Community Health Needs Assessment
Rehabilitation Hospital of Wisconsin
A Community Health Needs Assessment (CHNA) is a disciplined approach to collecting, analyzing and using local data to identify barriers to the health and well-being of residents.

Once the most pressing problems are identified, a targeted action plan suggests the development of resources and programs where they are most needed and can be most effective. Because of this work, we have a much clearer understanding of the health of our community and how we are best able to partner with others to improve the health status of our residents. And, by using data-driven measures, we can determine whether we are making real progress in the areas identified as highest priority.

The CHNA is aligned with the Affordable Care Act, which calls for nonprofit hospitals to conduct extensive community health needs assessments and to develop an implementation strategy to address the needs identified through the process every three years. ProHealth Care’s board of directors has approved and adopted the implementation plan for each of our hospitals in order to address the community health needs identified by the CHNA.

ProHealth Care’s mission is to continuously improve the health of our community, and we take an active role in making our region a better place to live and live well.
Demographic Profile of Waukesha County

The Rehabilitation Hospital of Wisconsin community was defined as a ZIP-code based geographic area based on 80 percent of inpatient and outpatient activity. The defined service area covers all of Waukesha County.

In every federal population census, Waukesha County has recorded an increase in population. Since 1960, the population of the county has more than doubled, with the 2012 population estimated at 90,730. Waukesha County has an aging population, with the rate of retirement likely to surpass the rate of entry into the workforce between 2015 and 2020. The following charts provide a snapshot of the demographics of the Waukesha County community.
# Population Features

<table>
<thead>
<tr>
<th>Wisconsin Population – 2011 Population</th>
<th>Average Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,711,767</td>
<td>38.5 years</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Location</th>
<th>Persons</th>
<th>Average Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waukesha County</td>
<td>390,730</td>
<td>42.0 years</td>
</tr>
<tr>
<td>ZIP 53094 (Watertown)</td>
<td>18,150</td>
<td>34.7 years</td>
</tr>
<tr>
<td>ZIP 53178 (Sullivan)</td>
<td>2,548</td>
<td>44.6 years</td>
</tr>
<tr>
<td>ZIP 53120 (East Troy)</td>
<td>10,072</td>
<td>41.0 years</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Population % change</th>
<th>Waukesha</th>
<th>Wisconsin</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/1/2010 thru 7/1/2011</td>
<td>0.2%</td>
<td>0.4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Race – Based on 2010 US Census</th>
<th>% of Population Waukesha County</th>
<th>% of Population East Troy 53120</th>
<th>% of Population Watertown 53094</th>
<th>% of Population Sullivan 53178</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Hispanic White</td>
<td>93.3</td>
<td>96.9</td>
<td>93.8</td>
<td>97.8</td>
</tr>
<tr>
<td>Non-Hispanic Black</td>
<td>1.3</td>
<td>0.4</td>
<td>1</td>
<td>0.3</td>
</tr>
<tr>
<td>American Indian &amp; Alaska Native</td>
<td>0.3</td>
<td>0.4</td>
<td>0.3</td>
<td>0.3</td>
</tr>
<tr>
<td>Asian</td>
<td>2.7</td>
<td>0.5</td>
<td>0.8</td>
<td>0.3</td>
</tr>
<tr>
<td>Other Race(s)</td>
<td>1</td>
<td>0.7</td>
<td>2.8</td>
<td>0.4</td>
</tr>
<tr>
<td>Hispanic</td>
<td>4.1</td>
<td>2.6</td>
<td>7.1</td>
<td>2</td>
</tr>
</tbody>
</table>

| Percent Below Poverty Level     | 4.7%                             |

| Unemployment Rate               | 5.3%                             |
|                                 | 12/31/12 not seasonally adjusted |

| Violent Crimes (Number)         | 825                               |
|                                 | Rate per 100,000                  | 72                               |

| Low Birth Weight Babies         | 6.1%                             |
Hospitals located in Waukesha County

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>Location</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aurora Summit</td>
<td>General</td>
<td>Summit</td>
<td>Aurora Health Care</td>
</tr>
<tr>
<td>Community Memorial</td>
<td>General</td>
<td>Menomonee Falls</td>
<td>Froedtert</td>
</tr>
<tr>
<td>Elmbrook</td>
<td>General</td>
<td>Brookfield</td>
<td>Wheaton Franciscan</td>
</tr>
<tr>
<td>LifeCare</td>
<td>Extended Care</td>
<td>Waukesha</td>
<td>LifeCare</td>
</tr>
<tr>
<td>Oconomowoc Memorial</td>
<td>General</td>
<td>Oconomowoc</td>
<td>ProHealth Care</td>
</tr>
<tr>
<td>Rehabilitation Hospital of Wis.</td>
<td>Rehabilitation</td>
<td>Waukesha</td>
<td>Centerre, ProHealth Care</td>
</tr>
<tr>
<td>Rogers Memorial Hospital</td>
<td>Mental Health</td>
<td>Oconomowoc</td>
<td>Rogers Memorial</td>
</tr>
<tr>
<td>Waukesha Memorial Hospital</td>
<td>General</td>
<td>Waukesha</td>
<td>ProHealth Care</td>
</tr>
<tr>
<td>Waukesha Mental Health</td>
<td>Mental Health</td>
<td>Waukesha</td>
<td>Governmental – County</td>
</tr>
</tbody>
</table>

Health Profile

In order to accurately assess the health needs of our community, we gathered information using a variety of means. We wanted to assure that both experts and community members, including under-represented residents, were included in the health assessment process.

- Community Health Survey: A telephone-based consumer survey commissioned by a collaboration among ProHealth Care, Aurora Health Care, Children’s Hospital of Wisconsin and Froedtert Health
- In-person interviews with community leaders: More than 50 interviews were conducted with leaders of various non-profit organizations, schools, civic and business leaders (refer to the appendix for a complete list)
- Compilation of ”secondary data”: Using a variety of sources, information was gathered, including:
  - health statistics such as leading causes of illness, death and disability
  - safety statistics such as crime rates
  - socio-economic indicators such as average incomes, education levels, employment rates and housing
  - access to recreational and physical activity resources
  - environmental quality and the cleanliness or safety of land, air and water
Prioritization of Needs

Of course we know that this Community Health Needs Assessment is imperfect; needs constantly evolve, and a single snapshot does reflect each person’s experience with health. But we now have a better understanding of what our area’s most pressing needs are. The CHNA validated much of what we thought we knew about our community. And we also learned about new and growing health concerns that weren’t on our radar.

As an active participant and partner with the Waukesha County Health and Human Services Department, we were also mindful of our commitment to assist them in implementing corrective programming aimed at their high priority needs:

- Access to health care
- Mental health
- AODA (alcohol and other drug abuse)

Consequently, although these issues were confirmed as community needs, we purposefully chose additional needs that were also of high concern.

Compiled statistics, including trending data, was presented to the ProHealth Care Community Benefit Committee. This Committee, consisting of 11 community members supported by three ProHealth Care staff studied the data and determined priorities for each hospital using a numeric prioritization scale. Considerations included:

- The magnitude of impact on vulnerable populations
- The impact on multiple health issues
- The risk of morbidity and mortality
- The magnitude of the issue
- Alignment with Healthiest Wisconsin goals
- ProHealth Care’s ability to impact the issue
Priority Needs for the Rehabilitation Hospital of Wisconsin Community

Reduction of Cardiovascular Disease
Encourage improved self-management of chronic cardiovascular diseases by providing initiatives and support systems, with special emphasis on the poor and underserved.

Compelling Data
Percent of population suffering from:
- Hypertension 26%
- High cholesterol 25%
- Cardiovascular disease – 30% deaths

Our Strategies
Reduce behavioral risk factors that lead to cardiovascular issues
We intend to expand smoking cessation classes and implement initiatives aimed at increasing healthy lifestyles.

Enhance lifestyle choices for those already diagnosed with cardiovascular disease
We will provide classes and support groups aimed at healthy management of medical conditions.

Screen for cardiovascular conditions
We will implement enhanced opportunities for prevention and early detection of cardiovascular disease, especially for the poor and underserved.
**Fall Prevention**
Provide education and support aimed at reducing the prevalence and severity of fall-related injuries.

**Compelling Data**
Waukesha County death rate due to falls = 25 per 100,000, exceeding state average of 16 per 100,000.

**Our Strategies**
*Increase self-management capabilities of people at risk for falls*
We will deliver fall-prevention training using the “Stepping On” program and promote healthy management of medical conditions where fall-risk is high.

*Identify fall risks and intervene with education*
We will partner with pharmacists to educate patients on fall risks with certain medications and deliver fall prevention information to care-takers.
Support Improved Coordination of Care
Improve the quality and effectiveness of care by reducing delays, duplication and follow-through issues.

Compelling Data
Care coordination was identified as one of three major needs by the Waukesha County Health Department Community Health Improvement Plan and Process process.

Our Strategies
Increase alignment and communication between hospitals, clinics and programs
Support “Access to Care” initiatives of the Waukesha County Health and Human Services CHIPP.
Community Partners

ProHealth Care believes that it is extremely important to work with other like-minded agencies, organizations and institutions to truly make a difference. By linking together and effectively using limited resources, we can address more of the unmet community health needs as well as assist in addressing the broader health needs of the community. ProHealth Care does not believe that it can effectively address all of the community’s health needs without committed partners. Below are some of the partners that we will collaborate with to accomplish the desired outcomes.

- Waukesha County Technical College
- YMCA
- Waukesha Community Health Center
- Wisconsin Institute for Healthy Aging
- Waukesha County Health and Human Services
- Waukesha Family Services
- United Way in Waukesha County
- Local school districts
- Hispanic Collaborative Network
- Medical College of Wisconsin
- Addiction Resource Council
- Aging and Disability Resource Center of Waukesha County
- American Heart Association
Appendix: Community Leaders Interviewed for This Assessment

Addiction Resource Council
Aging and Disability Resource Center
Family Service of Waukesha
Food Pantry of East Troy
Food Pantry of Waukesha County
Hebron House of Hospitality, Inc.
Hispanic Collaborative Network
Hispanic Community Health Resource Center
Hope Center
Interfaith Senior Programs
Jefferson County Public Health
Juvenile Justice/Detention Center
La Casa de Esperanza
Lake Area Free Clinic
Literacy Council – Waukesha
UnitedHealth Care Community Plan of WI
Mental Health Assoc – 211
Mukwonago Food Pantry
Mukwonago Public Schools
NAMI Waukesha
Parents Place PPAC
ProHealth Care Assessment/Referral
ProHealth Care Emergency Department
ProHealth Care Outreach Nursing
Richard’s Place
Rogers Memorial
Safe Babies Healthy Families
St. Joseph’s Medical Clinic
Stillwaters Cancer Support
The Salvation Army
The Salvation Army
United Way in Waukesha County
Walworth County Public Health
Walworth County Public Health
Watertown Area Cares Clinic
Waukesha County Business Imp Dist
Waukesha County Community Dental Clinic, Inc.
Waukesha County Mental Health
Waukesha District Attorney
Waukesha Family Practice Residency
Waukesha Public Health Department
Waukesha School District
Women’s Center

Executive Director
Director
Executive Director
Board President
Executive Director
Executive Director
Chair
Manager
Executive Director
Executive Director
Executive Director
Executive Director
Executive Director
Executive Director
Manager
Executive Director
Chief Financial Officer
Executive Director
Executive Director
Executive Director
Corporate Officer
Corporate Officer
Executive Director
Public Health Officer
Public Health Supervisor
Project Coordinator
Executive Director
Executive Director
Clinical Services Manager
District Attorney
Physician
Director
Asst. Supt of Student Services
Executive Director
The way you should be treated.