health programs including free screenings, support groups, health fairs, parenting classes, and educational programs. Full spectrum clinical services are provided at Delton Family Medical Center; Elroy Family Medical Center; Mile Bluff Clinic; Necedah Family Medical Center; and the New Lisbon Family Medical Center. An on-campus specialty clinic brings physicians from UW Health, Meriter Health Services, Marshfield Clinic and Gundersen Health System to the population providing them with local access to 13 specialty areas including Cardiology, Gastroenterology, Oncology, Neurology and Rheumatology.

In 2012 MBMC admitted 2,000 in-patients and observational patients; performed more than 387,000 laboratory tests, 26,480 imaging studies, 2,879 surgical procedures, treated more than 8,689 emergency cases, saw 5,310 Urgent Care patients and had more than 200 deliveries. It had over 15,300 physical therapy and occupational therapy visits and 1,770 cardiac rehab visits. There were 30,559 patient visits to the four outreach clinics and 53,641 main campus (Mauston) clinic visits. The current staffing complement includes 466 full-time employees, 235 part-time employees, 30 active medical staff, 17 allied health professionals (Certified Registered Nurse Anesthetists, Physician Assistants and Nurse Practitioners) and 77 specialty consultants. Employee numbers include 104 registered nurses and 17 medical imaging technicians.

Other community health services and resources available in Juneau County are the Juneau County Department of Health, Juneau County Department of Social Services, Juneau County Emergency Services, Juneau County Aging and Disability Resource Center, Head Start, Family Planning Health Services, Family Resource Center and the Mauston Dental Center.

The primary service area for MBMC encompasses the City of Mauston and surrounding communities in Juneau County. Based on a market overview of primary zip codes, this includes 9 zip codes: Mauston, New Lisbon, Necedah, Lyndon Station, Camp Douglas, Hustler, Elroy, Wisconsin Dells/Lake Delton and Wonewoc. There are nine secondary service area zip codes which include Juneau as well as five adjoining counties. They are: Friendship (Adams County), Adams (Adams County), Oxford (Marquette County), Hillsboro (Vernon County), Grand Marsh (Juneau County), Kendall (Monroe County), Union Center (Juneau County), LaValle (Sauk County) and Arkdale (Juneau County). Map 1 shows the service area for MBMC as well as the location of the clinics and hospital.

Map 1: Mile Bluff Medical Center service area for and location of the clinics and hospital.



Assessment Process

In 2006, the Wisconsin County Health Rankings reported Juneau County as the “unhealthiest county in the state.” When reported through local media, this “last place” ranking brought community health to the forefront and created the impetus for the Juneau County Board of Health and Health Department to seek Wisconsin Partnership Program funding from the University of Wisconsin School of Medicine and Public Health. A steering committee of local partners and stakeholders began the process of working towards changing the health status of Juneau County. The county-wide Steering Committee (The Creating Healthy Communities Steering Committee) met on a monthly basis over a 12 month period to assess county data, identify and prioritize needs through a nominal group process, research and review evidenced-based strategies, and develop a local health improvement plan.

Local representation consisted of all public health stakeholders including business, media, education, government, health, faith-based, community, etc. (please see attached document “Juneau County Community Health Needs Assessment: Creating Health Rural Communities 2009). Mile Bluff Medical Center was strongly represented by administration, medical staff and allied health. The process culminated in a county-wide meeting to summarize the findings and encourage other stakeholders to become active partners in addressing the challenges that Juneau County faces.

The Steering Committee did the following:

- Reviewed & Analyzed the 2008 Wisconsin County Health Rankings from the UW Population Health Institute;
- Applied resource mapping using Geographic Information Systems (GIS) to Juneau County (JC) population health data;
- Identified individual community strengths and needs that have potential for improving the health of JC residents by individual Steering Committee Members;
- Examined specific components of the Wisconsin County Health Rankings data and compared with other sources of JC data;
- Identified JC assets to address health-related issues;
- Compared JC data to Healthiest Wisconsin 2010 and Healthy People 2010 targets;
- Interviewed a cross-section of 14 key-informant individuals throughout JC to gather information about their perceptions of health-related issues;
- Compared Wisconsin Youth Risk Behavior Survey (YRBS) and U.S. students;
- Conducted focus groups (115 total people) with residents involved with JC Food Pantries, Family Resource Center, WIC Program, and/or Senior Meal Sites;
- Conducted telephone interviews with individuals in identified Wisconsin Counties (with similar demographics to JC) who have shown success in changing the health status of their county as demonstrated in the Wisconsin County Health Rankings; and
- Reviewed and compared JC Health Status with other national peer counties.

University of Wisconsin, Madison, Master of Public Health Program students also worked in collaboration with the group.

The results were compiled in the 2009 Juneau County Community Health Needs Assessment (see attached document) with the following key findings:

- The county's population is aging at a faster rate than many counties in the state,
- There is an ongoing burden on employers to secure an adequate healthy workforce,
- Socioeconomic conditions are possibly the greatest challenge for community leaders,
- High school completion rates are improving but still lower than much of the state,
- Unemployment and poverty rates are high, and
- Household incomes and self-sufficiency wages are low.

Health-related issues impacting Juneau County identified were: poor nutrition, physical inactivity, smoking during pregnancy, chronic illnesses, obesity, alcohol use, lack of parenting skills, lack of availability and access to health care (mental, dental, and physical).

A highlight and great strength of this community health needs assessment was the notable physical environment of Juneau County that provides multiple opportunities that support healthy lifestyles and provide economic stimulus through local tourism.

Based on secondary data review, information provided by state experts, research on evidence based programs, focus group and key informant summaries, interviews with peer counties, in-depth discussions about health needs, identification of county programs and gaps in services, the Steering Committee identified three primary health-related issues through the nominal group process. The target population for these issues is low-income parent and families. The following issues were endorsed by the Juneau County Board of Health and were addressed in Community Health Improvement Plan:

- Parenting
- Health Literacy
- Health Care Access and Resources

From this the attached Health Improvement Plans were developed by the committee for 2009 – 2014 (including Objectives, Activities, Measures and Outcomes).

The Steering Committee and other community stakeholders meet annually to review and report on progress, community data and trends. Juneau County's current Community Health Needs Assessment and Health Improvement Plan is a work in process. The hospital values and recognizes the dedication and extensive work done by the Creating Healthy Rural Communities Steering Committee and doesn't want to replace the Steering Committee's work. There are many strategies within the current Health Improvement Plan that are in the development stages and much work remains to be done to address the identified JC health priorities.

Therefore, on April 19, 2013, the group reconvened to conduct a 2013 mid-review of the 2009 JC Community Health Needs Assessment. During the meeting secondary health status data on JC was given and data trends in JC were compared to national trends. JC 2013 County Health

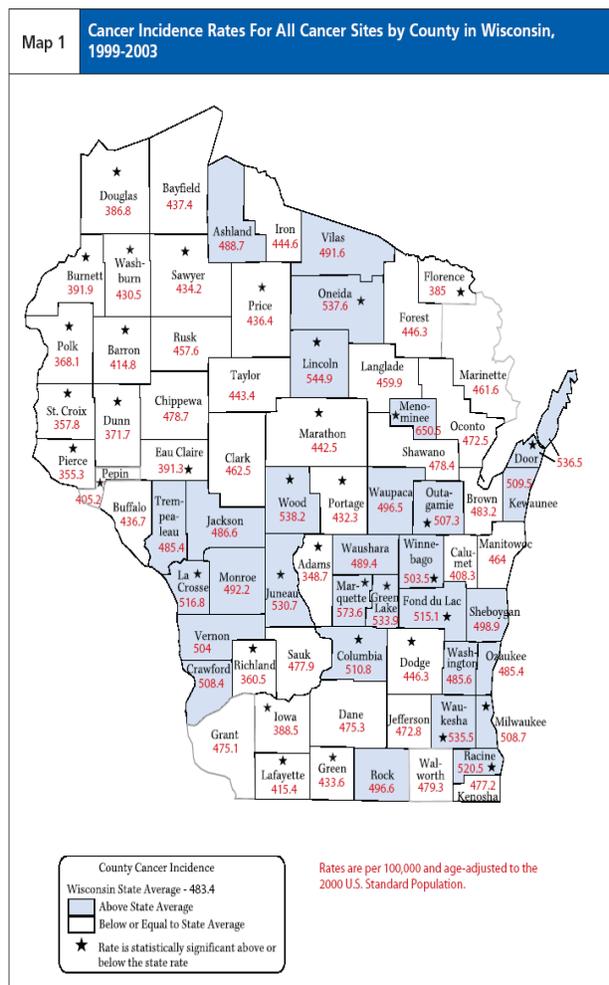
Ranking and Roadmaps were also presented. The 2009-2014 Health Improvement Plan was reviewed, updates and recommendations were made and the group was given a two-part survey.

The survey was designed to select the health priorities for the overlapping three year hospital community health needs assessment term of 2013 through 2015. The group was asked if they would like to see continuation of work with the current health priorities as established for the 2009-2014 Health Improvement Plan (parenting, access to health care (mental, medical and dental) and resources, health literacy) and if they would like to propose other health priorities for the next three years. Twenty-four surveys were collected. The group affirmed the current priorities. The ability to navigate the medical, dental and mental health system, obesity, chronic disease and mental illness were also set as priority areas.

Other priorities mentioned included the importance of efforts to promote healthy lifestyles and a focus on healthy communities. A recommendation that MBMC continue partnership to bring more mental health providers and or services to the area was made. The importance of programs available to get kids active was brought forward. This, in light of the enormous and growing obesity problem JC and Wisconsin faces. According to the CDC's Division of Nutrition and Physical Activity and Obesity (DNPAO), 62.8% of adult Wisconsinites are overweight – 26.3% are obese (30% in JC). Over 16.6% of infants were overweight and 14.1% obese.¹² In coordination with access to health care, navigation of the medical system was brought forward as a goal. Assisting the population who fail navigating medical, dental and mental health system is crucial.

The top two causes of death in JC are cancer and heart disease. As mentioned previously, the incidence of cancer is statistically higher in Juneau County than the state. These are growing priority health concerns that need to be addressed on all levels: education, prevention, screening and treatment.

While Juneau County is the primary service area for MBMC, the surrounding counties, especially the border areas are part of the patient population. These areas are demographically similar to JC with the possible exception of Sauk County which is home to Baraboo, a Metropolitan Statistical



Source: Wisconsin Cancer Reporting System, Bureau of Health Information and Policy, Division of Public Health, Wisconsin Department of Health and Family Services, 2006.

¹² Overweight and Obesity, CDC, Division of Nutrition, Physical Activity and Obesity, September 2012. Publication. CS233917-AJ

Area located over 15 mile inside the Sauk County border (see Chart 1).

Chart 1: Demographic profile and comparison of MBMC primary service area and the counties served targeted for community health needs assessment.					
	Juneau	Adams	Marquette	Vernon	Sauk
Population	26,631	20,679	15,205	30,260	62,597
Population% 65 & over	18.2%	25.5%	21.6%	17.7%	15.9%
Population % under 18	20.8%	15.7%	19.8%	25.7%	23.2%
Median Household Income	\$45,507	\$41,152	\$45,046	\$44,058	\$51,121
White alone, percent	94.6%	93.9%	97.5%	98.1%	96.1%
People per square mile	34.8	32.3	33.8	37.16	74.6
Poverty Rate	12.4%	12.4%	12.7%	14.6%	9.7%
Unemployed	10.6%	10.7%	9.3%	6.7%	7.3%
Source: Data Sources: U.S. Census Bureau (2012)					

Partners

Community partners participating in reviewing data and progress towards JC's current Health Improvement Plan as well as helping improve and sharpen strategic planning goals for the future are individuals with a vested interest in the community and individuals representing larger demographic profiles (e.g.: social workers, school principals, government officials, public health nurses). A strong attempt was made to cover all sectors of the population including business, youth, health care, faith-based, education, low-income and minorities.

Partners included:

- Juneau County Public Health Department
- University of Wisconsin – Juneau County Extension Office
- Necedah Area -Small Businesses
- Juneau County Economic Development Corporation
- Greater Mauston Area Development Corporation
- Mauston Area - Small Business
- Elroy Area -Dental
- Mauston - Dental Center
- Homeless Coalition
- Juneau County Aging and Disability Resource Center
- Juneau County Agricultural, Industrial and Recreation
- Medical Center Foundation
- Juneau County Law Enforcement
- Juneau County Department of Human Services
- Head Start

- Juneau County Star Times (media)
- Royall (Elroy) School District
- Western Technical College
- Board of Health
- State of Wisconsin
- Hope House
- County clerk
- Necedah Village
- Faith Based – local churches

Resources to Meet Priority Health Needs

Mile Bluff Medical Center's mission is to provide compassionate and progressive care, improving the health and wellness of the community, and going beyond expectations in healthcare today and always. Its purpose is to strive to improve the health of individuals in the communities we serve. In partnership with our physicians, employees, volunteers and patients, and in collaboration with other institutions and agencies that share our goals, we will commit our resources to programs that are ethically, socially and financially responsible.

Mile Bluff Medical Center, in partnership with other area health care providers including the Juneau County Public Health Department in particular when possible, has planned and/or implemented a number of programs that respond to the health priorities identified by the JC Creating Healthy Communities Committee. Noteworthy among these include:

Primary Issues:

1. Parenting: Pediatrician now on staff at MBMC.
2. Health Literacy: Implemented "Reach Out and Read" program (encouraging reading during first years of child's life during well-child exams) and "AskMe3" health literacy program for adult patients and students.
3. Health Care Access and Resources:
 - a. Clinics developed sliding fee schedule for uninsured. Discounted medical services meet needs of people up to 200% of poverty level.
 - b. Access to Cardiac Care impacting heart disease: As of August of 2012, MBMC has expanded cardiac care to include specialists from both UW Health (three cardiologists one day per week) and Meriter Wisconsin Heart (seven cardiologists 4 - 5 days per week).
4. Mental Health: MBMC JC Human Service Director and JC Health Officer met to discuss pilot at Waushara and continue meeting to discuss possibility of mental health access pilot in JC.
5. Cancer: MBMC has expanded its Cancer Care Department to accommodate a growing population of patients. Over the past three years the number of patients given treatment has nearly doubled (see Table 2). MBMC is currently evaluating the feasibility of a comprehensive cancer care center located in Mauston.

Chart 2: MBMC Cancer Care Treatments given over the last three fiscal years from 2010 to 2013 to date (9/23/2013).	
Fiscal Year	Cancer Care Treatments
2010-2011	1171
2011-2012	1795
2012-2013 (to 9/23/2013)	1980

Next Steps

In order to address ongoing and new needs identified MBMC will engage community partners in implementing evidence-based strategies across the service areas. MBMC will review both internal and external resources to complete this. The Implementation Strategy will explain how MBMC will address health needs identified in the Community Health Needs Assessment (CHNA) by continuing existing programs and services (see JC Health Improvement Plan 2009-2014) and by implementing new strategies. It will also explain why the hospital cannot address all the needs identified in the CHNA, and if applicable, how MBMC will support other organizations in doing so.