



Community Health Needs Assessment  
Oconomowoc Memorial Hospital



PROHEALTH CARE

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## 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 (ACA), 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 this implementation plan to address the community health needs identified in 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 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.

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

Wisconsin Population – 2011 Population	Average Age
5,711,767	38.5 years

Location	Persons	Average Age
Waukesha County	390,730	42.0 years
ZIP 53094 (Watertown)	18,150	34.7 years
ZIP 53178 (Sullivan)	2,548	44.6 years
ZIP 53120 (East Troy)	10,072	41.0 years

Population % change	Waukesha	Wisconsin
4/1/2010 thru 7/1/2011	0.2%	0.4%

Race – Based on 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

<b>Percent Below Poverty Level</b>	4.7%
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<b>Unemployment Rate</b>	5.3%
<small>12/31/12 Not Seasonally Adjusted</small>	

<b>Violent Crimes (Number)</b>	825
Rate per 100,000	72

<b>Low Birth Weight Babies</b>	6.1%
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## 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
Rehabilitation Hospital of WI	Rehabilitation	Waukesha	Centerre, 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

## 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 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 not reflect each person's experience with health. But we now have a better understanding of our area's most pressing needs. 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 county leaders 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, were 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 Oconomowoc Memorial 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 Oconomowoc Memorial Hospital 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.



## Reduction of Cancer Risk

Encourage and support the development of lifestyle changes that reduce cancer risk in our community.

### Compelling Data

- Cancer causes 25 percent of all deaths in our area.
- Cancer incidence in our area is 489.3 per 100,000, which exceeds the state average of 455 per 100,000.
- Twenty-six percent of Waukesha County residents are obese, which is a precursor to several types of cancer.

### Our Strategies

#### Reduce behavioral risk factors that influence the development of cancer

We intend to promote stress reduction awareness, provide programming in schools and other venues that encourage physical activity, and provide classes and demonstrations showcasing healthy eating options.

#### Enhance the availability and breadth of screening for cancer and its precursors

We will implement enhanced opportunities for prevention and early detection of cancer, especially for the poor and underserved.



## Support Wellness Through Screening and Prevention Activities

Facilitate awareness and opportunities for prevention and early detection of disease, especially for the poor and underserved

### Compelling Data

*Seventy-five percent of health care spending supports people with chronic conditions.*  
The 2012 consumer survey in Waukesha indicates that “chronic conditions” is one of the three largest health concerns of residents.

### Our Strategies

#### Continue to support and expand the frequency and geographic and demographic reach of screening programs

We plan to implement a number of large health screening events that will reach people of all ages. Additionally, we plan to expand blood pressure, cholesterol and skin cancer screenings in the community.

#### Develop and deliver new screening and education programs

We will implement several new screening programs, including programs for obesity, abdominal aortic aneurysms, pulmonary diseases and risk of substance abuse.

## 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

<b>Addiction Resource Council</b>	Executive Director
<b>Aging and Disability Resource Center</b>	Director
<b>Family Service of Waukesha</b>	Executive Director
<b>Food Pantry of East Troy</b>	Board President
<b>Food Pantry of Waukesha County</b>	Executive Director
<b>Hebron House of Hospitality, Inc.</b>	Executive Director
<b>Hispanic Collaborative Network</b>	Chair
<b>Hispanic Community Health Resource Center</b>	Manager
<b>Hope Center</b>	Executive Director
<b>Interfaith Senior Programs</b>	Executive Director
<b>Jefferson County Public Health</b>	Public Health Program Manager
<b>Juvenile Justice/Detention Center</b>	Clerk of Juvenile Courts
<b>La Casa de Esperanza</b>	Executive Director
<b>Lake Area Free Clinic</b>	Executive Director
<b>Literacy Council – Waukesha</b>	Executive Director
<b>UnitedHealth Care Community Plan of WI</b>	Medical Director
<b>Mental Health Assoc – 211</b>	Executive Director
<b>Mukwonago Food Pantry</b>	Executive Director
<b>Mukwonago Public Schools</b>	Superintendent
<b>NAMI Waukesha</b>	Executive Director
<b>Parents Place PPAC</b>	Program Manager
<b>ProHealth Care Assessment/Referral</b>	Director
<b>ProHealth Care Emergency Department</b>	Director
<b>ProHealth Care Outreach Nursing</b>	Manager
<b>Richard's Place</b>	Executive Director
<b>Rogers Memorial</b>	Chief Financial Officer
<b>Safe Babies Healthy Families</b>	Executive Director
<b>St. Joseph's Medical Clinic</b>	Executive Director
<b>Stillwaters Cancer Support</b>	Executive Director
<b>The Salvation Army</b>	Corporate Officer
<b>The Salvation Army</b>	Corporate Officer
<b>United Way in Waukesha County</b>	Executive Director
<b>Walworth County Public Health</b>	Public Health Officer
<b>Walworth County Public Health</b>	Public Health Supervisor
<b>Watertown Area Cares Clinic</b>	Project Coordinator
<b>Waukesha County Business Imp Dist</b>	Executive Director
<b>Waukesha County Community Dental Clinic, Inc.</b>	Executive Director
<b>Waukesha County Mental Health</b>	Clinical Services Manager
<b>Waukesha District Attorney</b>	District Attorney
<b>Waukesha Family Practice Residency</b>	Physician
<b>Waukesha Public Health Department</b>	Director
<b>Waukesha School District</b>	Asst. Supt. of Student Services
<b>Women's Center</b>	Executive Director



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