

ProHealth Oconomowoc Memorial Hospital

Community Health Needs Assessment

June 2016





To our community

ProHealth Care has a long history of investing in community health programs and partnering with other organizations to identify and address the community's most urgent health needs. As part of its efforts, ProHealth periodically conducts a thorough community health needs assessment. We are pleased to share the results of our most recent assessment.

To develop the community health needs assessment, ProHealth Care collects and analyzes a wide variety of data on the health and well-being of the community. In addition, the organization interviews the leaders of nonprofit health and social services agencies, elected and appointed government officials, and other community leaders.

The community health needs assessment is used to identify factors that impact the health of area residents. Through this process, ProHealth Care leaders are able to determine which steps to take to deliver the greatest benefit for the community — and in particular how best to tackle some of the obstacles to health and wellness for the most vulnerable among us.

The assessment process is guided by the ProHealth Care Board's Community Benefit Committee, which consists of community representatives from throughout the ProHealth service area. Our committee both analyzes the information collected and helps formulate strategies to address community needs.

This community health needs assessment reflects ProHealth Care's commitment to its mission — to continuously improve the health of the community.

Sincerely,

Ralph Ramirez

Chair, ProHealth Care Community Benefit Committee

David Roelke, M.D.

Co-chair, ProHealth Care Community Benefit Committee

Community Health Needs Assessment for ProHealth Oconomowoc Memorial Hospital

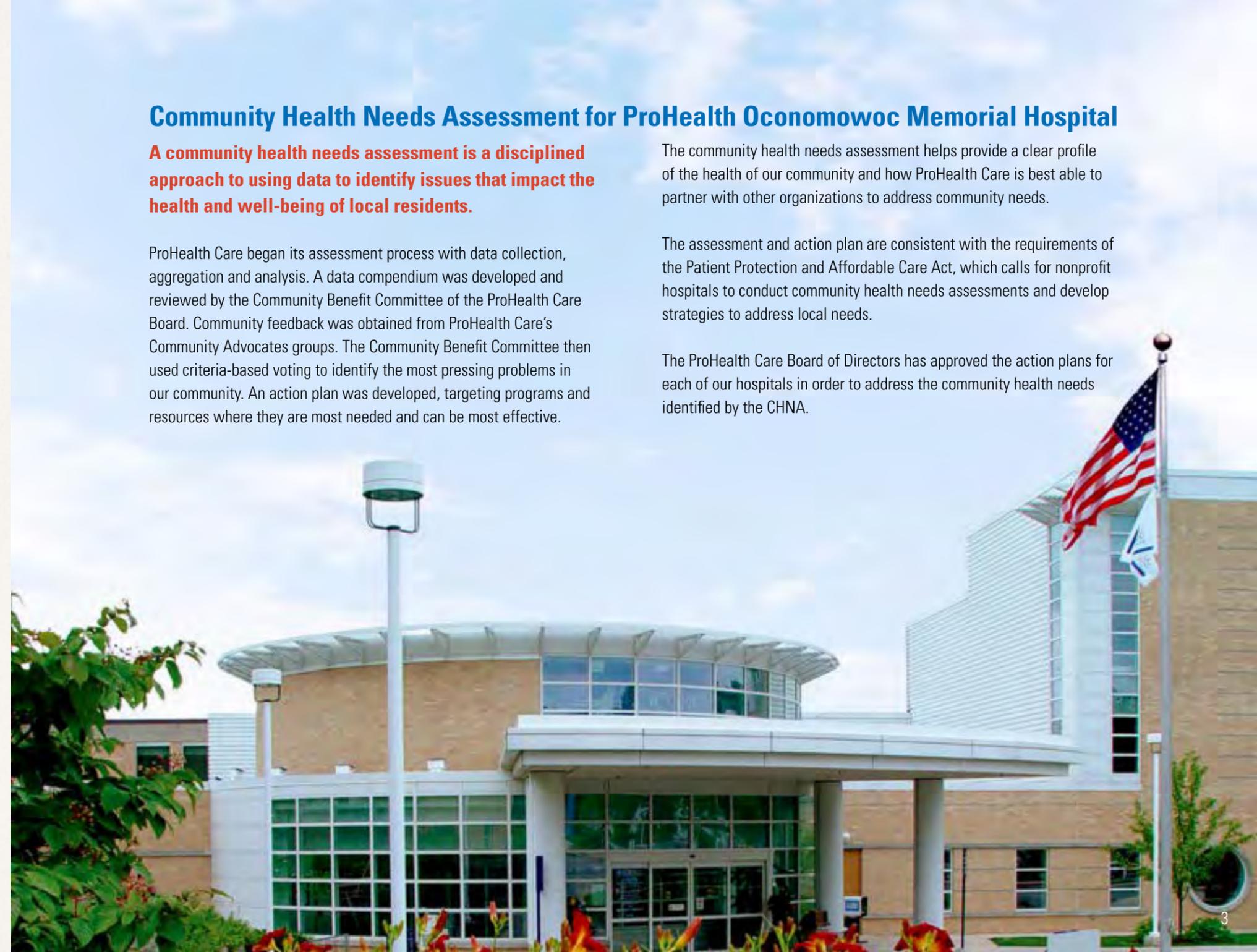
A community health needs assessment is a disciplined approach to using data to identify issues that impact the health and well-being of local residents.

ProHealth Care began its assessment process with data collection, aggregation and analysis. A data compendium was developed and reviewed by the Community Benefit Committee of the ProHealth Care Board. Community feedback was obtained from ProHealth Care's Community Advocates groups. The Community Benefit Committee then used criteria-based voting to identify the most pressing problems in our community. An action plan was developed, targeting programs and resources where they are most needed and can be most effective.

The community health needs assessment helps provide a clear profile of the health of our community and how ProHealth Care is best able to partner with other organizations to address community needs.

The assessment and action plan are consistent with the requirements of the Patient Protection and Affordable Care Act, which calls for nonprofit hospitals to conduct community health needs assessments and develop strategies to address local needs.

The ProHealth Care Board of Directors has approved the action plans for each of our hospitals in order to address the community health needs identified by the CHNA.



PROHEALTH CARE COMMUNITY BENEFIT

Waukesha County is one of the most affluent counties in Wisconsin. Yet, many people in our community have unaddressed health care needs. People may not speak English as a first language. Others don't know how to access medical care. And many members of our community also worry about health care costs because they don't have insurance coverage or cannot pay out-of-pocket costs.

ProHealth Care's commitment to community benefit has led to many effective community partnerships. By working with other organizations, we avoid duplication of services and maximize resources. ProHealth has partnered with many area agencies — Waukesha Drug Free Communities, Thriving Waukesha County and Waukesha Housing Action Coalition among them — to support dozens of initiatives aimed at improving the health and well-being of our residents.

Along with our partners, we hold hundreds of health fairs and educational events each year. We also provide education and training in our hospitals and clinics to help educate the next generation of medical professionals.

Data compendium

To accurately assess the health needs of our community, ProHealth Care compiled data and information from a variety of sources. Our research included information from both experts and community members, including people whose perspectives often are under-represented.

- Community health survey: A telephone-based survey of 400 consumers was conducted by the Milwaukee Health Care Partnership (www.mkehcp.org), of which ProHealth Care is a member. The full report of this survey can be found at ProHealthCare.org
- 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 appendix A for complete listing)
- Community feedback: Two interactive feedback sessions with hospital advocates (community members) were conducted. The advocates reviewed pertinent data and prioritized their top concerns for our community.
- Compilation of secondary data: Using a variety of sources, information was gathered that included:
 - 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.



ProHealth Oconomowoc Memorial Hospital and its community

In 1998, Oconomowoc Memorial Hospital and Waukesha Hospital System joined together to form ProHealth Care. We're dedicated to serving residents of primarily western Waukesha County and surrounding areas with the highest quality care to promote a healthier community. The ProHealth Oconomowoc Memorial Hospital community was defined as a ZIP-code based geographic area based on 80 percent of inpatient and outpatient activity. This area consists of Waukesha County as well as ZIP codes 53094 and 53178.

Waukesha County is large (580 square miles) and diverse, incorporating urban, suburban and rural areas. Since 1950, the county's population has grown from 85,901 to more than 390,000, and the growth is continuing. The county's population is aging, with a median age of 43.1 years, which far surpasses state averages and is the highest median age among peer counties. The rate of retirement in Waukesha County is likely to surpass the rate of entry into the workforce between 2015 and 2020.

Median household income in the county is \$75,850, but a growing number of people live below the poverty level. The largest pocket of those living in poverty is in the City of Waukesha. The many high-income households in Waukesha County often gives a mistaken impression. Overlooked can be a growing population of low-income, non-English speaking, vulnerable and marginalized citizens who face significant barriers to accessing health care. The Waukesha County Medicaid population has nearly tripled in 10 years and now represents 8.33 percent of the population.

The charts that follow provide an overview of Waukesha County's demographics.



PROHEALTH CARE AT A GLANCE

An essential element of a healthy community is the availability of high quality health care services. At ProHealth Care, it is our responsibility and our privilege to provide health care for our neighbors.

The physicians and employees of ProHealth Care coordinate care across a broad spectrum of services and sites. Our health care system includes:

- 2 acute care hospitals
- A rehabilitation hospital
- The UW Cancer Center at ProHealth Care
- A free-standing emergency department
- ProHealth Medical Group, with 13 clinics and 7 urgent care sites
- 2 ambulatory surgery centers
- A wellness and fitness center
- Home care services
- Home hospice services and a residential hospice
- Regency Senior Communities
- Occupational health services





Population features

Waukesha County: July 1, 2014 Population

Age group	Males	Females	Total	Percent change from 2010
0 – 14	36,065	34,631	70,696	-7%
15 – 19	14,131	13,171	27,302	3%
20 – 24	10,878	10,161	21,039	15%
25 – 29	9,740	9,728	19,468	-2%
30 – 34	10,817	10,673	21,490	5%
35 – 39	10,760	10,846	21,606	-7%
40 – 44	12,145	12,490	24,635	-14%
45 – 54	30,666	32,382	63,048	-8%
55 – 64	29,004	29,516	58,520	10%
65 – 74	16,784	18,582	35,366	23%
75 – 84	8,719	11,673	20,392	7%
85+	3,554	6,820	10,374	31%
Total	193,263	200,673	393,936	1%

Age group	Males	Females	Total	Percent change from 2010
0 – 17	44,330	42,514	86,844	-7%
18-44	60,206	59,186	119,392	0%
45-64	59,670	61,898	121,568	0%
65+	29,057	37,075	66,132	19%
Total	193,263	200,673	393,936	1%

Source: Office of Health Informatics, Division of Public Health, Wisconsin Department of Health Services

Race – Based upon 2010 US Census

	% of Population Waukesha County	% of Population East Troy 53120	% of Population Watertown 53094	% of Population Sullivan 53178
Non-Hispanic White	93.3	96.9	93.8	97.8
Non-Hispanic Black	1.3	0.4	1	0.3
American Indian & Alaska Native	0.3	0.4	0.3	0.3
Asian	2.7	0.5	0.8	0.3
Other Race(s)	1	0.7	2.8	0.4
Hispanic	4.1	2.6	7.1	2

Waukesha County Projected Growth in Diverse Populations, 2010 – 2020

	2010 Number	2010 Percent	2015 Number	2015 Percent	2020 Number	2020 Percent
Black alone	4,914	1.30%	5,957	1.50%	7,262	1.80%
American Indian alone	1,066	0.30%	1,141	0.30%	1,232	0.30%
Asian alone	10,721	2.70%	12,594	3.20%	15,109	3.80%
Pacific Islander alone	131	0.00%	134	0.00%	142	0.00%
Some other Race alone	4,041	1.00%	4,793	1.20%	5,558	1.40%
Two or more Races	5,055	1.30%	6,226	1.60%	7,560	1.90%
Hispanic origin	16,123	4.10%	19,078	4.80%	22,696	5.60%





Percentage of population at below poverty

Report Area	Total Population	Population with Income at or Below 200% FPL	Percent Population with Income at or Below 200% FPL
Waukesha County, WI	385,993	57,482	14.89%
Wisconsin	5,554,566	1,701,131	30.63%
United States	303,692,064	103,964,464	34.23%

Unemployment Rate

Since 2006, the unemployment rate in Waukesha County has ranged from 3.3 percent in October 2005 to 9.1 percent in February 2010. The April 2016 unemployment rate as reported by the Wisconsin Department of Workforce Development was 3.6 percent.

Hospitals located in Waukesha County

Name	Type	Location	Affiliation
Aurora Summit	General	Summit	Aurora Health Care
Community Memorial	General	Menomonee Falls	Froedtert
Elmbrook	General	Brookfield	Wheaton Franciscan
LifeCare	Extended Care	Waukesha	LifeCare
Oconomowoc Memorial	General	Oconomowoc	ProHealth Care
ProHealth Rehabilitation Hospital of Wisconsin	Rehabilitation	Waukesha	Kindred – ProHealth Care
Rogers Memorial Hospital	Mental Health	Oconomowoc	Rogers Memorial
Waukesha Memorial Hospital	General	Waukesha	ProHealth Care
Waukesha Mental Health	Mental Health	Waukesha	Governmental – county

Prioritization of Needs Process

This community health needs assessment offers a snapshot of health care needs. The assessment validated much of what we already knew about our community while also highlighting health concerns that had not been identified in the past.

As part of the assessment process, statistics, including trended data, were presented to the nine-member ProHealth Care Community Benefit Committee. The committee, supported by ProHealth Care staff, studied the data and determined priorities for ProHealth Oconomowoc Memorial Hospital using a two-step narrowing process. This process included 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.



PROJECT SEARCH is a workforce development program for young adults with disabilities. Its goal is to help young people develop transferable skills and obtain employment. Interns are placed in ProHealth Care hospital departments, mentored by staff and taught soft skills by our partner, Easter Seals of Southeast Wisconsin.



Priority needs for ProHealth Oconomowoc Memorial Hospital

Three priority areas were identified as part of the assessment process:

Priority areas	Correlated community health need
Needs of the elderly	<ul style="list-style-type: none"> • Mental health issues including depression, dementia and Alzheimer’s disease • AODA issues (alcohol and other drugs) – adverse effects from polypharmacy • Prevalence of chronic conditions • Accidental injury • Social vulnerability and isolation • Obesity • Access issues including scarcity of providers specializing in gerontology
Alcohol and other drugs	<ul style="list-style-type: none"> • Binge drinking • Prescription drug overdose/misuse • Heroin and opioid deaths/hospitalizations • Access including scarcity of providers
Mental health	<ul style="list-style-type: none"> • Suicide rate • Alzheimer’s disease • Depression • Access including scarcity of providers

Note: Strategies aimed at addressing a particular priority area often will also address needs in another priority area.

Implementation plan process

- The Community Benefit Committee reviewed prior implementation plans and results
- Teams were formed to research and select evidence-based strategies
- Partnerships were solicited
- Plans were reviewed and approved
- Leaders were charged with implementing plans and reporting progress

NEEDS OF THE ELDERLY

Compelling data

The number of senior citizens in our community is rapidly increasing.

Waukesha County population ages 65 and older, 2010 – 2025

Year	2010	2020	2025	2030
Population	55,688	80,620	96,630	111,061

Source: Wisconsin Dept. of Administration and UW-Madison Applied Population Laboratory, 2015

The rate of injury and death due to falls is increasing

- The total age-adjusted unintentional injury death rate among adults 65 and older increased 15 percent from 2000 to 2013
- Falls are the leading cause of accidental death in individuals age 65 and older

The rate of certain chronic conditions is higher in the aged and is rising.

MEDICARE CHRONIC DISEASE DASHBOARD – WAUKESHA COUNTY MAY, 2014

Condition – sorted by prevalence	Prevalence	Waukesha County rank (72 counties)
Hypertension	50.51%	18
Hyperlipedemia	44.83%	15
Ischemic Heart Disease	28.02%	6
Arthritis	27.30%	15
Alzheimers Disease/Dementia	10.77%	2
Atrial Fibrillation	9.06%	15
Cancer	8.38%	7

Source: https://www.cms.gov/Research-Statistics-Data-and-Systems/Statistics-Trends-and-Reports/Dashboard/Chronic-Conditions-County/CC_County_Dashboard.html



Obesity rate is higher in the aged

	All adults	% Ages 18-54	% Age 55+
Overweight or obese	67%	64%	73%

Data from the 2014 Wisconsin Behavioral Risk Factors survey

- Polypharmacy and AODA issues are a growing concern. Polypharmacy is the concurrent use of multiple medications. It can be associated with prescription drugs and the use of too many or unnecessary medicines at dosages or frequencies higher than therapeutically necessary.
 - 44 percent of men and 57 percent of women older than 65 take five or more medications per week; about 12 percent of men and women take 10 or more medications per week.

Source: http://www.medscape.com/viewarticle/732131_1

Heavy drinking among adults in Wisconsin

Year	Age 65+
2010	3%
2012	6%

Our strategies

Objective One: Provide opportunities for senior citizens and their caregivers to enhance knowledge and coping skills by addressing psycho-social, physical and basic needs.

- Develop targeted programming for seniors that combines socialization, health screenings, healthy eating and education on a variety of topics vital to senior health and wellbeing
- Expand offerings of free, evidence-based community education programs addressing needs associated with the aged.

Objective Two: Enhance education, understanding and credentialing for those providing care to the senior population

- Conduct professional education events aimed at elevating knowledge and adoption of best practices in health care for older adults
- Expand NICHE certification program aimed at providing education to clinical nursing staff on issues related to the care of older adults.

Alcohol and other drugs

Wisconsin ranks highest among all states in binge drinking, an important risk factor for alcohol-related injuries and deaths. The estimated cost of excessive alcohol consumption in Wisconsin was \$6.8 billion in 2012. These costs are borne by everyone in the state.

Drug use refers to the use of both legal and illegal drugs, including abuse of prescription drugs. Abuse of and addiction to legal and illegal drugs have negative consequences for individuals, their families and society, including harmful effects on health, workplace productivity and crime.

Our strategies

Objective One: Develop programming to support diagnosis and treatment of seniors with AODA/polypharmacy issues.

- Develop a Senior AODA program — An intensive outpatient program for substance abuse
- Educate consumers about the “Beers Criteria” — Programming that educates consumers and caregivers about medications that pose potential risks of adverse drug interactions

Objective Two: Support training and education for credentialing of master’s prepared abuse counselors

- Provide credentialing assistance for licensed psychotherapists to add the Substance Abuse Specialty

Objective Three: Instruct those suffering from chronic pain in alternative coping methods

- Provide a free chronic pain self-management program — An evidence-based multi-week workshop addressing positive lifestyle changes supporting those living with chronic pain

Objective Four: Provide multiple venues/opportunities for education and prevention activity in the community

- Actively support Waukesha Drug Free Communities prevention events by holding community training and providing expert speakers
- Provide learning experiences about the dangers of alcohol impairment, especially while driving — Obtain alcohol impairment goggles, train staff in their use, and include related programming in community events, fairs and classes.



Mental Health

More than one in four Americans experiences a diagnosable mental illness in a given year. Depression is common in patients with chronic disease, often contributing to worse health outcomes. Among adults with serious psychological distress, less than half received mental health treatment or medication.

Our strategies

Objective One: Develop a home visitation program to address the behavioral health needs of the homebound

- Support high-risk patients in their homes via home visits

Objective Two: Expand screening for depression and other mental health issues

- Develop/expand the use of screening tools, including those for depression, caregiver fatigue and AODA issues

Objective Three: Educate and instill coping skills for individuals by providing no-cost resilience support groups

- Provide stress reduction workshops and group sessions
- Peer and family workshops – Following an evidence-based model, partner to provide support sessions for those affected by or who have a loved one affected by mental illness
- Dementia-friendly training – Educate staff and the community by increasing awareness and understanding of dementia-type diseases, decreasing the stigma of the disease.

Community partners

The health needs in our community cannot be addressed by one organization alone. ProHealth Care is committed to partnering with agencies, organizations and institutions to effectively leverage limited resources, address unmet community health needs and improve the overall health of the community.

Partners in our effort to achieve desired CHNA outcomes are:

- Wisconsin Institute for Healthy Aging
- Waukesha County Health and Human Services
- Waukesha County Aging and Disability Resource Center
- Waukesha Drug Free Communities
- Nurses for Improving Care for Healthsystem Elders (NICHE)
- American Geriatric Society
- Hispanic Collaborative Network
- Addiction Resource Council
- Interfaith Senior Services
- National Alliance on Mental Illness
- Alzheimer's and Dementia Alliance of Wisconsin
- Waukesha Heroin Task Force



COMMUNITY EDUCATION PROGRAMS such as the evidence-based series Living Well with Chronic Conditions aim to build participants' confidence in their ability to manage their health and maintain active and fulfilling lives.



APPENDIX A: COMMUNITY ORGANIZATIONS/LEADERS INTERVIEWED FOR THIS ASSESSMENT

Agency

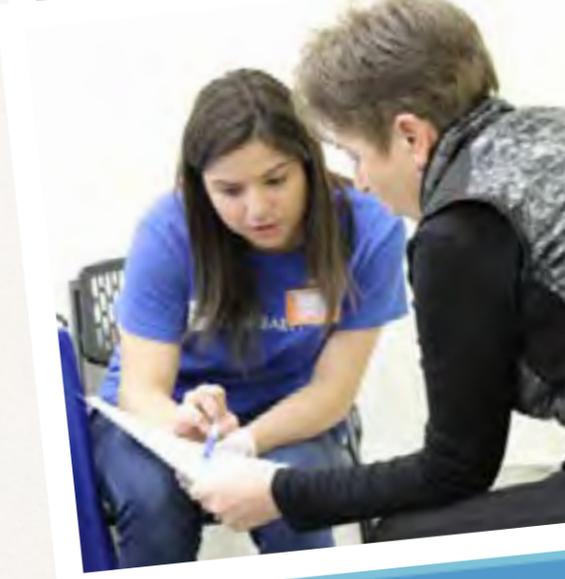
Addiction Resource Council
Anthem Blue Cross Blue Shield
Catholic Charities
City of New Berlin Fire Department
City of New Berlin Police Department
Community Outreach Health Clinic
Delafield Chamber of Commerce
Family Services of Waukesha County
Food Pantry of East Troy
Food Pantry of Waukesha County
Hamilton School District
Hartland Chamber of Commerce
Hebron House
Hope Center
Hope Network
Jefferson County Public Health Department
Kettle Moraine School District
La Casa de Esperanza
Lake Area Free Clinic
Menomonee Falls Area Food Pantry
Menomonee Falls Chamber of Commerce
Mukwonago Area School District
Mukwonago Food Pantry
National Alliance on Mental Illness
New Berlin Food Pantry
Oconomowoc Area School District

Municipality

Waukesha, serving the entire county
Waukesha, serving the entire county
Waukesha, serving the entire county
New Berlin
New Berlin
Menomonee Falls
Delafield
Waukesha, serving the entire county
East Troy
Waukesha, serving the entire county
Sussex, Pewaukee, Lisbon and others
Hartland
Waukesha, serving the entire county
Waukesha, serving the entire county
Greater Milwaukee area
Jefferson County
Delafield, Dousman, Eagle, Genesee, Wales & others
Waukesha, serving the entire county
Oconomowoc, serving the entire county
Northern Waukesha county
Menomonee Falls
Mukwonago and southern Waukesha county
Mukwonago and southern Waukesha county
Waukesha, serving the entire county
New Berlin
Oconomowoc and eastern Jefferson County

ProHealth Care Assessment & Referral
ProHealth Care Emergency Services
ProHealth Care Hispanic Resource Center
ProHealth Care Outreach Nursing
Safe Babies Healthy Families
Salvation Army
Sixteenth Street Community Health Center Waukesha
St. Joseph Medical Clinic
School District of Menomonee Falls
School District of New Berlin
School District of Waukesha
Stillwaters Cancer Support Services
Sussex Outreach Services
United Way of Greater Milwaukee & Waukesha County
Village of Menomonee Falls Police & Fire
Walworth County Department of Public Health
Watertown Cares
Waukesha County Board Chair
Waukesha County Business Alliance
Waukesha County Community Dental Clinic
Waukesha County Department of Health & Human Services
Waukesha County Executive
Waukesha County Family Practice
Womens Center
YMCA at Pabst Farms
YMCA of Greater Waukesha County

Waukesha, serving the entire county
Waukesha & Oconomowoc, serving the entire county
Waukesha, serving the entire county
Menomonee Falls
New Berlin
Waukesha
Waukesha, serving the entire county
Sussex
Serving the entire county
Menomonee Falls
East Troy & northern Walworth County
Watertown & eastern Jefferson County
Waukesha, serving the entire county
Oconomowoc area
Waukesha, serving the entire county



PROHEALTH COMMUNITY FAIRS offer free screenings, health information, healthy cooking demonstrations and more. Our annual fair provides information and services to the underserved members of our community.

APPENDIX B

Key informant interviews – Analysis of concerns

An analysis of comments obtained during key informant interviews was performed by the Center for Urban Population Health. This analysis revealed the top five health issues for Waukesha County as: 1) mental health, 2) alcohol and drugs, 3) chronic disease, 4) access to health care, and 5) physical activity.

ProHealth Care is directly addressing mental health and AODA needs as a part of community health needs assessment implementation planning. Chronic diseases and physical activity issues are being addressed in part via our plans for the needs of the elderly. Additionally, ProHealth Rehabilitation Hospital of Wisconsin has identified chronic disease as a priority. A separate plan addressing this need has been developed.

ProHealth Care has no separate plan to address access to health care. Instead, ongoing activities integrate this work into daily practice as follows:

- ProHealth Care is the fiscal partner for the Sixteenth Street Community Health Center in Waukesha
- ProHealth provides clinical and support space free of charge to the Waukesha Community Dental Clinic and Waukesha County Family Practice
- ProHealth provides diagnostic testing at no charge to our community's two local free clinics.



HIGH SCHOOL HEALTH CARE EDUCATION allows ProHealth Care to invest in the future. We provide support for health education, CNA programming, scholarships and learning experiences, including unique anatomy lectures and pathology demonstrations.



APPENDIX C

Review of 2013 – 2015 CHNA implementation plan results

Our last community health needs assessment identified concerns which we addressed over the last three years. Our efforts resulted in a number of successful initiatives that we expect will improve health outcomes in our community. These efforts included:

Identified need	Highlighted strategies	Results
Reduction of cardiovascular disease	<ul style="list-style-type: none"> • Expand smoking cessation offerings • Promote improved self-management of chronic conditions • Improve exposure to exercise options to youths living in poverty 	<ul style="list-style-type: none"> • 128 individuals completed smoking cessation course • 310 individuals successfully completed six week long evidence-based program • Implemented summer-time exercise programs serving 108 disadvantaged youths
Reduction of cancer risk	<ul style="list-style-type: none"> • Improve healthy eating awareness via community classes and demonstrations • Promote walking and stair-climbing at our hospital facilities • Provide free, multi-week stress-reduction workshops 	<ul style="list-style-type: none"> • 493 individuals participated in dietician-led community-based classes • Walking circuits of varying length and signage installed • Eight free, therapist-led workshops conducted
Support wellness through screening and prevention activities	<ul style="list-style-type: none"> • Implement large scale free community health fair, offering education, demonstrations and free screenings • Offer free health screens in the community • Implement screening for substance abuse in primary care 	<ul style="list-style-type: none"> • ProHealth Community Fair conducted annually, drawing approximately 1000 individuals each year. Screenings included <ul style="list-style-type: none"> • Free lipid screens (140/yr) • Obesity screens (400+) • Bike helmet fittings and subsidized helmet sales (\$5) • Over 14,000 blood pressure screens • KEEP kidney screening for underserved population • PAD screening for 215 individuals • Researched, developed and implemented SBIRT model (screening, brief intervention and referral to treatment)



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Community Health Needs Assessment

June 2016