



Gundersen Moundview Hospital and Clinics 2024 Community Health Needs Assessment



Gundersen Moundview Hospital and Clinics
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PURPOSE

A community health needs assessment (CHNA) identifies and prioritizes the community’s health and wellness needs. Not-for-profit hospitals are required to conduct a CHNA every three years and adopt an implementation strategy to meet the identified needs under the Affordable Care Act, IRS Code 501(r)(3).

ABOUT GUNDERSEN MOUNDVIEW

Gundersen Moundview Hospital and Clinics is a not-for-profit, critical access hospital in Friendship, Adams County, Wisconsin. The hospital opened in 1959 and affiliated with Gundersen Health System in Oct. 2017. Gundersen Health System and Bellin Health merged in December 2022. We 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.

Gundersen Moundview is the only hospital located in Adams County. Our services include emergency and urgent care, inpatient, swing bed, laboratory, imaging, pharmacy (inpatient and retail), surgery, rehabilitation, and specialty services. The hospital also operates two rural health clinics – one located within the hospital in Friendship and the second in Westfield, Wisconsin, Marquette County. Gundersen Eye Clinic – Friendship is also located within the hospital.

NEEDS ASSESSMENT OVERVIEW

In 2024, Gundersen Moundview 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.

Data was collected on local and state-wide health issues. Community feedback was obtained from the general population and from stakeholders with a broad, vested interest in the community. This included key informant interviews, focus group, and stakeholder meeting conducted in 2024, and a health needs survey conducted in 2021. The information collected, list of data sources and list of stakeholders is included in this CHNA.

Following review of the data, community stakeholders ranked the county’s health needs. **Gundersen Moundview will focus on the following priority health needs:**

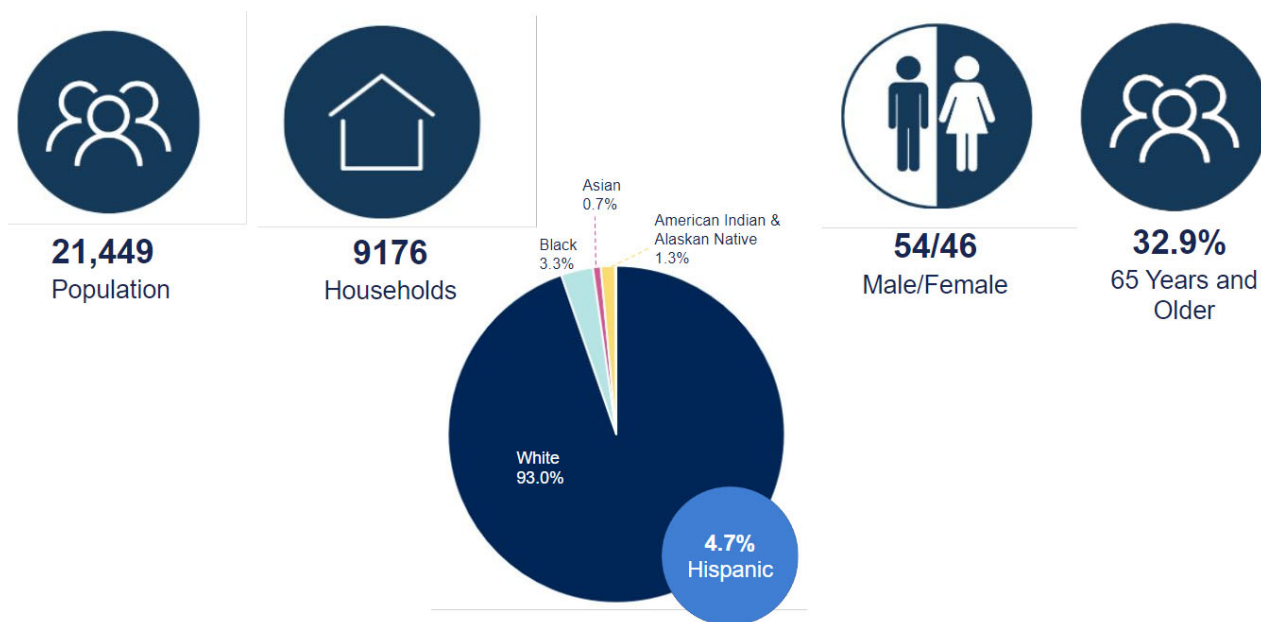
- Mental Health
- Access to Care
- Substance Abuse
- Social Determinants of Health that also impact the community’s Economic Health – such as housing, workforce development, transportation, and childcare.

WHO WE SERVE

Gundersen Moundview Hospital and Clinics serves all residents of Adams County and a portion of Marquette County. Our primary service area is the central portion of Adams County which includes the zip codes of Adams, Friendship, Arkdale, and Grand Marsh. This area represents 70% of Gundersen Moundview’s patients and, therefore, we place priority on health issues impacting central Adams County. In fiscal year 2023, Gundersen Moundview’s revenue was made up of 51% Medicare, 23% commercial/private insurance, 22% Medicaid and 4% Self Pay.

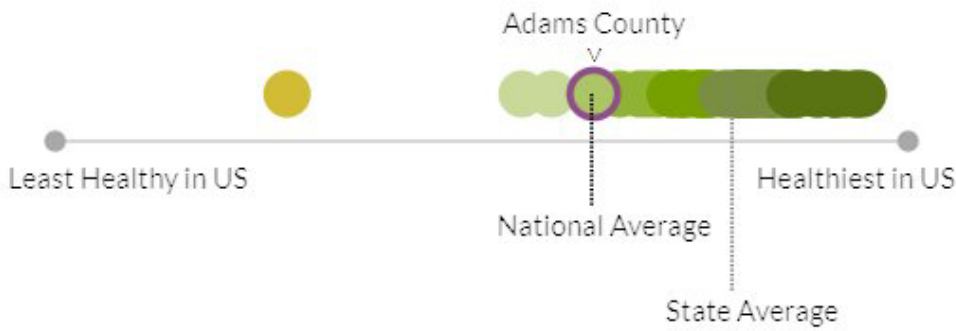
DEMOGRAPHICS

Adams County is rural, with 100% of its 21,449 residents living in a low population density area. The median household income is \$55,223 which is lower than the state (\$72,458). The percent of persons in poverty is 15.8% which is higher than the state (10.7%). Most residents (93%) are white. The number of individuals under age 65 with a disability is 15.3% which is higher than the state (8.2%). A large percentage of the county’s population is over age 65 (32.9%) compared to the state (19.1%). This percentage is expected to increase as the county’s current median age is 55.1.



HEALTH OUTCOMES

Adams County is faring worse than the average county in Wisconsin for “**health outcomes**” (*length and quality of life*), and about the same as the average county in the nation according to the annual Robert Wood Johnson Foundation’s County Health Rankings and Roadmaps. Adams County has a higher rate of premature death than the state average. Included below are the county’s leading causes of death, cancer types/deaths, and the top diagnoses at Gundersen Moundview Hospital and Clinics.



HEALTH OUTCOMES:
 Adams County ranks among the least healthy counties in Wisconsin, but about the same as the average county in the nation.

Leading Causes of Death Under age 75 in Adams County

	Deaths	Rate per 100,00
Malignant neoplasms	123	227.2
Diseases of the heart	72	133
Accidents	48	88.6
Chronic lower respiratory diseases	32	59.1
COVID-19	19	unreliable

Source: CDC WONDER. Leading causes of premature death are represented as crude death rates (not age-adjusted). These crude death rates show the true incidence of premature death between counties because counties have different age structures.



Life expectancy is 76.4 years



10,700 years of life were lost to deaths of people under age 75, per 100,000 people

Hypertension & Diabetes are the top diagnoses at Gundersen Moundview Hospital and Clinics (this remains unchanged from the 2017 and 2021 CHNA)



Types of Cancer in Adams County 2017-2021*

- Lung & Bronchus = 99
- Prostate = 79
- Breast = 74
- Colorectal = 36
- Urinary Bladder = 34

*The numbers represent the total during this time-period. All are a decrease in the number of cancers compared to 2014-2018)



Cancer Deaths in Adams County 2016-2020*

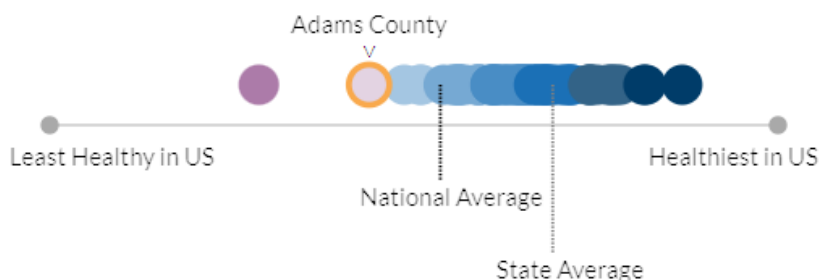
- Lung & Bronchus = 89
- Pancreas = 30
- Colorectal = 25
- Prostate = 20

*The numbers represent the total during this time-period. All are a decrease in the number of cancers compared to 2015-2019)

According to the most recent county health rankings, 16% of adults in Adams County reported they were in fair or poor health in 2021 (an improvement from 19% in 2017). Adults reported their physical health was not good on 3.8 of the previous 30 days (an improvement from 4.4 days) and that their mental health was not good on 5.1 of the previous 30 days (an increase from 4.5 days). Poor mental health is higher than state and national averages of 4.8 days.

HEALTH FACTORS

Adams County is faring worse than the average county in Wisconsin for “**health factors**” (health behaviors, clinical care, social & economic factors, and physical environment factors that may impact an individual’s health in the future) and worse than the average county in the nation.



HEALTH FACTORS:

Adams County is ranked among the least healthy counties for Health Factors in WI. Health factors represent those things we can modify to improve the length and quality of life.

FACTORS CONTRIBUTING TO HEALTH OUTCOMES

Many factors contribute to poor health outcomes. The following data highlights various areas including healthcare access, clinical care, physical activity, nutrition and food access, issues impacting growth and development, communicable disease and immunization factors, physical environment, mental health, injury and violence, substance use (tobacco, alcohol, illegal substances) and social and economic factors (education levels, income and poverty, employment, transportation, and housing).

Healthcare Access: Providers Available

Adams County is medically underserved and is considered a health professional shortage area for primary care, dental care, and mental health services. Many area residents use the local emergency department for issues that should be seen in a primary care clinic. Provider ratios are shown below. There is one primary care physician per 10,170 residents, one dentist per 10,610 residents and one mental health provider per 1,420 residents.

Primary Care Physician Ratio



Dentist Provider Ratio



Mental Health Provider Ratio



*2019 data

Healthcare Access

Other obstacles to accessing healthcare include the ability to obtain insurance, cost of care, childcare, scheduling, and transportation.



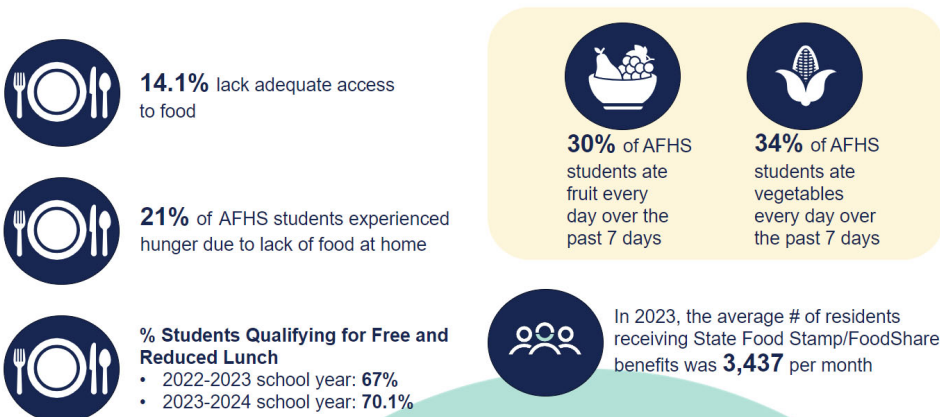
Physical Activity

Adult physical inactivity is higher than the state average (19%). Inactivity decreased from 26% of adults reporting no physical activity in 2017 to 24% reporting no activity in 2021. However, adult obesity increased from 32% to 38%. Area youth are more active than adults.



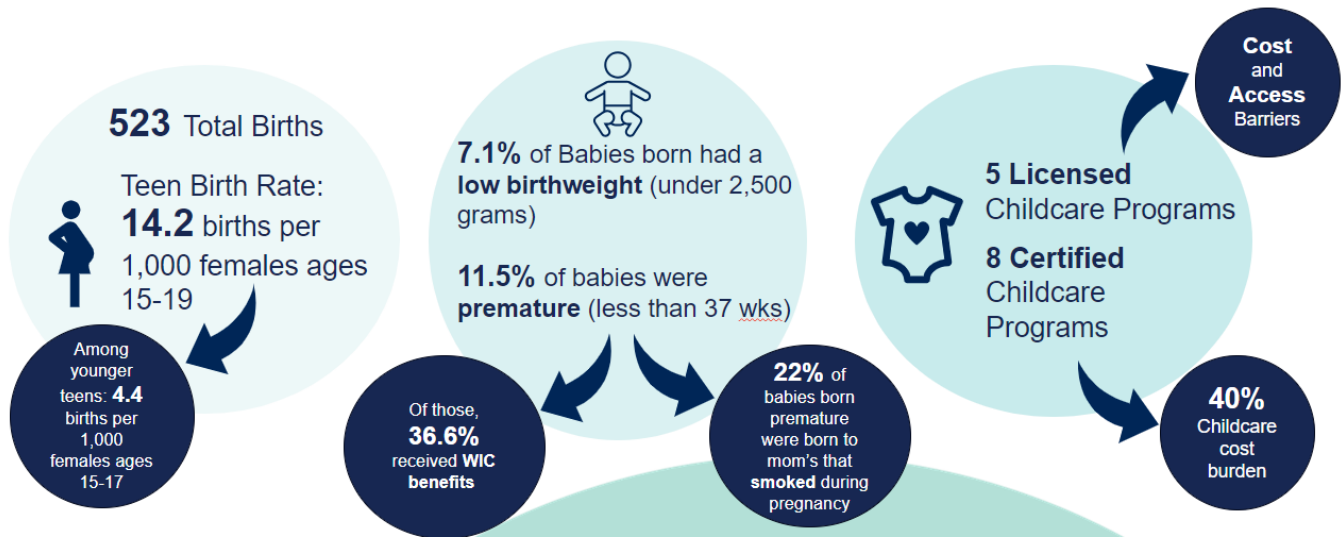
Nutrition & Food Access

Healthy, nutritious food is essential to good physical and mental health. Adams County's food environment index (access to healthy foods and food insecurity) is 8.2 out of 10 which is worse than the state (9.1) but better than the national average (7.1).



Growth & Development

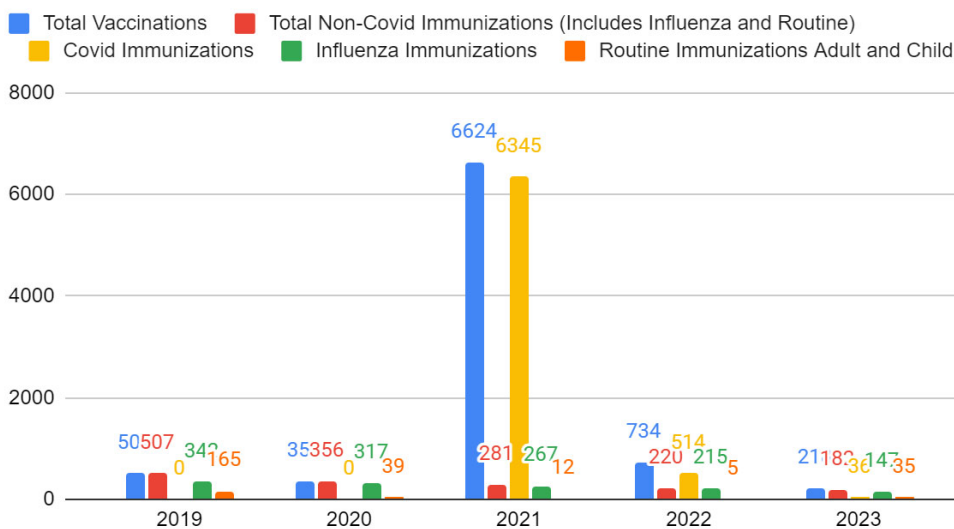
Growth and development can impact a child's future health and well-being. Lack of access to reliable, affordable childcare can impact a family's financial, social, physical, and mental well-being, adversely affecting children.



Communicable Disease & Immunizations

Since the COVID-19 pandemic, hesitancy for vaccines has been widespread through the state, which has also been seen in Adams County.

5 YEAR VACCINATION COMPARISON 2019-2023



2023-2024 Flu Season



29.4%

of people received a flu vaccine for last year's flu season

49.8%

of older adults (65+) received a flu vaccine



Better coverage to prevent illness

2021

2-Year-Old Vaccine Coverage



The statewide goal is to reach **80%**

63%
Adams County

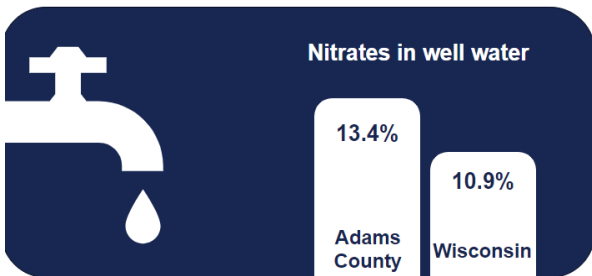
71%
Wisconsin

72%
United States

percent who received the recommended doses of DTaP, Polio, MMR, Hib, Hepatitis B, Varicella, and Pneumococcal Conjugate

Environment

Our physical environment plays a role in our health and can be linked to health conditions.



Air Quality and Pollution are seen as emerging health issues

The Environmental Public Health Tracking Program monitors data on asthma, chronic obstructive pulmonary disease (COPD), and Lyme disease. Each of these measures is strongly linked to one or more environmental factors.

1 Asthma

Rate of ER visits per 10,000 people



1 COPD

Rate of ER visits per 10,000 people



1 Lyme Disease

Rate per 100,000 people



1 Above state value ✓ At or below state value ^ Suppressed

Elevated lead exposures have **decreased**



1.8% of children tested had an elevated lead level

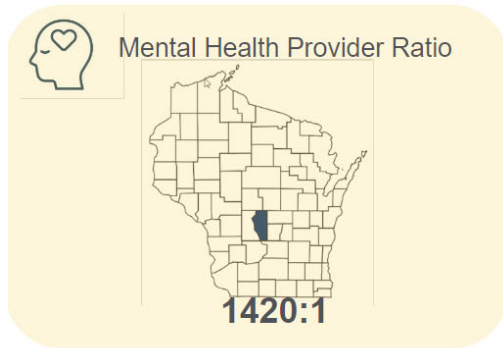
Carbon monoxide poisonings **increased**

15.7 ER visits in 2023 compared to 5.2 in 2021

Mental Health

Mental health includes our emotional, psychological, and social well-being. It affects how we think, feel and act. It also helps determine how we handle stress, relate to others, and make healthy choices.* There is a shortage of mental health providers in many rural areas, including Adams County.

*Centers for Disease Control (CDC) website.



Adults reported feeling mentally unhealthy **5.1** of the previous 30 days



4.8 Social associations per every 100,000 people



Higher suicide rate than the state and nation
2013-2023 = 61 Suicides (46 male, 15 female)
 Ages: Teens =3; 20s=10; 30s=8; 40s=11
 50s=13; 60s=6; 70s=7; 80s=3



Suicidal Threat/Attempt calls to the sheriff's department have decreased
 2016-2019 = average of 260 calls/year
 2020-2023 = average of 184 calls/year

Youth Mental Health

- 57% Experienced Anxiety
- 37% Experienced Depression
- 25% Intentional Self-Harm
- 24% Seriously Considered Suicide

- 50% Agree or strongly agree that they belong at school
- 75% Have at least one supportive adult besides a parent

Injury & Violence

The third leading cause of death in the United States in 2022 was unintentional injuries, according to the CDC.

Adams County Sheriff's Office reported...



376 crashes reported in 2023 resulting in 8 fatalities and 130 injuries



13 Reported ATV/UTV Accidents in 2023
 Lower than 2022 (24 accidents) and 2021 (19 accidents)



7 on roadways
 4 on private property
 2 on trails
 1 fatality on ice

In 2023, Adams County deputies responded to **270** Domestic Disturbance Complaints

Please Note: This information is not inclusive of law enforcement agencies such as City of Adams, Town of Rome, WI Dells, and WI State Patrol

Injury & Violence Continued...

Injury Related Hospitalizations, 2019-2022

Poisonings: **27**
 Drug-related: **26**
 Self-harm injury: **14**
 TBI: **43**

Including fall-related, struck by or against someone or something, motor vehicle related or assault-related


Unintentional fall-related injury: **140**

Unintentional motor vehicle injury: **46**


Including occupant, motorcycle, pedal cyclist and pedestrian

39% of AFHS student drivers texted or emailed while driving in the past 30 days

85% of AFHS students wear a seatbelt most of the time or always

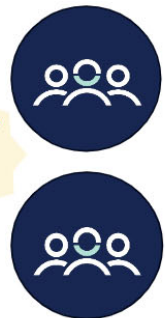


70% of AFHS students feel safe at school most of the time or always



29% of AFHS students agree or strongly agree that violence is a problem at school

23% of AFHS students have witnessed an attack in their neighborhood




Bullying

22% of AFHS students experienced bullying at school during past 12 months
20% of AFHS students were electronically bullied in past 12 months


49% of AFHS students agree or strongly agree that bullying is a problem at their school

Substance Use: Tobacco


Adult smoking rates have decreased from 23% (2018) to 19% (2021) but remain higher than the state and nation. Among high school students surveyed in 2021, those who have ever tried vaping decreased to 47% (previously 39%) and those who tried to quit vaping or other tobacco increased to 49% (previously 30%).



19% of adults are current cigarette smokers



22% of AFHS students report using vaping products in the past 30 days, **39%** have ever tried vaping



49% of AFHS students who are vapers or use other tobacco tried to quit in past 12 months

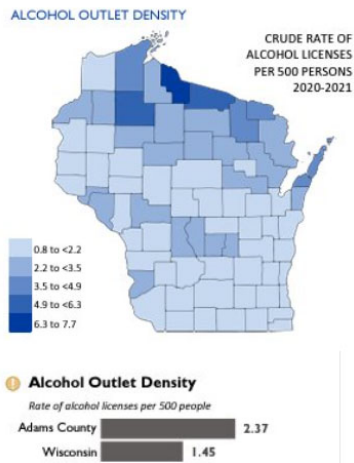
Higher than the state and nation



The top 2 Leading Causes of Death in Adams County are **Cancer** and **Heart Disease**

Substance Use: Alcohol

Adults who reported binge or heavy drinking (21%) is lower than the state average (25%), but higher than the nation (18%). The number of high school students who binge drank in the past 30 days decreased from 14% to 11%. Students who had at least one drink in the past 30 days decreased from 29% to 27%.



The Adams County Sherriff's office reported **35** crashes in 2023 involved a driver believed to be impaired by drugs or alcohol (this information is not inclusive of other law enforcement agencies such as City of Adams, Town of Rome, WI Dells, and WI State Patrol)



56% of AFHS students have ever had an alcoholic beverage

27% of AFHS students had at least one drink in the past 30 days

11% of AFHS students binge drank in the past 30 days

Substance Use: Illegal Substances

Hospital admissions with evidence of opioid abuse or dependence decreased from 95 (years measured were 2016-2019) to 61 admissions (2019-2022). The number of high school students who misused OTC or prescription drugs increased from 9% to 12%. Students offered drugs on school property decreased from 13% to 10%. Students who used marijuana in the last 30 days decreased from 19% to 16%.



26 Overdose Deaths, 2019-2023



61 Emergency Department visits with evidence of Opioid abuse or dependence, 2019-2022



61 Hospital admissions with evidence of Opioid abuse or dependence, 2019-2022



Adams County Sherriff's office collected **366.91** Pounds of prescription medications collected in 2023

A total of 7 medication drop boxes are located throughout the community

Youth Substance Use

12% of AFHS students misused OTC or prescription drugs

10% of AFHS students were offered drugs on school property

16% of AFHS students used marijuana in the last 30 days

30% of AFHS students have ever used marijuana

Social & Economic Factors: Education

Better educated individuals live longer, healthier lives than those with less education.* Poor health habits, such as lack of sleep and overuse of electronics, can impact a child’s ability to receive a good education.

*Article on the National Library of Medicine, cited in the appendix



88.4% High School Completion
15.6% College Degree



66.6% of Students are Economically Disadvantaged



23% Students with Disabilities

71% of AFHS students have spent 3+ hours/day in front of a tv, smart phone, XBOX, or other device



57% of AFHS students use technology between midnight and 5:00 AM on school nights

23% of AFHS students reported 5 or fewer hours of sleep per night

Social & Economic Factors: Income & Poverty

Income and poverty are also linked to health. Individuals with a higher education are more likely to have a job with benefits, such as health insurance. Asset Limited Income Constrained, Employed (ALICE) households in Adams County are higher than the state average. ALICE households earn more than the Federal Poverty Level, but less than the basic cost of living for the country. Households below the ALICE threshold cannot afford the essentials.



\$55,223
Median Household Income



15.8%
Households in Poverty

WI 11%
US 12%



23%
of Children Living in Poverty, under age 18

Higher than the state and national poverty rates




ALICE: Asset Limited, Income Constrained, Employed
ALICE Households: 31% (state average: 24%)

Social & Economic Factors: Employment

Adams County's unemployment rate is higher than the state of Wisconsin. The county's labor force participation rate is lower than the state. The area's largest industries are trade/transport/utilities; careers in education and health; manufacturing; and leisure/hospitality. The hospital is one of the top county employers. **Over half (52.5%) of those working at local employers live outside the area and commute in to work***. Therefore most of their income is spent in other communities, which negatively impacts Adams County's economy.

*2023 Adams County Workforce Profile




5% Adams County Unemployment Rate in 2022

3.4% WI Unemployment Rate in 2022

Major Employers

- Chula Vista Resort
- WestRock
- Lake Arrowhead Golf
- Sand Valley
- Allied Cooperative
- Adams-Friendship Area School District
- Adams-Columbia Electric Cooperative
- Gundersen Moundview Hospital and Clinics



Labor Force Participation Rate in 2022 was **47.5%**

WI Labor Force Participation Rate in 2022 was **65.7%**

83 out of 152 employees (54%) at Gundersen Moundview Hospital and Clinics commute from **outside** the central portion of Adams County

Social & Economic Factors: Transportation


A lack of public transportation in rural areas can prevent residents, who do not drive or have no vehicle, from getting to work, medical appointments, the grocery store, and social opportunities. This can negatively impact their mental and physical health. Limited transportation services are available in Adams County for elderly and disabled residents. For residents who are employed, over 90% drive to work (higher than the state average) with 44% driving more than 30 minutes one way.



90.3% drive to work (higher than the state average 87.6%)



5.1% households without vehicle



44% of workers who drive alone to work commute more than 30 minutes each way

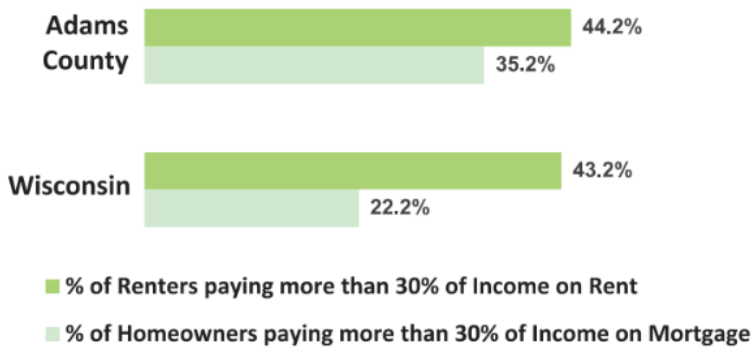


A patient with transportation insecurity has a **higher risk** of missing medical appointments or getting medications

Social & Economic Factors: Housing

Housing affordability and availability are barriers to employment and limit an area’s ability to attract and retain workers. As previously noted, over half of the local workforce lives outside the area and commute into the county to work. There is a perceived need for desirable, middle-income housing. A housing study is being conducted to assess the needs, gaps, and locations for development. Additionally, families who pay more than 30% of their income on mortgage or rent, are considered cost burdened. Adams County housing costs burden a greater proportion of renters and homeowners compared to the state.

Graphic 10: % Paying more than 30% of Income on Housing



12.9% of households experienced severe housing cost burden

13% of households spend over 50% of income on housing



84.8% Owner-Occupied Housing Rate, 2018-2022



37% of AFHS students have lived in **4** or more residences

COMMUNITY FEEDBACK

Community Survey

A 52-question survey was conducted the summer of 2021 as part of the CHNA led by Adams County Division of Health and Human Services – Public Health, in which the hospital participated. The survey was widely available online and in print. It was publicized through Facebook, fliers at area businesses, email, and local media (news releases and paid advertisements). Paper surveys were available to obtain input from those without computers and other difficult to reach populations. They were distributed at businesses, libraries, food pantries, the county fair, home delivered meals, and churches. The survey was translated into Spanish and copies were sent to local famers that employed Spanish-speaking workers.

In total, 607 individuals responded to the survey. Of those that responded:

- 94% lived in Adams County.
 - Top zip codes were: 53934-Friendship (29%), 53910-Adams (22%) and 54457-Town of Rome (13%).
- 81% were female; 95% were Caucasian/white.
- 25% were age 55-64, 18% age 35-44, 17% age 45-54 and 16% age 65-74.
- 31% were high school graduates/or equivalent; 22% had a bachelor's degree.
- 63% were married/common law.
- 79% were homeowners; 14% were renters.
- 44% were employed full-time; 29% were retired.
- Most (26%) had a gross annual household income between \$25,000-\$50,999.
- 64% had no children under the age of 18 living in their household.

Common Themes- Community Survey

In your opinion, what would make your community a healthier place to live?

Occupation	<ul style="list-style-type: none">• Higher paying jobs, livable wages• Affordable, safe housing• More jobs/industry
Environment	<ul style="list-style-type: none">• Clean, safe water• Evaluate and treat high nitrate levels in well water
Physical Health	<ul style="list-style-type: none">• More options for physical activity/exercise• Need a local dentist that accepts BadgerCare• More access to healthcare services (including specialty care)
Nutrition	<ul style="list-style-type: none">• More grocery options that are affordable• Better access to healthier foods at a reasonable price• Nutrition education
Communicable Disease	<ul style="list-style-type: none">• More people getting vaccinated
Growth & Development	<ul style="list-style-type: none">• Affordable childcare• More safe activities for kids, teens and families• More community engagement opportunities
Injury, Violence & Mortality	<ul style="list-style-type: none">• Reduction in child and domestic abuse• More law enforcement/Emergency Medical Services
Alcohol & Other Drug Use	<ul style="list-style-type: none">• Less of a culture of drinking• More resources to help people struggling with alcohol/drug abuse• Less drug/alcohol use. Less smoking.
Mental Health	<ul style="list-style-type: none">• Easier access to and more mental health care• Less discrimination/stigma• More community supports

When asked what the most important health problems in the community were, top responses were:

- Not enough jobs offering a livable wage (48%)
- Alcohol misuse and abuse (46%)
- Other drug abuse (45%)
- Mental health (38%)
- Child abuse/neglect (37%)
- Aging problems (32%)
- Domestic violence (26%)
- Obesity (25%)
- Cancers (20%)
- Bullying, Dental Problems, Lack of access to childcare (19%)

Community Focus Group

A general community focus group was held in the summer of 2024. The focus group was publicized through newspaper, radio, Facebook, and posters/fliers distributed in the community. Seven community members attended, five women and two men, age 40 or older.

Attendees were asked: 1) what they liked the most about their community; 2) what they see as the most important issues or concerns facing the community; 3) if they were aware of any new or emerging health issues people should know about; 4) if there were any population groups who may be especially vulnerable for problems with their health/healthcare; and how organizations could work together to promote better health/healthcare. Common themes:

Themes Relating to Health-Related Concerns, Services, or Supports:

1. Housing (housing security)
2. Mental Health
 - a. Health Care Services and Coverage
3. Health Environment (Built or Natural)
4. Health Care Services and Coverage
5. Employment
6. Community Collaboration
7. Volunteering

Themes Relating to Community Populations

8. Low Income Population and the Working Poor
9. Older Adults
10. Children and Families (including childcare)

Additional notes:

- Improving communication/awareness of area services and events.
- More things for children/families to do.
- Need for more support groups.

Key Informant Interviews

Key informant interviews were conducted in the summer of 2024 to gain additional input from individuals working with low-income and vulnerable populations, elderly/disabled, Hispanic populations, and education. Interview questions and common themes were:

In your opinion, what makes a community healthy?

Housing Access, Employment Access/Livable Wage, Food Access, Social Connection

What do you think prevents your community from being healthier?

Lack of accessible housing and Jobs, general accessibility, and affordability of basic needs (housing, healthcare, healthy food)

What strengths does your community have that could make it a healthier place?

Supportive agencies and organizations working together to provide resources and services.

What are the most important health issues or concerns facing your community?

Mental Health, Illegal Drugs, Healthcare Access

Are you aware of any new or emerging health issues that people should know about?

Illegal drugs (including emergence of synthetic drugs)

What do you see as assets/current resources for improving health in the community?

Gundersen Moundview, Public Health, Noble Community Clinic, Community Center, YMCA, Senior Center, Food Pantries

In your time living or working in this community, how have you seen it change?

Influx of new people and others who are unaware of available resources.

Who are the more vulnerable or underserved groups in the community?

Aging population and young population (youth, teens, young adults), Hispanic Population

What can healthcare organizations in your community do to help? Do you have any ideas about how people or organizations could work together to promote better health or health care for the community?

Working collaboratively to tackle health issues and concerns facing our community.

Please share any additional insights or ideas that could be helpful.

- Our county is very diverse from the north to south ends, with a variety of social and economic groups. It can be a challenge to connect with all of them and provide resources.
- Communication, sharing information across the community could be improved.
- Mid-State will be joining the alliance to improve childcare in the area.
- Do churches provide resources like donations for clothes?

Key Stakeholder Conversation & Health Needs Ranking

A key stakeholder meeting was held in the summer of 2024. There were 37 participants (see Appendix for a list of organizations, agencies and businesses who participated). Attendees reviewed the data collected through the CHNA and were asked for input on areas they felt have the largest community impact, most serious impact, and which areas the community is ready to change. Following the meeting, stakeholders were emailed a copy of the data for further review. They were then asked to complete a ranking survey, by choosing the top three most critical community health needs or issues that should be addressed.

Of those who attended, 27 completed the health needs ranking survey. The top priorities were:

- 1. Mental Health**
- 2. Housing**
- 3. Access to Care, Substance Use, Childcare**
- 4. Income/Employment**
- 5. Transportation**
6. Dental Health
7. Nutrition
8. Food Access, Physical Activity, Education
9. Communicable Disease, Infectious Disease, Environment, Injuries & Violence

PRIORITIZED HEALTH NEEDS

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.

NEXT STEPS

Gundersen Moundview will develop an implementation plan to address the prioritized community health needs. The hospital will work collaboratively with public health and other community partners on current and new initiatives. Each community partner's level of involvement will depend on their leadership's evaluation of the health need as well as their organization's resources and abilities.

LIMITATIONS

Effort was made to include the most recent data available on Adams County for this CHNA. Some available data sources are more recent (2024) than others (2021). The information obtained from the sheriff's department does not encompass the entire county as law enforcement agencies in the city of Adams and Town of Rome maintain their own records.

RESULTS OF THE PREVIOUS CHNA & IMPLEMENTATION PLAN

The previous CHNA was completed in 2021. The priority health issues chosen from that year, and accomplishments to date, are included in the Appendix.

APPROVAL

The 2024 Community Health Needs Assessment was approved by Gundersen Moundview Hospital and Clinics' Board of Directors on September 17, 2024.

PUBLIC COMMENTS/FEEDBACK

This document and Gundersen Moundview's implementation plan are both available by print, free of charge, by contacting the hospital at (608) 339-3331. The documents are also available online at www.gundersenhealth.org/community-assessment . Public comments are welcome regarding these documents. Please see our website for contact information on where to submit comments.

Appendix I: Data Sources

- [Adams, Wisconsin County Health Rankings & Roadmaps](#)
- [United States Census Bureau: 2022 American Community Survey 5-year Estimates](#)
- [United States Census Bureau: 2023 Quick Facts](#)
- Adams-Friendship Youth Risk Behavior Survey 2021
- Adams County Sheriff's Department Annual Report 2023
- [Wisconsin Interactive Statistics on Health \(WISH\) Query System](#) - Wisconsin Department of Health Services
- 2021 Small Area Health Insurance Estimates (SAHIE)
- [Wisconsin Department of Health Services Immunizations](#)
- [Adams-Friendship Area School District Report Card, 2022-2023](#)
- Adams County 2024 ALICE Report
- Gundersen Moundview Hospital and Clinics (Emergency Department & Human Resources)
- [2023 Adams County Workforce Profile](#)
- [2024 Adams County Economic Profile](#)
- [2023 Adams County Environment Health Profile Dashboard](#)
- [Health Professional Shortage Area](#)
- [The Relationship Between Education and Health](#)-National Library of Medicine
- [About Mental Health – Centers for Disease Control](#)

Organizations, Agencies & Businesses who participated in the 2024 Stakeholder Meeting & Health Needs Rankings:

Adams County Ambulance Board
Adams County Economic Development Director
Adams County Health & Human Services Director & Public Health Officer
Adams County Judge
Adams County Medical Examiner
Adams Head Start
Central Wisconsin Community Action
City of Adams Mayor
City of Adams Police Chief
Adams-Friendship School District - Administrator, Pupil Services & School Nurse
Faith in Action Adams County
Gundersen Moundview – Administrator, Directors, Quality, Lead Clinician & Social Worker
Gundersen Moundview Pharmacy
Healthfirst
Hope House
Noble Community Clinics
Rosebrook Senior Living
Second Harvest Foodbank
Signature Farms
Times-Reporter, Rural Rambler
United Way of South Wood & Adams Counties
USDA – Rural Partners Network
UW Madison Extension- Adams County
YMCA
Villa Pines Living Center

**Additional agencies, organizations, and businesses were invited to attend. Some did not RSVP, others had conflicts.*

Appendix II: Results of the 2021 CHNA & Implementation Plan

In 2021, Gundersen Moundview Hospital and Clinics was a collaborative partner in a county health needs assessment led by Adams County Health and Human Services – Division of Public Health. Four hospital priorities were identified:

1. Mental Health
2. Health Care Cost and Access
3. Substance Abuse
4. Workforce & Economic Development

The following are some highlights of the progress made on the 2021 health priorities and initiatives:

Mental Health Highlights:

- Maintained an annual average of 17 participating mentors in the hospital sponsored mentor program at Adams-Friendship Elementary and Middle Schools. The program helps build youth resiliency and school performance.
- Partnered with Integrated Telehealth Partners (ITP) to provide new mental health services in the hospital emergency department and medical/surgical department.
- Provided funding to financially support a mental health community education program for residents and those who work in businesses and agencies who provide care/address mental health needs.
- Held initial planning meetings to discuss curriculum for an updated community grief support program.
- Assisted in the implementation of evidence-based programs to improve healthy family relationships through participation in the mental health community action team - including Man Therapy and participation in the Drug Free Adams County Coalition.
- Funded and/or participated in various recreational opportunities for the community such as fine arts performances, high school theater performances, and events such as Ladies Night Out, Kids Day, chamber events, parades, and county fairs.

Healthcare Cost & Access Highlights:

- Helped establish a coalition to improve access to transportation. The coalition conducted a gap analysis and researched other successful rural transportation programs. A needs assessment survey will be conducted.
- Provided support to UW Extension in the hiring process for a new community health worker position that will help individuals in accessing community services/resources.
- Helped establish a prescription drug assistance program through Adams County Health and Human Services to provide one-time financial assistance for prescription drugs at participating pharmacies.
- Participated in initial planning meetings for a pediatric mobile care van pilot program that will begin providing primary care services for pediatric patients in Adams County in 2025.
- Promoted awareness of existing resources and encouraged preventative behaviors and screenings to reduce the cost of healthcare through the Access to Care Community Action Team (CAT). In the past 12 months: 58.5% of Gundersen Moundview patients completed their colorectal cancer screening (goal was 82%), 74% of patients completed their mammography screening (goal was 74%) and 84% of patients who were tobacco users received

cessation intervention.

- Supported nutrition and physical activity initiatives with the goal of decreasing disease, thereby reducing healthcare cost.
 - Physical activities included corporate level sponsorship to help sustain the YMCA in Adams, monetary support of numerous youth sports programs, free weekly sports medicine services to student athletes, funded bike helmets for area youth, purchased new tennis rackets for local schools and use at a YMCA tennis class, and offered reduced cost sports physicals.
 - Nutrition programs included both monetary support and food drives for food pantries and monetary support of the school snack pack program.
 - Served on the Nutrition and Physical Activity Community Action Team which was established in 2024 and has begun setting initiatives.
- Helped promote mobile dental clinics for the underinsured/uninsured and those with Medicaid/Medicare through Noble Clinics Mobile Dental Unit, coordinated through the Access to Care CAT.
- Served on additional coalitions, committees and advisory roles such as Faith in Action, county crisis committee, Mid-State Technical College, and physician support to the county health board.
- Continued to recruit for specialists and primary care physicians. Improved access to surgical services with the addition of a new orthopedic surgeon.

Substance Abuse Highlights:

- Provided a total of 565 hours (from 2021-2023) in laboratory screening support for drug treatment court. This is a judicially supervised, collaborative treatment program focused on offender accountability and empowering participants to achieve lifelong recovery from substance abuse. The goal is for participants to become productive and responsible community members, in return reducing cost associated with criminal activity.
- Promoted local drug take back programs.
- Installed a new prescription medication drop box at the hospital in the fall of 2023. Disposed of 80 pounds of unwanted medications in a 10-month period.
- Coordinated three vaping presentations by a Gundersen physician for middle and high school students in Adams-Friendship and Westfield School Districts.
- Participated in Drug Free Adams County coalition meetings and related initiatives.
- Provided space to Noble Community Clinic, whose services include behavioral health and recovery support.
- A limited number of patients were treated for detox at Gundersen Moundview, occurring when they were admitted for other health conditions. This enabled them to be treated locally versus sent to facilities in other communities.

Workforce & Economic Development Highlights

Poverty is a known contributor to poor health behaviors. Improving the economic health of our county should also improve the overall health outcomes of our residents.

- Participated in Rural Partners Network (RPN) committees. Adams County became a participant in the RPN in November 2022. This all-of-government program helps rural communities find resources and funding to improve economic development. In addition to transportation (listed under access to care), the hospital participated in the following RPN committees:

- RPN Housing Committee to increase available, attractive workforce housing (over half of the county's workforce does not live in the county).
- RPN Downtown Adams-Friendship Improvement Committee to make downtown a more appealing place to live and work, thereby improving the area's economy.
- RPN Workforce Development Committee to attract new businesses and help existing businesses recruit and retain qualified staff to improve the local economy.
- RPN Childcare Alliance Committee to improve the availability of reliable, affordable childcare. The lack of childcare impacts a family's ability to work as well as their social, physical, and mental well-being.
- Served on the county economic development board.
- Provided over 200 hours to assist a community operational referendum campaign in 2023 that was needed to maintain the current level of student services in the school district. Education is considered a social determinant of health, and schools are one of the cornerstones of a successful community.
- Addressed healthcare career shortages and workforce needs through various approaches including:
 - Explored reinstating a health occupations class at A-F High School. This evolved into implementing a Health Career Academy with Mid-State Technical College and A-F High School. The goal is to increase interest in healthcare careers and help students jumpstart their career by earning a Healthcare Foundations certificate while they are still in school. The academy includes dual credit and start college now courses and job experience events, shadows, and tours at Gundersen Moundview. Interest tours were held in 2024. The first academy courses will be held in the fall of 2024.
 - Implemented eighth grade healthcare career tours to increase local youth's interest in pursuing healthcare careers.
 - Assisted in the creation of an annual Workplace Professional Development Day with Mid-State Technical College and A-F High School. High school juniors attend educational workshops, learn interview and resume techniques and more. The goal is to increase their success when entering the workforce.
 - Provided scholarships through the hospital foundation for students pursuing a healthcare career.
 - Provided full-ride scholarships to students pursuing select, high-demand careers with the contingency that they will work at the hospital following completion. Recruited two students who are currently enrolled in this program.
- Offered 14 job shadows to high school and college students and 13 internships and clinicals to college students in a two-year timespan.