

Gundersen Moundview Hospital and Clinics Implementation Plan 2025 – 2027

Overview

Gundersen Moundview Hospital and Clinics conducted a community health needs assessment (CHNA) of Adams County in collaboration with Gundersen Health System Population Health and Adams County Health and Human Services Division of Public Health. Not-for-profit hospitals are required to conduct a needs assessment every three years and adopt an implementation strategy to meet the identified needs under the Affordable Care Act, IRS Code 501(r)(3).

The full Community Health Needs Assessment Report is available at [Community Assessments, Plans & Contributions | Gundersen Health System](#) or upon request by contacting the hospital at (608) 339-8328.

New Brand – Emplify Health

Bellin Health and Gundersen Health System have united under the new brand Emplify Health, combining “empathy” and “amplify” to enhance access, empathy, and health outcomes. The transition for all Bellin and Gundersen entities to become Emplify Health will take several years, honoring their legacy names and histories.

Prioritized Health Needs

As reported in the 2024 CHNA, key community stakeholders reviewed the CHNA data and were asked to rank the community’s health needs by choosing the top three most critical needs or issues that should be addressed. The top five chosen were: 1) mental health; 2) housing; 3) access to care/substance use/childcare (tied); 4) income/employment; 5) transportation.

Following review of the stakeholder rankings, **Gundersen Moundview adopted the following community health needs priorities:**

- Mental Health
- Access to Care
- Substance Abuse
- Social Determinants of Health* that also impact the county’s Economic Health – such as housing, workforce development, transportation, and childcare.

**Social determinants of health are conditions in which people are born, grow, live, work and age. They include poverty, inadequate housing, food deserts, joblessness, underemployment, education access and quality, and more.*

Social determinants of health contribute up to 80% of a person’s health and well-being. Medical care accounts for the remaining 20%.

Implementation Plan

Gundersen Moundview developed the below implementation plan to address the identified community health needs. The plan was approved by the hospital’s board of directors on September 17, 2024. Gundersen Moundview will review and evaluate the initiatives to ensure progress is made. Any updates will be posted on the website at [Community Assessments, Plans & Contributions | Gundersen Health System](#). The hospital is currently participating in several coalitions and action teams formed as part of the 2022-2026 implementation plan through Adams County Health and Human Services – Division of Public Health which were incorporated into the hospital’s plan.

MENTAL HEALTH

Overall Goal: Develop initiatives to improve the mental health of area residents. Reduce the average number of poor mental health days in the last 30 days to less than the 5.1 days reported in the 2024 county health rankings.

Action	Program/Initiative	Resources/Partners	Measure of Impact
Mental health support for those experiencing loss	<ul style="list-style-type: none"> Establish a structured, research based local Grief Support Program for the death of loved one. 	<ul style="list-style-type: none"> Gundersen Resolve Through Sharing Dept. Gundersen Spiritual Care Dept. HHS-Division of Aging Other agencies to assist (<i>Faith in Action, Health & Human Services, Friendship Connection, Noble Community Clinic, community grief group</i>) 	<ul style="list-style-type: none"> New curriculum developed and program offered by Fall of 2025
Resiliency for disadvantaged youth	<ul style="list-style-type: none"> Grow school mentor program to include staff from two community businesses or agencies that are not affiliated with Gundersen. 	<ul style="list-style-type: none"> Mentors A-F School District Area businesses/agencies 	<ul style="list-style-type: none"> # mentors not affiliated with Gundersen by fall 2026 # children mentored
Work with community partners on mental health initiatives.	<ul style="list-style-type: none"> Continue to serve on and participate in the county mental health community action team and related initiatives. Establish a one-stop location for area resources and events for the benefit of area residents' overall mental and physical health. 	<ul style="list-style-type: none"> Prevent Suicide Adams County Health Board Crisis Committee HHS Chamber 	<ul style="list-style-type: none"> # of committees we have served on Attendance/evaluation of programs offered. Completion of one-stop website resource for area resources by end of 2026

ACCESS TO CARE

Overall Goal: Improve access to healthcare providers through recruitment and retention efforts and encouraging area youth to enter healthcare careers. Improve nutrition and physical activity to result in decreased chronic illness, thereby reducing the need for care.

Action	Program/Initiative	Resources/Partners	Measure of Impact
Improve access to area resources and services	<ul style="list-style-type: none"> Improve local transportation options through a multi-agency approach. Continue serving on the transportation community action team. 	<ul style="list-style-type: none"> Transportation Community Action Team <i>including HHS, Hospital, Aging Dept, UWEX, county board, chamber, Rural Partners Network, Kobussen</i> Others to include <i>school district, Mid-State, Faith in Action, economic development, area businesses</i> 	<ul style="list-style-type: none"> Complete transportation needs survey - Fall 2024 Explore options for grant and cost-sharing transportation programs - 2025 Work following will depend on results of the survey and the transportation community action team

ACCESS TO CARE (continued)			
<ul style="list-style-type: none"> • Improve nutrition and physical activity to decrease chronic illness, thereby reducing the need for care. 	<ul style="list-style-type: none"> • Increase awareness and encourage use of local physical activity and nutrition resources to decrease obesity. • Develop targeted programs/initiatives through the community action team 	<ul style="list-style-type: none"> • Nutrition & Physical Activity Community Action Team members • Additionally, medical providers, YMCA, Food Pantries, Farm Markets 	<ul style="list-style-type: none"> • # of initiatives • Attendance/evaluation of programs offered.
<p>Improve access to healthcare services</p>	<ul style="list-style-type: none"> • Implement pediatric mobile care van pilot program in Friendship. • Continue recruitment of specialists and primary care physicians. • Improve access to surgical services. 	<ul style="list-style-type: none"> • Gundersen Health System, school district, HHS, public health, area farms • Gundersen Health System 	<ul style="list-style-type: none"> • Pediatric Mobile Care Van Program piloted in 2025. • Recruit one primary care physician by 2027. • # of surgical procedures
<p>Address career shortage areas by offering job exploration, clinicals and internship opportunities.</p>	<ul style="list-style-type: none"> • Grow the Health Career Academy at A-F High School • Offer 8th grade career tours and establish new career exploration opportunities for younger students. • Continue to offer job shadows, internships and clinicals 	<ul style="list-style-type: none"> • Mid-State Technical College • School District • Other Area Colleges 	<ul style="list-style-type: none"> • Successful completion of the 1st Health Career Academy in the 2024-2025 school year • # participants in the Academy going forward • # of middle school participants in tours and career exploration opportunities • # job shadows • # internships

SUBSTANCE ABUSE			
<p>Overall Goal: Decrease the drug overdose deaths to less than the 26 overdose deaths reported from 2019-2023 by the Adams County Sherriff's Department.</p>			
Action	Program/Initiative	Resources/Partners	Measure of Impact
<p>Partner with local agencies on treatment plans for drug offenders</p>	<ul style="list-style-type: none"> • Lab support for drug court screenings • Provide space and support to Noble Community Clinic (behavioral health) 	<ul style="list-style-type: none"> • Judge • District Attorney • Noble Clinic (behavioral health) 	<ul style="list-style-type: none"> • # of patients who successfully complete the drug court program
<p>Participate in local education and decrease availability of prescription drugs</p>	<ul style="list-style-type: none"> • Participate in Drug Free Adams County programs and other initiatives. • Promote drug take back programs. • Maintain the medication drop box sponsored by hospital pharmacy. 	<ul style="list-style-type: none"> • Social Worker • Pharmacy • Drug Free Adams County Coalition • Law Enforcement 	<ul style="list-style-type: none"> • \$ contribution to support initiatives • Program participation. • # pounds of unwanted prescriptions in pharmacy drop box

SOCIAL DETERMINANTS OF HEALTH (that simultaneously impact economic health, particularly housing, workforce & economic development, transportation, education & childcare)

Overall Goal: Improve the health and well-being of residents and the county's economy. The root cause of many health behaviors and outcomes can be tied to poverty/low income. In Adams County this is compounded by over half of the workforce not living in the area, impacting the economy and overall health outcomes. We seek to increase the county's median household income (\$55,223) and decrease the median workforce age (55.1 years) by working with others on initiatives to attract/keep younger residents and families and encourage business development.

Action	Program/Initiative	Resources/Partners	Measure of Impact
Partner with others in the community on the creation of local economic development initiatives	<ul style="list-style-type: none"> • Serve on the Rural Partners Network Housing Committee (<i>goal of increasing available, attractive workforce housing as over half of the county workforce does not live in the area and therefore does not substantially contribute to the local economy</i>) • Serve on the Rural Partners Network Downtown Improvement Committee (<i>goal of improving the look, feel, offerings and activities of downtown Adams-Friendship to make the center of the county a more appealing place to help retain and recruit workers and improve the area economy</i>) • Serve on the Rural Partners Workforce Development Committee (<i>goal of attracting new businesses to the area and helping existing businesses recruit and retain qualified staff to improve the area economy</i>) • Serve on the county economic development board and/or other related initiatives. 	<ul style="list-style-type: none"> • RPN community liaison • RPN committee members (Area businesses, economic development director, chamber, technical college, school district, Health and Human Services representatives, county board, city council, village board) • Economic Development Board members 	<ul style="list-style-type: none"> • Provide a minimum of 100 hours per year of staff support for the various committee meetings and initiatives. • Provide financial support as warranted.
Address the childcare shortage	<ul style="list-style-type: none"> • Serve on the Adams County Childcare Alliance Committee to help improve the availability of local childcare options 	<ul style="list-style-type: none"> • Childcare alliance members from HHS, UWEX, local businesses 	<ul style="list-style-type: none"> • Increase availability of childcare in the county
Address transportation needs	<ul style="list-style-type: none"> • Listed under healthcare access 		
Provide support for local schools	<ul style="list-style-type: none"> • Assist with school improvement and/or referendum committees as needed. (<i>Schools are one of the cornerstones of a successful community</i>) 	<ul style="list-style-type: none"> • School District • Area businesses • Parents 	<ul style="list-style-type: none"> • Provide staff support
Offer incentives and scholarships with a focus on local, non-traditional students pursuing high-need healthcare careers	<ul style="list-style-type: none"> • Provide healthcare scholarships with the contingency that the student works locally. • Provide mentoring for youth receiving scholarships 	<ul style="list-style-type: none"> • School District • MSTC • Area colleges • Foundation 	<ul style="list-style-type: none"> • # scholarships • 1 student recruited into Moundview upon completion of degree/certification

Gundersen Moundview Hospital and Clinics

402 West Lake Street, P.O. Box 40, Friendship, WI 53934 • (608) 339-3331