FLAMBEAU HOSPITAL
Community
Health Needs Assessment Plan

FISCAL YEAR 2013

Flambeau Hospital
Dave Grundstrom, Chief Administrative Officer
98 Sherry Avenue
Park Falls, Wisconsin 54552
715.762.7500

A Service of Marshfield Clinic
and Ministry Health Care
To create healthier communities while improving the health and well being of the people in the rural settings served.

Flambeau Hospital, co-sponsored by Marshfield Clinic and Ministry Health Care, is a 25 bed Critical Access Hospital. It is the most rural hospital in the State of Wisconsin per the Critical Access Hospital Guidelines.

The community benefit contribution includes programs and activities that improve access to health care and improve health in our communities. In order to portray the full breadth of our contribution, our community benefit information is described in the following pages.
## Community BENEFIT

### Financial Summary

**Cost of Free and Discounted Healthcare**

<table>
<thead>
<tr>
<th>Cost</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>$118,297</td>
<td>+</td>
</tr>
</tbody>
</table>

**Community Programs and Other Contributions**

<table>
<thead>
<tr>
<th>Cost</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,388,582</td>
<td>+</td>
</tr>
</tbody>
</table>

**Unpaid Costs of Medicaid**

<table>
<thead>
<tr>
<th>Cost</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>$193,623</td>
<td>=</td>
</tr>
</tbody>
</table>

**Total Community Benefit**

<table>
<thead>
<tr>
<th>Total</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,650,502</td>
<td></td>
</tr>
</tbody>
</table>

### 2011-2012 Statistics

- **Year Founded**: 1905
- **Total Employees**: 323
- **Diagnostic Imaging Procedures**: 13,147
- **Participants in Community Services (activity involvements)**: 16,184
- **Laboratory Tests**: 93,488

**Community Benefits**

- Improve access to health care services.
- Enhance the health of the community.
- Advance medical or health care knowledge.
- Relieve or reduce the burden of government or other community efforts.

$1,388,582

community programs & other contributions
WHAT IS A Community Health Needs Assessment?

It is a systemic process involving the community, to identify and analyze community health needs and assets in order to prioritize those needs, and to plan and act upon unmet community health needs.

Flambeau Hospital is located in the city of Park Falls and is part of Price County, Wisconsin. Price County is the hospital’s primary service area. The cities of Park Falls, Phillips, Butternut, Glidden, Prentice and Ogema are considered our primary targets.

Our health care community includes of one hospital, 4 medical clinics, two nursing homes and a dental clinic.

Price County Statistics
- Located in the Northwood’s of Wisconsin
- Population: 14,159
- Caucasian: 97%, Other: 3%
- Female: 49.3%
- Male: 50.7%
- 65 years and older - Price: 21.4%, Wisconsin: 13.9%
- Manufacturing community
- Abundance of national and state forests and lakes

Flambeau Hospital’s Primary Service Area

Phillips 31%
Butternut 13%
Park Falls 42%
Other in Price County 14%
We started out with the Healthiest Wisconsin 2020 Public Health Guide showing Price County rankings compared to the rest of the state. (www.dhs.wisconsin.gov/hw2020)

Working from Healthy Wisconsin 2020 guide we asked participants about the data in the guide, the “good” things we do in Price County and the “bad” that makes our county rankings high and low in some areas. Over the course of this fact-finding we then introduced an “Introductory Opinion Survey.” We asked participants to rank the top 5 most concerning areas in Price County. Flambeau Hospital did not identify any current gaps in information needed to assess the community’s health needs. However, gaps may become known during the Implementation phase and will be reported to the local Board of Directors. Results are following.

OVERVIEW OF THE Community Health Needs Assessment

in Collaboration with Price County Health Department

Flambeau Hospital chaired several meetings with community members over an 8-month period to discuss, tabulate and form our top priority of needs in our Community. Working with the hospital co-chairing these meetings were Price County Public Health Officer, Michelle Edwards, RN; Jim Lawrence, Public Health Education Consultant for the State of Wisconsin Division of Public Health, Northern Region; and Angela Nimsgern, Public Health for the State of Wisconsin, Northern Region. Our top priorities that ranked the highest in our survey were:

#1 Mental Health/Alcohol and Drug Use

#2 Chronic Disease, Physical Activity and Nutrition

How we came to the above priorities?

Flambeau Hospital and Price County Public Health Department sent an invitation to numerous groups with attendance from:

- Local Businesses
- Government Agencies
- Churches
- Clinics (3)
- Hospitals (2)
- School Districts (3)
- Counseling Centers (3)
- Advocacy Groups
- Public citizens
- City and County Law Enforcement

Our invitation was WELL RECEIVED with OVER 40 PARTICIPANTS in our work group.

We started out with the Healthiest Wisconsin 2020 Public Health Guide showing Price County rankings compared to the rest of the state. (www.dhs.wisconsin.gov/hw2020)
### Healthiest Wisconsin 2020 Focus Areas

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Weighted Score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adequate, appropriate, safe food and nutrition</td>
<td>56</td>
<td>4</td>
</tr>
<tr>
<td>Alcohol and other drug use</td>
<td>145</td>
<td>1</td>
</tr>
<tr>
<td>Chronic disease prevention and management</td>
<td>54</td>
<td>5</td>
</tr>
<tr>
<td>Communicable disease prevention and control</td>
<td>16</td>
<td>10</td>
</tr>
<tr>
<td>Environmental and occupational health</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>Healthy growth and development</td>
<td>32</td>
<td>8</td>
</tr>
<tr>
<td>Injury and Violence</td>
<td>42</td>
<td>6</td>
</tr>
<tr>
<td>Mental Health</td>
<td>74</td>
<td>2</td>
</tr>
<tr>
<td>Oral Health</td>
<td>18</td>
<td>9</td>
</tr>
<tr>
<td>Physical Activity</td>
<td>66</td>
<td>3</td>
</tr>
<tr>
<td>Reproductive and Sexual Health</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>Tobacco Use and Exposure</td>
<td>38</td>
<td>7</td>
</tr>
</tbody>
</table>

Follow OUR WEBSITE

www.FlambeauHospital.org

or the Price County Health Department

www.co.price.wi.us/government/healthdepartment

for how we plan to address these health needs over the next year!
MENTAL HEALTH / ALCOHOL AND OTHER DRUG USE

MENTAL HEALTH Plan

Assess the availability and strength of Mental Health Services in Price County and implement a positive affect in this area.

Fall 2012
A Mental Health and Substance Abuse Prevention Coalition will be formed with citizens, counselors, pharmacists, law enforcement, health professionals, physicians and other pertinent members.

Winter 2013
A booklet of available services in Price County will be developed for the Community with name, special interests, hours of operation, insurance etc.

Winter 2014
The Coalition will develop a plan to address identified gaps and support recognized strengths in availability of care. Areas of assessment will include:

- Access to psychiatric services for children
- Financial access to care
- Local access to psychiatrists
- Coordination among provider agencies
- Resources and support for primary care providers to optimally manage needs of patients

Summer 2013
The Coalition will develop and implement a plan to increase awareness of sexual assault in the community, of the impact of assault by substance abusers and reduce community acceptance of sexual assault.

Spring 2015
- Report activities and outcomes
There will be increased community involvement to reduce abuse of prescription drugs and youth use of alcohol and illegal drugs. The Coalition feels they would like to focus on the youth and young adult in our community.

**Fall 2012**
Coalition to be formed under same umbrella as mental health coalition.

**Spring 2013**
The coalition will develop and implement evidence based strategies to reduce youth substance abuse. Areas looking to impact are:
- Increase positive peer pressure
- Improve personal coping skills
- Support existing groups addressing these issues
- Increase adult involvement

**Winter 2014**
The Coalition will increase media, enforcement, and community pressure on legal consequences of use of illegal alcohol and drug use and of providing illegal substance to youth by:
- Increasing positive peer pressure
- Sponsor evidence based initiatives

**Spring 2015**
- Report activities and outcomes
CHRONIC DISEASE, NUTRITION AND PHYSICAL ACTIVITY

THE Plan

We have an established Health and Wellness Coalition in Price County with members from the Hospital, Public Health, and other health related areas along with interested citizens. The mission and vision of this group is to create a culture of healthy eating and active living in order to reduce the impact of chronic disease. Connect people with resources and opportunities for high quality nutritious food and physical activity.

January 2013
The Price County Health and Wellness Coalition will update, identify and address nutrition and physical activity needs specific to Price County. This will include a created realistic and focused strategic plan.

January 2013-2016
Price County residents will increase their physical activity level. The Coalition will implement at least 2 evidence-based programs that address physical activity.

January 2013-2016
Price County residents will increase their healthy eating habits. The Coalition will implement at least 2 evidence-based programs that address healthy eating habits.

If you are interested in serving on one of these Coalitions please feel free to contact Dave Grundstrom, Flambeau Hospital at 715.762.7500. Flambeau Hospital is committed to these efforts and has aligned community benefit investments to ensure sustainability until the next assessment has been conducted.

For more information about this Community Benefit Plan please feel free to contact:

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The Flambeau Hospital Board of Directors adopted this Implementation Strategy on Thursday, September 6, 2012.