



Flambeau Hospital, Inc d/b/a Marshfield Medical Center-Park Falls  
2025-2027 Community Health Needs Assessment



Marshfield Clinic Health System

Dear Community Member,

Marshfield Clinic Health System's (MCHS) mission is to enrich lives and create healthy communities through accessible, affordable, compassionate health care, and that includes your community.

We know that health is driven by more than what happens in the doctor's office. Emphasis needs to be on addressing health choices before medical needs arise through programs, services, public policy or other means wherever and whenever possible.

That's why the MCHS Hospitals Board, Inc., authorized governing body, has adopted this needs assessment on December 12th, 2024.

The 2025-2027 Community Health Needs Assessment (CHNA) process would not have been possible without several community partners and members who provided their time, knowledge, skills, and expertise. The process included key stakeholder meetings, surveys, community conversations, and a variety of primary and secondary data sources.

This document summarizes key findings and reflects a point in time. Electronic versions and companion documents can be found at: <https://marshfieldclinic.org/about-us/community-health-needs-assessment-reports>

Through these collaborative efforts, the top health priorities for the 2025-2027 Community Health Needs Assessment process have been identified. MCHS will continue to support additional community health needs as they arise. The top health priorities for Flambeau Hospital, Inc. d/b/a Marshfield Medical Center-Park Falls (hereafter referred to as MMC-Park Falls) are:

- Substance Use
- Behavioral Health
- Community Capacity, Engagement, and Infrastructure
- Health Equity

We hope you find this document useful and welcome your comments and suggestions for improving the health of Price County's citizens.

Yours in health,

Dr. Brian Hoerneman, Interim CEO-Marshfield Clinic Health System

Ty Erikson, President-MMC-Park Falls

Jay Shrader, Vice President-Community Impact and Social Accountability

Marshfield Medical Center- Park Falls,

EIN # 39-0973724

98 Sherry Ave. Park Falls, WI 54552

## Contents

Introduction .....	4
Health System Overview .....	4
Hospital Overview .....	5
Our Community .....	6
Assessing the Needs of the Community .....	10
Overview of Assessment Process and Timeline .....	10
Prioritization Process.....	15
MMC-Park Falls Health Priorities for 2025-2027 .....	19
Description and Supporting Data of Prioritized Community Health Needs .....	19
Partnerships and Collaboration.....	23
Health Needs Not Addressed.....	23
Potential Resources to Address Health Needs.....	23
Next Steps .....	24
Evaluation of the Impact of the Preceding Implementation Strategy .....	24
<b>Alcohol and Substance Abuse</b> .....	25
<b>Behavioral Health</b> .....	26
<b>Chronic Disease</b> .....	27
<b>Social Determinants of Health</b> .....	28
Appendix A: Definitions .....	29
Appendix B: Individuals Involved in the CHNA .....	31
Appendix C: Community Health Survey.....	33
Appendix D: Community Health Survey Results .....	37
Appendix E: Rural and Urban County Map .....	38
Appendix F: References.....	39

## Introduction

---

Community Health Assessment (CHA) and Community Health Needs Assessment (CHNA) refer to a state, tribal, local, or territorial health assessment that identifies key health needs and issues through systematic, comprehensive data collection and analysis. These assessments are conducted to identify the community's health needs, prioritize top health concerns, and encourage community members to improve their community's health. Health Departments are required to conduct a CHA at least every five years [1]. Non-profit (tax-exempt) hospitals are required by the Affordable Care Act to conduct a CHNA once every three years. Hospitals can choose to partner with local health departments and other local non-profit hospitals or agencies to conduct a CHA/CHNA [2].

MMC-Park Falls partnered with Price County Health Department, Wisconsin Institute of Public Policy and Service (WIPPS) and other community partners to carry out the CHNA process. A full list of those involved in the process can be found at Appendix B. This publication describes the process used to assess the health of the community, the results of that process, and prioritization of the health needs that will be addressed by MMC-Park Falls. MMC-Park Falls looks forward to collaborating with community partners to improve the health of the community.

If you would like to serve on a coalition that helps meet the aims of this report, or have a comment on this assessment, please contact the Marshfield Clinic Health System Center for Community Health Advancement at [communityhealth@marshfieldclinic.org](mailto:communityhealth@marshfieldclinic.org) or (715) 221-8400.

## Health System Overview

---

Marshfield Clinic was founded in 1916 by six physicians practicing in Marshfield, a central city in rural Wisconsin. At its inception, Clinic founders saw research and education as critical to their practice of health care and that remains so today.

The Clinic became a 501(c)(3) nonprofit organization in 1992 and in 2014, Marshfield Clinic Health System, Inc., was formed. The Health System's mission is to enrich lives and create healthy communities through accessible, affordable, compassionate health care. The Health System believes individuals have the right to their highest potential level of health and well-being. We will achieve this by advancing health equity with our patients, health plan members, employees and communities.

The Health System serves Wisconsin and Michigan's Upper Peninsula with more than 1,600 providers comprising 170 specialties, health plan, and research and education programs. Primary operations include more than 60 Marshfield Clinic locations, 11

hospitals, Marshfield Children's Hospital, Marshfield Clinic Research Institute, Security Health Plan and Marshfield Clinic Health System Foundation [3].

Unique to Marshfield Clinic Health System is its investment in the Center for Community Health Advancement (CCHA). CCHA is a department within MCHS that builds bridges between the Health System and the communities it serves. CCHA coordinates collaborative efforts between MCHS hospitals and local coalitions, businesses, educational systems, law enforcement agencies, Tribal Nations, local governments, and other entities to improve community health. This collaboration helps align health improvement efforts of the community and hospital with community health priorities identified in the CHNA.

## **Hospital Overview**

---

MMC-Park Falls is a 25-bed critical access hospital in Park Falls Wisconsin. MMC-Park Falls serves patients within a 60-mile radius and offers a variety of medical services to care for Price County residents and the surrounding communities.

MMC-Park Falls offers a wide range of advanced care services including:

- Emergency Department
- Imaging and lab services
- Cardiology
- Occupational and physical therapy
- Orthopedics
- Pediatrics
- Women's Health
- Outpatient surgical services [4]

Marshfield Clinic and Ministry Health Care, which later joined Ascension Wisconsin, entered into a joint sponsorship agreement in 1994 to operate Flambeau Hospital, a 25-bed critical access hospital [5]. In 2020 Marshfield Clinic Health System completed its acquisition of Ascension St. Clare's hospital in Weston, which included the transfer of Ascension Wisconsin's 50 percent interest in Flambeau Hospital. Marshfield Clinic Health System assumed full ownership and the Flambeau hospital was renamed Marshfield Medical Center- Park Falls [6]. MMC-Park Falls began a partial-hospital replacement project in March of 2023. The project addressed the facility's aging infrastructure by improving inpatient rooms, creating a dedicated urgent care space, and bringing new sleep study and retail pharmacy services to the hospital, and other updates. The new hospital space is being constructed in two phases while the hospital and medical offices remain fully functional. Completion of the entire project is targeted for 2025 [7].

MMC-Park Falls formed the Community Advisory Board-Park Falls (hereafter referred to as CAB-Park Falls) a local committee of MMC-Park Falls that contributes to the

hospital's community benefits and community health initiatives. The CAB-Park Falls reviews and approves the Community Health Needs Assessment and Implementation Strategy<sup>1</sup> and stays updated on the implementation of community benefit programs. See appendix B for a complete list of CAB-Park Falls members.

## **Our Community**

---

MMC-Park Falls is a critical access hospital located in Park Falls, Wisconsin. Park Falls is one of two cities located in Price County. MMC-Park Falls not only serves patients and residents of Price County, but also provides critical services to patients and community members in neighboring counties. However, for this report's purpose, the community served by MMC-Park Falls is defined as Price County Residents.

### **Geographic Area**

Price County is located in the North Central region of Wisconsin – around Ashland, Sawyer, Oneida, and Taylor Counties. Price county has 1,254.06 square miles of land area and is the 5<sup>th</sup> largest county in Wisconsin by total area [8]. The county is composed of 2 cities (Park Falls and Phillips), 3 villages (Catawba, Kennan, and Prentice), and 17 townships. The county seat is located in Phillips [9].



**Figure 1: Price County Map [9]**

### **Local Industry, Resources, and Attractions**

The leading contributor to the local economy is manufacturing, followed by education and health services [10]. Price County is known for the production and distribution of wood and paper products [11]. The county

also supports Northcentral Technical College, which provides technical diplomas and associate degrees [12]. MMC-Park Falls, Marshfield Clinic Phillips Center, Aspirus Phillips and Prentice Clinics, North Lakes Community Clinic-Park Falls, Birth to Three, the Price County Health Department, and the Aging and Disability Resource Center provide healthcare and health-related resources to families [13].

Youth services in Price County strive to engage children in their community and teach valuable life skills. There are six school districts including Butternut, Chequamegon, Flambeau, Phillips, Prentice, and Rib Lake serving K-12 students [14]. Outside of school, three public libraries – Park Falls, Phillips, Ogema – offer programs for children and their families [15]. A new YMCA is under construction in Park Falls, which will

---

<sup>1</sup> See definition in Appendix A.

include a childcare center, a wellness center, a gymnasium, and a space for families to gather [16]

Price County is home to the Chequamegon-Nicolet National Forest, Phillips Chain of Lakes, Timms Hill (the highest natural point in Wisconsin), and Flambeau River State Forest, where residents and tourists enjoy hiking, picnicking, boating, fishing, and kayaking. During the winter months, popular activities include snowmobiling, cross-country skiing, and snowshoeing on local trails. Crowds are also drawn year-round to the Price County Historical Society Museum and Prentice Co-op Creamery Museum [17].

### **Health Disparities**

Health Disparities are defined as a higher burden of illness, injury, disability, or mortality experienced by one group relative to another that is closely linked with economic, social, or environmental disadvantage.

“Health disparities adversely affect groups of people who have systematically experienced great social or economic obstacles to health based on their racial or ethnic group, religion, socioeconomic status, gender, age, or mental health; cognitive, sensory, or physical disability; sexual orientation or gender identity; geographic location; or other characteristics historically linked to discrimination or exclusion.” [18]

Demographic data provides information on specific populations that can help us understand the health disparities experienced by those who live in Price County.

### **Demographics**

Demographic data, such as age, race, sex, gender and socioeconomic status, can provide more information beyond the size or growth of a population. This type of data gives insight on unique qualities and differences in communities. Demographic data provides a basis for understanding a community and allows for tracking changes over time to understand what strategies or policies are affecting a community, positively or negatively [19].

## **Rural**

There are many unique needs and challenges of those living in rural areas. Living in a rural area can result in disadvantages to accessing healthcare, employment and economic opportunities, education opportunities and quality, and many other factors that affect health. There are multiple ways to define 'rural'. We use the Wisconsin Office of Rural Health's (WORH) designations to determine whether a county is considered rural or not. The WORH considers:

- "Index of Relative Rurality" which accounts for counties' population size and density, the extent of their urbanized areas, and the distance to the nearest metro area.
- Rural-Urban continuum codes
- Rural population by census tract
- Rural-Urban Commuting Areas [20]

Based on the WORH designations, Price County is defined as a rural county with a population of 11.2 people per square mile. Price County is the 5<sup>th</sup> largest county in Wisconsin by land mass but the 65<sup>th</sup> largest (out of 72) for population size [8]. Majority of the population resides in the city of Park Falls, followed by the city of Phillips. There is one hospital located within Price County (MMC-Park Falls) [11]. The county has a bus for public transportation that travels within a 5-mile radius of downtown Park Falls and Phillips as well as longer weekly trips from Phillips to Minocqua and Ashland to Prentice [21]. To see a map of rural and urban counties in Wisconsin according to WORH, please see appendix E.

## **Age**

Age is an important demographic to consider when looking at a community's health priorities because health needs differ over a lifespan. Strategies and interventions to address the health of the community will look different depending on the age of the intended population. The average age of Price County residents is 52.1 years. 27.2% of the Price County population is 65 and older [8]. "Societal aging can affect economic growth, patterns of work and retirement, the way that family's function, the ability of governments and communities to provide adequate resources for older adults, and the prevalence of chronic disease and disability." [22]

## **Socioeconomic Status (SES)**

Socioeconomic status is a concept used to describe people based on factors such as their education, income, living conditions, resources, and access to opportunities. "People with lower socioeconomic status usually have less access to financial, educational, social, and health resources than those who have a higher socioeconomic status. As a result, they are more likely to be in poor health and have chronic health conditions and disabilities." [23]



The median household income for Price County is \$55,822, which is almost \$20,000 lower than the median household income for the state of Wisconsin (\$72,458). Median gross rent in Price County is \$759, with 12.2% of the population living in poverty. Although the percentage of Price County residents who graduate from high school is similar to the state average (92.9% vs. 93.1% respectively) the percentage of residents with a bachelor's degree or higher (16%) is half of the state average (32%) [8].

## **Racial/ethnic minorities<sup>2</sup>**

Race is a concept of classifying people into groups based on physical characteristics such as skin color. Ethnicity classifies people into distinct groups on the basis of categories such as national origin, language, or cultural practices [18]. Racial and ethnic differences are important demographics to consider because health outcomes often affect racial and ethnic minorities differently.

93.9% of residents in Price County are white alone, not Hispanic or Latino. The next largest racial/ethnic group is Hispanic or Latino at 1.8% followed by "two or more races" at 1.6%. The following races are equal to or less than 1% of the Price County population: Black or African American, American Indian and Alaska Native, Asian, Native Hawaiian/Pacific Islander, and other. 97.4% of Price County households speak English only. The following languages are spoken in less than 1% of Price County homes: Spanish, other Indo-European languages, Asian or Pacific Islander languages, and other languages [8].

## **Sexual and Gender Minority groups (SGM)**

Sexual and Gender Minority (SGM) populations include but are not limited to individuals who identify as gay, lesbian, bisexual, or transgender and others whose sexual orientation, gender identity or expression, or reproductive development is characterized by non-binary<sup>3</sup> constructs. SGM groups experience higher risk for poor health outcomes and unhealthy lifestyle behaviors. They may also receive poor quality of health care due to stigma, their unique needs not being considered, or lack of provider awareness [24].

Sexual and gender minority data is not available and has not been collected on the residents of Price County.

In Wisconsin, 3.8% of adults (18+) are LGBTQ (2019), and the total LGBTQ population (13+) totals 207,000 (2020). 29% of LGBTQ adults (25+) are raising children. Wisconsin's LGBT community experiences disparities in income (25% with incomes less than \$24K vs. 16% non-LGBT), food security (18% vs. 11% for non-LGBT) and has

---

<sup>2</sup> See definition in Appendix A.

<sup>3</sup> See definition in Appendix A.

lower rates of attending and graduating from college than the non-LGBT population [25] [26].

### **People with Disabilities**

People with disabilities often experience health conditions that lead to poorer health and shorter lifespan. In addition, they often face discrimination, inequality and unjust structural practices which can further result in poorer health outcomes. Programs and policies often limit access to timely and comprehensive health care, which can also lead to poorer health outcomes for those with a disability [27]. 10.9% of the Price County population under the age of 65 years is living with a disability [8].

### **Other**

Price County also has a unique challenge when it comes to broadband access. Only 88.7% of the Price County population has a computer in their household, and only 80% of those households with computers have broadband internet [8]. This can make things like accessing tele or web health, learning or participating in online school or degrees, and finding information or resources a challenge for the residents of Price County.

## **Assessing the Needs of the Community**

---

### **Overview of Assessment Process and Timeline**

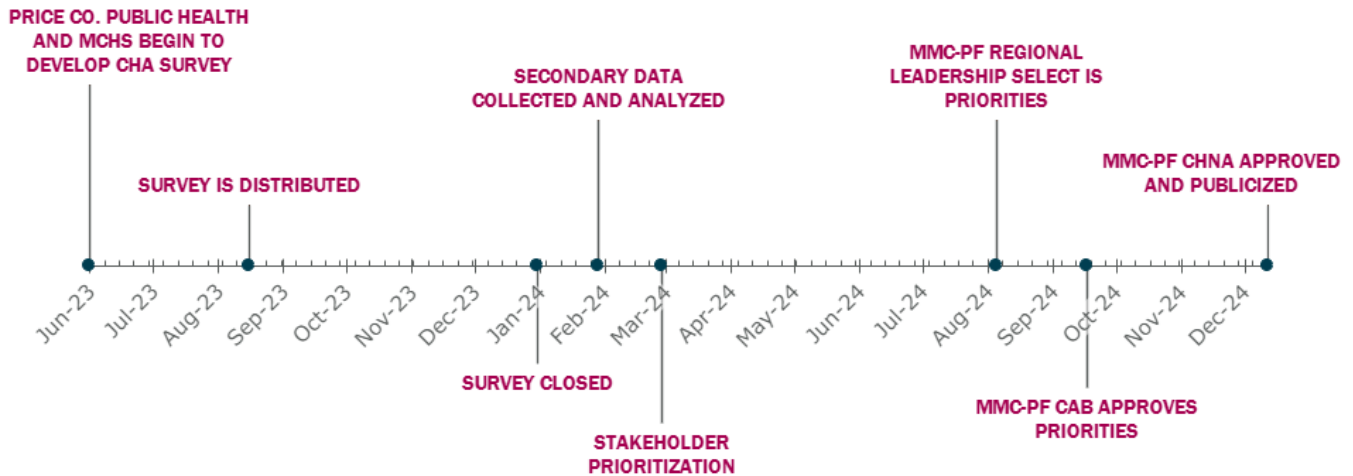
The MMC-Park Falls Community Benefit Workgroup (CBW) is a local internal workgroup of MMC-Park Falls focused on Community Benefit. The CBW identified and prioritized community health needs through a comprehensive process that included primary and secondary quantitative data, qualitative data, and a collaborative review and assessment process. The MMC-Park Falls CBW recognizes that health is determined by more than health care, therefore the Community Health Assessment process is designed to assess the overall state and well-being of the community. The broad nature of the primary data questions and topics assured that, for MMC-Park Falls' CHNA purposes, health equity<sup>4</sup> data was also captured and analyzed. For a complete list of those involved in the MMC-Park Falls CBW please see Appendix B.

---

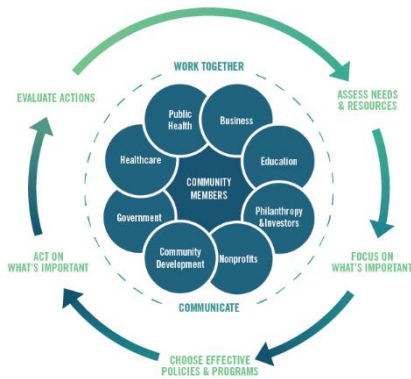
<sup>4</sup> See appendix A for definition.

## Figure 2: Community Health Needs Assessment (CHNA) Timeline

# MMC-PF CHNA Timeline



### Process and Methods



**Figure 3: County Health Rankings And Roadmaps Take Action Model [28]**

MCHS Community Health and Price County Public Health utilized the County Health Rankings<sup>5</sup> and Roadmaps Take Action Model (Figure 2) to guide the CHA process, which outlines the steps needed for the community health improvement process: assess needs and resources of the county, focus on the top health priorities<sup>6</sup>, and develop action plans with effective programs.

<sup>5</sup> See definition in Appendix A.

<sup>6</sup> See definition in Appendix A.

## **Data Sources**

Both primary and secondary data collection methods were utilized to develop a thorough understanding of the health issues facing members of the Price County community. Primary data included a community health assessment survey and community stakeholder input. Secondary data was compiled by the Wisconsin Institute for Public Policy and Service (WIPPS) into a data workbook, which included data from various sources, including US Census, Centers for Disease Control and Prevention, Healthy People, and County Health Rankings.

## **Primary Data Collection**

### *Community Health Assessment*

Primary data was collected using a community survey available from August 2023 through December 2023. The Price County Community Health Survey was modeled after the Rusk County, WI Community Health Survey and adapted to fit the Price County population. Both random and targeted sampling was utilized. The survey was widely distributed by utilizing social media platforms, and providing paper surveys at various community locations and community events. The survey was available in Spanish and English.

A total of 226 surveys were completed, resulting in a 6% margin of error to report validity at the 95% confidence level. Survey respondents represented a wide range of residents with a variety of income and education levels, age and household size and closely mirrored the demographics of the county, with approximately 96% of survey respondents identifying as white, 3% identifying as other, and 1% identifying as two or more races. Most survey respondents were between the ages of 45-64 (44%), had a bachelor's degree level of education (30%), and reported a yearly household income of \$100,000 or more. In the future other efforts will be made to ensure that these demographics more closely align with those of Price County residents overall.

## Primary Data Collection Results

Top health needs according to the community health assessment survey:

### Health Outcomes

- Poor Mental Health
- Obesity or Lack of Physical Activity
- Chronic Diseases
- Increased rates of self-harm or suicide attempts

### Health Behaviors

- Drug Abuse (prescription and illegal)
- Poor Mental Health
- Physical Inactivity
- Alcohol use/misuse

### Clinical Care Issues

- Lack of Mental Health Care Providers
- Affordable Health Insurance
- Lack of specialist in the area
- Lack of open appointments to get in with providers

### Physical Environment Concerns

- Lack of safe and affordable housing
- Access to healthy recreational activities
- Internet Access
- Limited access to public transportation

### Social and Economic Factors

- Aging-related concerns
- Family issues (including absent parents, aging relatives)
- Not enough money for safe housing, food, and other basic needs
- Social media hurting mental health

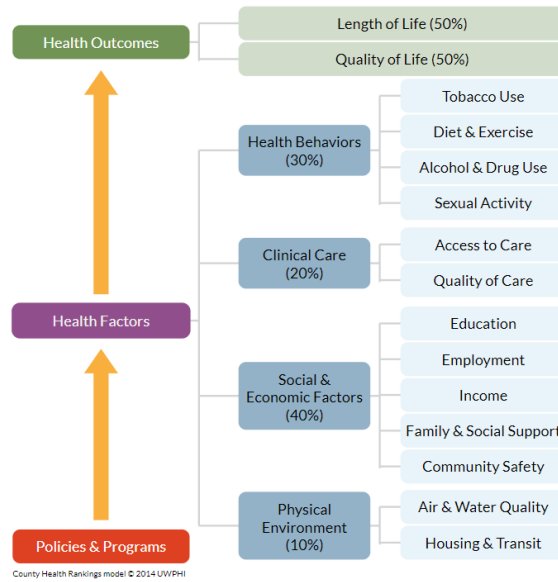
## Secondary Data Collection and Review

Local secondary quantitative data was compiled by WIPPS in January of 2024 from a variety of sources based on the Wisconsin Association of Local Health Departments and Boards (WALHDAB) recommendations. Data sources included US Census, Centers for Disease Control and Prevention, United Way reports, County Health Rankings, and more.

The information collected through the process provided an objective way to measure overall county health. The secondary data collected followed the County Health Rankings Model and was used to compare Price County with state and national data to help further prioritize health needs. WIPPS compiled and organized secondary data and survey data by Physical Environment, Social & Economic Factors, Clinical Care, and Health Behaviors. WIPPS also provided secondary data on length and quality of life for

Price County Residents and shared Price County’s ranking on these metrics compared to the rest of the state. This data was used to form the basis of the Price County CHA Stakeholder discussion.

**Figure 4: County Health Rankings Model [29]**



A full list of data sources and references is included in Appendix F.

## Secondary Data Collection Results

Top health needs according to secondary data review

### Health Outcomes

- Poor Physical Health Days
- Poor Mental Health Days
- Frequent Mental Distress

### Health Behaviors

- Adult smoking
- Adult Obesity
- Excessive Drinking
- Limited Access to Healthy Foods

### Clinical Care

- Ratio of Population to Primary Care Providers
- Ratio of Population to Dentists
- Ratio of Population to Mental Health Providers
- Ratio of Population to other Primary Care

### Physical Environment

- Broadband Access
- Driving Alone to Work

### Social and Economic Factors

- High School Completion Rate
- Disconnected Youth
- Children in Poverty
- Median Household Income
- Injury Deaths

## Prioritization Process

---

### Price County Prioritization Process

The prioritization process of the health needs is summarized below.

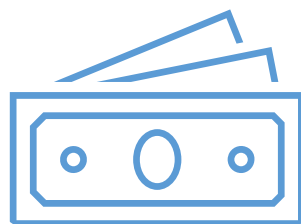
#### *Community Health Survey: August-December 2023*

Price County Public Health, WIPPS, and MCHS reviewed and analyzed Community Health Survey results. The top 11 health issues were identified from the results. WIPPS also compiled secondary data on the top 11 health issues to present to Price County Stakeholders.

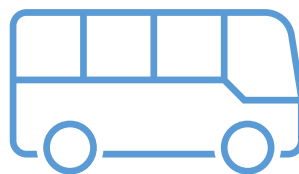
## The top health concerns of responses to the Community Assessment survey were:



Internet Access



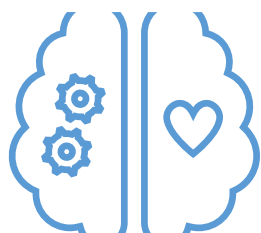
Adequate Income



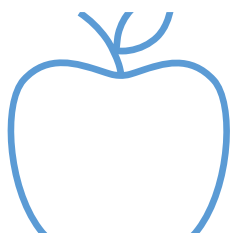
Public Transportation



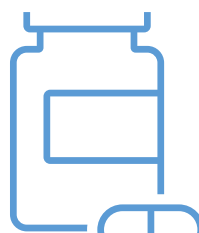
Access to Affordable  
Healthcare and  
Providers



Mental Health (including  
access to providers)



Chronic Disease,  
Nutrition, Physical  
Inactivity, and Obesity



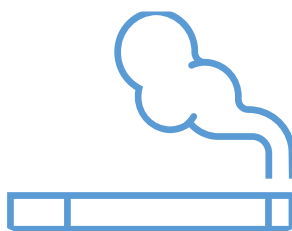
Prescription and Illegal  
Drug Misuse



Alcohol Use and Misuse



Aging-Related Concerns



Tobacco Use



Access to Safe and  
Affordable Housing

### *Secondary Data Consideration: February 2024*

WIPPS was contracted by MCHS and the Price County Health Department to compile secondary data for Price County based off of the County Health Rankings and Roadmaps model. The secondary data provided an objective look at health of Price County residents and was utilized to help prioritize the top health needs.

### *Price County CHA stakeholder meeting: February 2024*

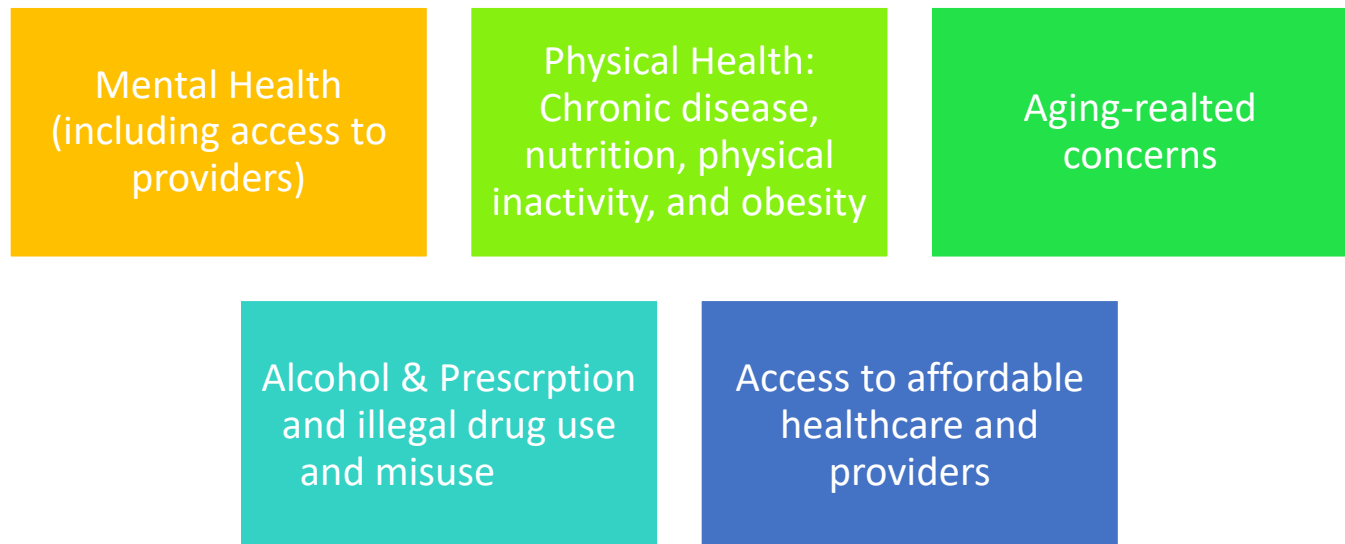
On February 28<sup>th</sup>, 2024, local stakeholders and leaders were brought together for a priority setting meeting. Twenty-one stakeholders were in attendance and provided a robust and rich discussion about the community survey, secondary data, and the Price County community. After the data presentation by WIPPS, CHA stakeholders discussed community context, concerns, assets and the local climate. Participants considered and discussed preventability of the problem, capacity to address the problem, and



community support for the problem. The large group shared opportunities as well as existing resources, adding even more context to the data discussion.

The meeting concluded with a ranking of health needs, highlighting a clear consensus on the top needs of Price County. Ranking was completed by a voting system where every participant had three anonymous votes and had to vote for three different health needs.

**The CHA stakeholders voted for the following resulting in the top Health Priorities for Price County:**



**MCHS Prioritization Process**

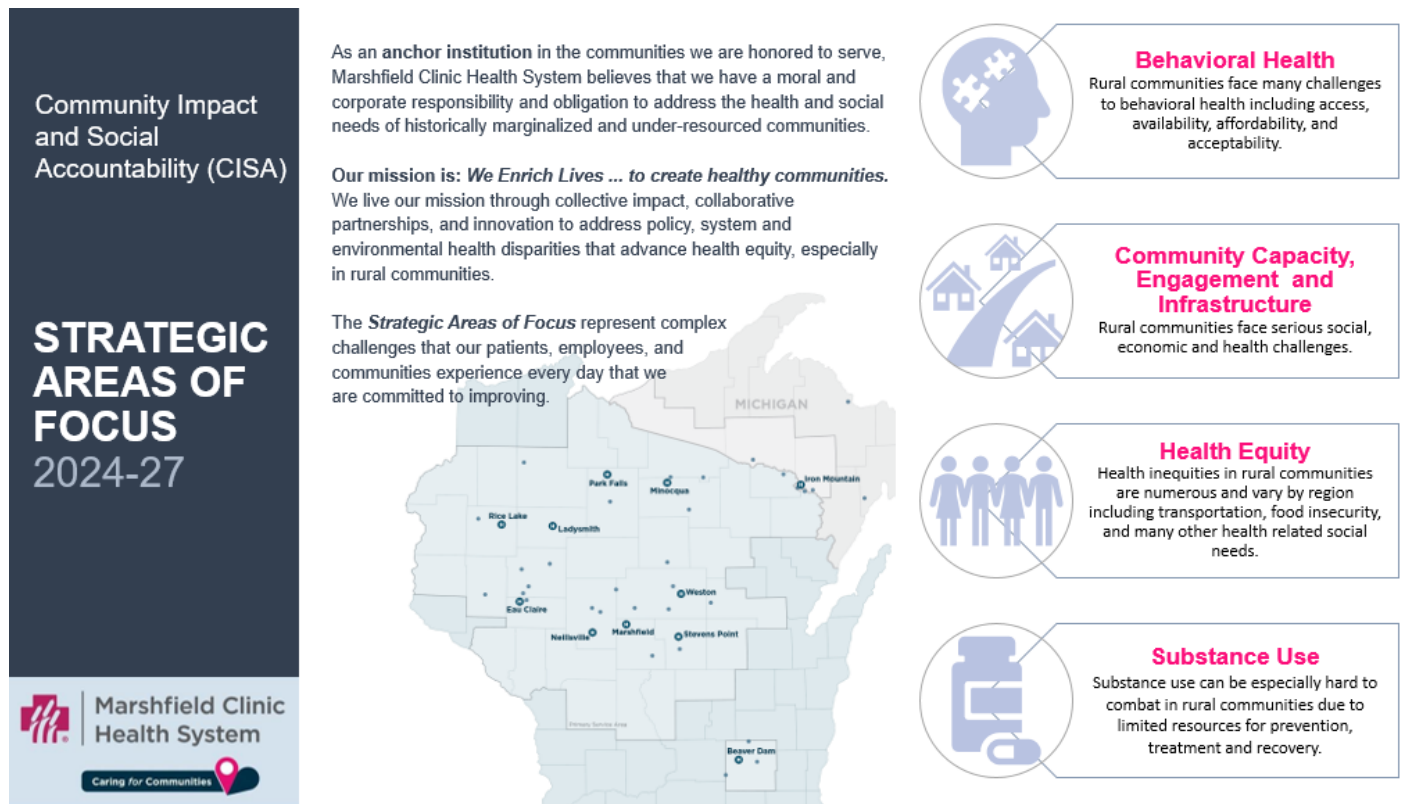
The Marshfield Clinic Center for Community Health Advancement (CCHA) Strategic Areas of Focus (2024-27) are the result of an assessment process which included review of community health needs; discussion with community stakeholders, key subject matter experts, and the MCHS Community Health and Benefits Steering Committee; review of CCHA’s Previous 2023 Strategic Priorities; assessment of interventions for value and impact, resources, and various industry factors (such as new regulations and requirements) and alignment of system imperatives.

The 2024-2027 CCHA Strategic Focus Areas are system-wide community health focus areas approved by the MCHS Community Health and Benefits Steering Committee. Subsequently, Strategic Focus Areas are integrated into MMC Implementation Strategy (IS) plans and other MCHS and Security Health Plan (SHP) plans to align system and regional efforts. The strategic focus areas are:

- Substance Use
- Behavioral health
- Health Equity

- Community Capacity, Engagement and Infrastructure

**Figure 5: Marshfield Clinic Health System Strategic Areas of Focus**



**MMC-Park Falls CAB meeting- September 2024**

The CAB-Park Falls met in September 2024 to discuss the results of the CHNA and provide hospital approval. Additional consideration of alignment with the system strategic priorities was made. Further criteria were used to determine health priorities including:

- The burden, scope, severity, or urgency of the health need.
- The estimated feasibility and effectiveness of possible interventions.
- The health disparities associated with the need.
- The importance the community places on addressing the need. [30]

## **MMC-Park Falls Health Priorities for 2025-2027**

---

After completing extensive review of the community health survey and process, United Way ALICE data<sup>7</sup>, Healthiest Wisconsin 2020, County Health Rankings, and other quantitative and qualitative data, the top community health priorities identified by MMC-Park Falls are:

- **Substance Use**
- **Behavioral Health**
- **Health Equity**
- **Community Capacity, Engagement, and Infrastructure**

As these priorities are addressed, intentional efforts will be made to ensure appropriate resources are provided, and unfair and unjust obstacles are eliminated for all people and communities to reach their optimal health.

### **Description and Supporting Data of Prioritized Community Health Needs**

---

The community health needs of substance use, behavioral health, health equity and community capacity, engagement, and infrastructure all strongly impact individual and community health. These priorities are cross-cutting, therefore efforts made to address these health needs will also positively impact other health priorities and benefit community and individual health outcomes. These priorities affect health in the short and long term. MMC-Park Falls will implement a variety of strategies to address not only the short- and long-term outcomes of these health needs, but also the root causes of these health issues and a focus on prevention. MCHS has system-wide initiatives that all hospitals support to address these health needs broadly in addition to spearheading local initiatives.

The following pages highlight primary and secondary data for the prioritized needs.

---

<sup>7</sup> See definition in Appendix A.

# Substance Use

43% of survey respondents identified alcohol and substance misuse as the top concern to Price County<sup>[1]</sup>.

## What is alcohol & substance misuse?

Alcohol misuse describes a pattern of excess daily alcohol consumption that poses adverse health and social consequences. This includes >1 drink per day for women and >2 drinks per day for men. Substance misuse refers to the use of illegal substances or the use of legal medications in a manner that deviates from medical prescriptions (Centers for Disease Control and Prevention, 2018).





## INDIVIDUAL AND COMMUNITY HEALTH IMPLICATIONS<sup>[2]</sup>

The effects of alcohol and substance use can be far-reaching, heavily influencing both individual and community health in the following ways...

### Individual Impact

-  heart disease
-  liver disease
-  overdose
-  death

### Community Impact

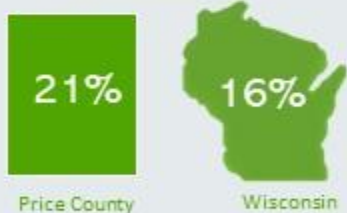
-  unintentional injuries
-  violence (e.g. homicide & suicide)
-  family disruption
-  infectious disease transmission (specific to substance misuse)

\*Impact data adapted from: (Centers for Disease Control and Prevention, 2023)

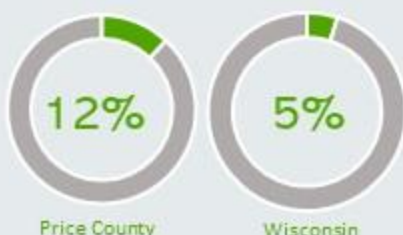
## THE SCOPE ACROSS PRICE COUNTY

Price County tobacco use is **higher** than state averages.

Percent of Adults Reporting Regular Smoking<sup>[3]</sup>



Percent of Youth Reporting Regular Smoking<sup>[4]</sup>



Price County reports **higher** rates of youth involvement in substances than state averages.

Percent of High Schoolers Trying Cigarettes<sup>[4]</sup>



Percent of High Schoolers Reporting Vaping/Juuling in Past 30 Days<sup>[4]</sup>



Price County rates **higher** than state and national averages for binge drinking and driving deaths involving alcohol.

Rates of Binge Drinking<sup>[3]</sup>



Driving Deaths Involving Alcohol<sup>[3]</sup>



1. Price County 2023 Community Health Assessment  
2. Adapted from Centers for Disease Control and Prevention

3. County Health Rankings, 2024  
4. Youth Risk Behavior Survey, 2021

# Behavioral Health

40% of survey respondents reported poor mental health and increased rates of self-harm or suicide<sup>[1]</sup>

## What is behavioral health?

Behavioral health describes the behaviors and emotions that impact one's overall wellbeing. It encompasses the prevention, intervention, personalized treatment plans, and recovery of mental health conditions, like depression and anxiety. Behavioral health professionals include psychologists, psychiatrists, counselors, and social workers (Centers for Medicare & Medicaid Services, 2023).

## INDIVIDUAL AND COMMUNITY HEALTH IMPLICATIONS<sup>[2]</sup>

The impacts of a high prevalence of untreated behavioral health issues can be far-reaching, heavily impacting both individual and community health in the following ways...

### Individual Impact

- isolation from loved ones
- unemployment and financial struggles
- poor quality of life

### Community Impact

- increased healthcare costs
- high rates of incarceration
- community-level economic strain

## THE SCOPE ACROSS PRICE COUNTY

Price County reports HIGHER RATES mental health distress than state and national averages.

Percent of Respondents Indicating Poor Mental Health Days<sup>[3]</sup>



Percent of Respondents Indicating Frequent Mental Distress<sup>[3]</sup>



Price County reports a SEVERE SHORTAGE of mental health providers.

PRICE COUNTY: Ratio of Residents to Mental Health Providers<sup>[3]</sup>



WISCONSIN: Ratio of Residents to Mental Health Providers<sup>[3]</sup>



UNITED STATES: Ratio of Residents to Mental Health Providers<sup>[3]</sup>



Price County youth report unusually HIGH LEVELS of mental health distress.



report problems with anxiety, self-harm, feelings of sadness/hopelessness that prompted them to stop usual activities, or suicidal thoughts or attempts in the past 12 months<sup>[4]</sup>.

# Health Equity

Price County ranks **49** of **72** Wisconsin counties on overall health outcomes<sup>[1]</sup>. By focusing on health equity, Price County has the potential to improve.

## What is health equity?

Health equity is the state in which all people – regardless of race, ethnicity, socioeconomic status, gender identity, disability, education level, or geography - have a fair and just opportunity to maintain optimal health. Health equity includes addressing historical injustices and reducing preventable health disparities (Centers for Disease Control and Prevention, 2022).

## INDIVIDUAL AND COMMUNITY HEALTH IMPLICATIONS<sup>[2]</sup>

The impacts of health inequities can be far-reaching, heavily impacting both individual and community health in the following ways...

### Individual Impact

- higher chance of developing chronic conditions
- increased mental health struggles
- lower life expectancy

### Community Impact

- economic strain on healthcare system
- reduced workforce productivity
- higher risk of infectious disease spread

## THE SCOPE ACROSS PRICE COUNTY

Price County reports a severe shortage of Primary Care Providers, making it difficult to **access** care<sup>[3]</sup>.

**PRICE COUNTY:** Ratio of Residents to Primary Care Providers



**13,250 : 1**

**WISCONSIN:** Ratio of Residents to Primary Care



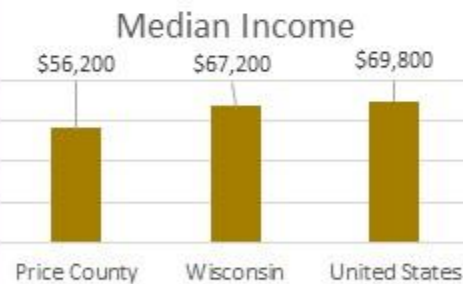
**1,240 : 1**

**UNITED STATES:** Ratio of Residents to Primary Care Providers



**1,310 : 1**

The median income of Price County is lower than state and national averages, making it harder for residents to **afford** care<sup>[3]</sup>.



This income disparity disproportionately impacts children, as the percent of children living in poverty in Price County is **7%** higher than the state average and **4%** higher than the national average<sup>[3]</sup>.

Among the social determinants of health, Price County residents indicated the following concerns<sup>[1]</sup>...



**19%**  
aging-related concerns



**18%**  
family issues



**16%**  
insufficient funds for safe housing and food

1. Price County Community Health Assessment, 2023  
2. Adapted from the Centers for Disease Control and prevention

3. County Health Rankings, 2023

## **Partnerships and Collaboration**

---

MMC-Park Falls and Price County Public Health will be working collaboratively on cross-cutting priorities. MMC-Park Falls staff are actively participating in the development of the Price County Community Health Improvement Plan (CHIP), which began in July of 2024. Price County Public Health has prioritized the following three issues:

- Mental Health
- Substance Use
- Physical Health
  - Chronic disease
  - Obesity
  - Nutrition
  - Physical inactivity

MMC-Park Falls staff are actively involved in the Price County Health and Wellness Coalition and the Price County AODA and Mental Health Coalition which are working to address the above health issues in Price County.

## **Health Needs Not Addressed**

---

Through the assessment process, other community health needs were identified that have not been addressed in this plan. In prioritizing community health needs, the CBW-Park Falls considered other organizations addressing the specific need, the ability of MMC-Park Falls to impact change, availability of resources, as well as readiness of the community for interventions.

After consideration, the following health needs will not be addressed directly by MMC-Park Falls as other community organizations are better equipped and have the resources in place to lead efforts to address them. Cross-cutting efforts in MCHS's Strategic Areas of Focus may indirectly address some of these health needs:

- Aging-Related Concerns
- Access to Affordable Healthcare and Providers
- Physical Health: Chronic disease, obesity, nutrition, physical inactivity

## **Potential Resources to Address Health Needs**

---

Potential resources and assets in our community that will help address the identified health priorities as well as help develop the implementation plans include the following:

- Price County Health and Human Services
- Price County Public Health
- Price County Health & Wellness Coalition
- Price County AODA & Mental Health Coalition

- Northwoods Tobacco Free Coalition
- North Lakes Community Clinic- Park Falls
- Aspirus Philips & Prentice Clinics
- Taylored Family Care Clinic
- Price County Aging and Disability Resource Center Unit
- Embrace

## **Next Steps**

---

Having identified the health priorities that will be addressed, the next steps include collaboration with community partners through a variety of community coalitions, workgroups, and organizations. MMC-Park Falls will leverage existing partnerships and community resources to coordinate strategic efforts to address identified community health priorities that can be monitored, evaluated, and improved upon over time.

The MMC-Park Falls Community Benefits Workgroup (CBW) will contribute to MMC-Park Falls' community benefits and community health initiatives and will oversee the three-year implementation strategy plan. This group will develop a strategic plan that demonstrates the potential to have the most impact on improving selected health priorities, and that will focus on the social determinants of health<sup>8</sup> to subsequently reduce health disparities.

MMC-Park Falls CBW will evaluate implemented programs and activities and track key performance indicators during each year of the implementation strategy. With the help of respective partners, an analysis will be completed to identify new and current resources that can be better integrated and deployed to maximize positive impact on population health.

This CHNA will be shared among all partners and made publicly available.

### **Approval and Community Input**

This Community Health Needs Assessment (CHNA) report was adopted by the MCHS Hospitals Board Inc. on December 12<sup>th</sup>, 2024

If you would like to serve on a coalition that helps meet the needs of the community, or have a comment on this assessment, please contact the Marshfield Clinic Health System Center for Community Health Advancement at [communityhealth@marshfieldclinic.org](mailto:communityhealth@marshfieldclinic.org) or (715) 221-8400.

## **Evaluation of the Impact of the Preceding Implementation Strategy**

---

Health priorities identified in the preceding CHNA completed in 2021 were:

---

<sup>8</sup> See definition in Appendix A



- Alcohol and Substance Abuse
- Behavioral Health
- Chronic Disease
- Social Determinants of Health

### Alcohol and Substance Abuse

Strategy	Summary of Actions Since 2022-2024
Support alcohol and other drug prevention curriculums in school and/or afterschool setting.	Promoted BOTVIN Lifeskills curriculum to Price County Schools.
Support community wide environmental strategies, prevention, and/or policy to address underage alcohol use.	<p>In partnership with the Price County AODA/Mental Health Coalition:</p> <ul style="list-style-type: none"> <li>• Promoted Small Talks campaign.</li> <li>• Offered alcohol-free events for all ages.</li> </ul>
Support workplace drug prevention and recovery efforts.	A variety of recovery supportive workplace resources were developed in partnership with Security Health Plan.
Participate in community-based workgroups.	<p>Participated in the Price County AODA/Mental Health Coalition.</p> <p>Participated in the Northwoods Tobacco Free Coalition.</p> <p>Provided funding to the Price County AODA/MH coalition to host a Sharps Disposal Event.</p>

## Behavioral Health

Strategy	Summary of Actions from 2022-2024
<p>Enhance community member’s skills to support mental health promotion and suicide prevention.</p>	<p>Provided funding to support a local library to create and implement mindfulness kits for youth and teens. These kits encouraged a starting point to have a conversation about mental health, improve social and emotional development, and decrease suicide for youth and teens in crisis in Price County.</p> <p>In partnership with the Price County AODA/Mental Health Coalition:</p> <ul style="list-style-type: none"> <li>• Supported Mental Health First Aid training.</li> <li>• Supported virtual town halls on substance misuse and drug trends.</li> </ul> <p>Promoted virtual community Question Persuade Refer (QPR) suicide prevention trainings:</p> <ul style="list-style-type: none"> <li>• Offered: May 2022, September 2022, May 2023, September 2023.</li> </ul>
<p>Support suicide prevention community awareness events.</p>	<p>Supported virtual town hall on mental health and suicide prevention.</p>
<p>Enhance school capacity to provide high quality social, emotional assessment, support and learning.</p>	<p>Promoted b.e.s.t., (behavioral Emotional Social Traits), a universal screening tool to help educators support the emotional health of students</p> <p>Promoted Life Tools, a social emotional program (SEL) for youth</p>

Participate in community-based workgroups.	Participated in the Price County AODA/Mental Health Coalition.
--	--

**Chronic Disease**

Activity	Summary of Actions from 2022-2024
<p>Increase community capacity to provide nutritious, locally grown food and address food insecurity.</p>	<p>Provided funding to support a food program at the Prentice School District. Funds were used to provide food items outside of traditional school hours to families experiencing food insecurity.</p> <p>Sponsored the local Farmers Market in Price County. MMC-Park Falls staff provide recipes weekly at the market and education on utilizing locally grown produce.</p> <p>Supported the placement of a hydroponic garden unit in a Price County school. The hydroponic garden unit increases community capacity to provide nutritious, locally grown food, and helps to address food insecurity in Price County.</p>
<p>Participate in community-based workgroups</p>	<p>Participated in the Price County Health and Wellness Coalition</p>

## Social Determinants of Health

Activity	Summary of Actions from 2022-2024
<p>Conduct an organizational (internal) assessment and community (external) assessment of health disparities and health equity and develop a work plan to address those gaps.</p>	<p>Established internal office of Health Equity, Diversity, and Inclusion and identified key strategies.</p>
<p>Support and connect patients and community members to resources to address socially determined needs.</p>	<p>Provided funding to support community needs as a response to the COVID-19 pandemic.</p> <p>Provided funding for a local newspaper ad to create awareness of public transportation services available for community members.</p> <p>Integrated SDOH screening tool.</p> <p>Promoted Findhelp, a resource directory available for patients and community members.</p>
<p>Participate in community-based workgroups</p>	<p>Participated in</p> <ul style="list-style-type: none"> <li>• Price County Transportation Coordination Committee.</li> <li>• Coordinated Community Response Committee.</li> </ul>

## **Appendix A: Definitions**

---

**Health Equity:** Achieved when every person has the opportunity to attain one's fullest or highest level of health potential. Health equity is the state in which everyone has a fair and just opportunity to attain their highest level of health. Achieving this requires focused and ongoing societal efforts to address historical and contemporary injustices; overcome economic, social, and other obstacles to health and healthcare; and eliminate preventable health disparities. (Centers for Disease Control and Prevention, 2022)

**Health Priority(ies):** Selected health issues to be addressed by hospitals based on a prioritization process and community input collected via survey, community conversations, focus groups, and/or coalition meetings; and secondary data review.

**Implementation Strategy (IS):** a written plan that describes the actions and activities the hospital facility plans to implement or support to address each health need identified by the CHNA. The plan includes a written explanation if the hospital facility does not intend to address an identified health need. An authorized body of the hospital facility must adopt the implementation strategy on or before the 15<sup>th</sup> day of the fifth month after the end of the taxable year in which the hospital facility finished conducting the CHNA. (IRS, 2023)

**Minority:** a part of a population thought of as differing from the rest of the population in some characteristics and often subjected to differential treatment (Merriam-Webster online dictionary, 2024)

**Non-binary:** relating to or being a person who identifies with or expresses a gender identity that is neither entirely male nor entirely female (Merriam-Webster online dictionary, 2024)

**Social Determinants of Health (SDoH):** the conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks. Can be grouped into five domains: Economic Stability, Education Access and Quality, Health Care Access and Quality, Neighborhood and Built Environment, and Social and Community Context. (Healthy People 2030, U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion.)

**United Way ALICE report:** ALICE is an acronym that stands for Asset Limited, Income Constrained, Employed. ALICE represents the households with income above the Federal Poverty Level but below the basic cost of living. United Way's ALICE Report provides current research-based data that quantifies who in Wisconsin is living on the edge of financial insecurity. (United for ALICE, 2023)

**University of Wisconsin's Population Health Institute's County Health Rankings:** a program of the University of Wisconsin Population Health Institute that provides data, evidence, guidance, and examples of the multiple factors that influence health. The rankings have the ability to measure the health data of almost every county in the United States and are complemented by guidance, tools, and resources to accelerate community learning and action. (County Health Rankings, 2023)

## **Appendix B: Individuals Involved in the CHNA**

---

### **Community Advisory Board— Park Falls**

- Becky Michaels
- Carol Mader
- Laura Palzill
- Tera Tervot
- Jacquelyn Frombach
- Dr. Yusuf Kasirye
- Cassy Pydo
- Ty Erickson
- Dr. David Blair
- Pattie Kerkorian
- Katie Weinberger
- Brandon Bay
- Beth Harrop
- Laurie McKuen

### **MMC-Park Falls Community Benefits Workgroup (CBW)**

- Ty Erikson- President MMC-Minocqua & MMC-Park Falls
- Mickey Ganschow- Community Benefit Coordinator
- Katie Weinberger- Administrative Director of Ambulatory Care Services, North Market
- Brandon Bay- Chief Financial Officer, North Market
- Laurie McKuen- Vice President of Operations and Clinical Care, Park Falls
- Dr. Tony Blair- Vice President Medical Affairs, North Market
- Patti Kerkorian- Chief Nursing Officer, North Market
- Beth Harrop- HR Business Partner Senior Manager, North Market

### **CHA Community Partners**

- Tiffany Paleck, Price County Health and Human Services
- Mickey Ganschow, Marshfield Clinic Health System
- Sherry Graham, Chequamegon School District
- Suzanne Daniels, Price County Health and Human Services
- JoAnn Baratka, Price County Health and Human Services
- Sarah Socha, Price County Health and Human Services
- Kris Mabie, Price County Health and Human Services
- Chana Rymarkiewicz, Price County Health and Human Services
- Michael Hauschild, Phillips Police Department
- Amanda Lange, Aspirus
- Cheyanne Litvinoff, Price County Health and Human Services
- Rebecca Puhl, Phillips Public Library
- Rachel Hoffman, School District of Phillips
- Randy Bergman, Prentice School District

- Laurie McKuen, Marshfield Medical Center-Park Falls
- Kayla Borgen, Price County Health and Human Services
- Kelly Patterson, Chequamegon School District
- Laura Palzkill, Phillips Area Chamber
- Paula Houdek, County Board Supervisor
- Brentt Michalek, City Administrator
- Roni Tobias, Phillips School District
- Michelle Edwards, Price County Health and Human Services



## Appendix C: Community Health Survey

---

# Price County

## Community Health Survey 2023

---

Price County Public Health and community partners are committed to working together to create a healthier community for all. We hope you take the time to complete and return this **anonymous** survey. Your input will help us create a healthier Price County. If you have any questions, please contact Price County Public Health at 715-339-3054. Thank you for your participation.

I live, work and/or use services in Price County (select one):  Yes  No\*

\*If you answered “No”, you can STOP taking the survey. If you answered “Yes”, please continue with the survey.

### Choose the two health behaviors you are most concerned about in Price County.

- |   |  |
|---|--|
| <input type="checkbox"/> Alcohol use/misuse   | <input type="checkbox"/> Poor oral health or dental health |
| <input type="checkbox"/> Drug abuse (prescribed and illegal)                          | <input type="checkbox"/> Physical inactivity               |
| <input type="checkbox"/> Tobacco (cigarettes and chewing), vaping, e- cigarettes      | <input type="checkbox"/> Poor nutrition                    |
| <input type="checkbox"/> Unintentional injuries, accidents (auto, utv, bicycles etc.) | <input type="checkbox"/> Poor mental health                |
| <input type="checkbox"/> Intentional injuries (self -harm, suicide)                   | <input type="checkbox"/> None of the above                 |
|   | <input type="checkbox"/> Other _____                       |

### Choose the two social or economic factors you are most concerned about for Price County.

- |   |   |
|---|---|
| <input type="checkbox"/> Aging related concerns                                     | <input type="checkbox"/> Employment opportunities               |
| <input type="checkbox"/> Race or ethnic relations                                   | <input type="checkbox"/> Lack of social or community support    |
| <input type="checkbox"/> Family issues (absent parents, parenting, aging relatives) | <input type="checkbox"/> Violence in homes and/or the community |
| <input type="checkbox"/> Limited reading or math skills, education in general       | <input type="checkbox"/> Social media hurting mental health     |
| <input type="checkbox"/> Not enough money for safe housing, food, etc.              | <input type="checkbox"/> None of the above                      |
|   | <input type="checkbox"/> Other _____                            |

**Choose the two clinical care issues you are most concerned about for Price County.**

<input type="checkbox"/> Affordable health insurance <input type="checkbox"/> Availability of dental care <input type="checkbox"/> Affordable dental care <input type="checkbox"/> Lack of open appointments to get in with healthcare providers <input type="checkbox"/> Lack of specialists in our county	<input type="checkbox"/> Lack of mental health care provider <input type="checkbox"/> Limited use of preventative services (yearly physicals, mammogram, etc.) <input type="checkbox"/> Low vaccination rates (flu, childhood vaccines, etc.) <input type="checkbox"/> None of the above <input type="checkbox"/> Other _____
---	---

**Choose the two outcomes you are most concerned about for Price County.**

<input type="checkbox"/> Chronic diseases (diabetes, heart disease, etc.) <input type="checkbox"/> Communicable disease (sexually transmitted infections, COVID-19, tick borne infections) <input type="checkbox"/> Obesity or lack of physical activity	<input type="checkbox"/> Infant and child health <input type="checkbox"/> Increased rates of self-harm or suicide attempts <input type="checkbox"/> Poor mental health (depression, anxiety, etc.) <input type="checkbox"/> None of the above <input type="checkbox"/> Other _____
--	--

**Choose your top two physical environment concerns for Price County.**

<input type="checkbox"/> Air pollution <input type="checkbox"/> Quality drinking water <input type="checkbox"/> Lack of safe and affordable housing <input type="checkbox"/> Access to healthy recreational activities (walking, biking, parks)	<input type="checkbox"/> Access to healthy foods <input type="checkbox"/> Limited access to public transportation <input type="checkbox"/> Internet access <input type="checkbox"/> None of the above <input type="checkbox"/> Other _____
--	--

**What negative impacts are you still experiencing because of COVID-19 Pandemic? (Choose all the apply)**

<input type="checkbox"/> Accessing medical care <input type="checkbox"/> In-home violence/abuse <input type="checkbox"/> Childcare constraints <input type="checkbox"/> Schooling/education issues <input type="checkbox"/> Social isolation <input type="checkbox"/> Long COVID	<input type="checkbox"/> Stress or fear related to getting sick <input type="checkbox"/> Stress of fear related to having the virus and spreading it to someone else <input type="checkbox"/> Unemployment/job loss <input type="checkbox"/> None <input type="checkbox"/> Other _____
---	--

**What are the three greatest strengths of Price County?**

<input type="checkbox"/> Access to affordable and healthy foods <input type="checkbox"/> Access to dental care <input type="checkbox"/> Access to health care <input type="checkbox"/> Access to exercise activities <input type="checkbox"/> Access to mental health care <input type="checkbox"/> Access to public transportation <input type="checkbox"/> Age-related health resources/ability to age in your home <input type="checkbox"/> Community events <input type="checkbox"/> Clean environment (air and water quality) <input type="checkbox"/> Strong family life/relationships <input type="checkbox"/> Having enough income to live on <input type="checkbox"/> Well-paying jobs/strong economy <input type="checkbox"/> Low levels of child abuse/neglect	<input type="checkbox"/> Low levels of crime/safe neighborhoods <input type="checkbox"/> Low levels of discrimination and harassment (racism, sexism, ageism, disability) <input type="checkbox"/> Low levels of violence in the home <input type="checkbox"/> Low levels of substance abuse (drug abuse, alcohol misuse) <input type="checkbox"/> Mental health/well-being <input type="checkbox"/> Access to community parks and recreation <input type="checkbox"/> Respecting cultural differences <input type="checkbox"/> Religious and spiritual values <input type="checkbox"/> Safe and affordable housing <input type="checkbox"/> Good schools <input type="checkbox"/> Social or community support <input type="checkbox"/> None of the above/ choose not to answer <input type="checkbox"/> Other _____
---	--

**Please share any other comments about health-related issues in Price County.**

---



---



---



---

### Demographics

**With what gender do you most identify?**

<input type="checkbox"/> Male	<input type="checkbox"/> Non-binary/non-conforming
<input type="checkbox"/> Female	<input type="checkbox"/> Other not listed _____

**What is your age group?**

<input type="checkbox"/> 15-18	<input type="checkbox"/> 45-64
<input type="checkbox"/> 19-24	<input type="checkbox"/> 65-84
<input type="checkbox"/> 25-44	<input type="checkbox"/> 85+

**Which of the following best describes your ethnicity?**

<input type="checkbox"/> White, Not Hispanic/Latino	<input type="checkbox"/> Hispanic/Latino
---	--

**Which of the following best describes your race?**

<input type="checkbox"/> White	<input type="checkbox"/> Native Hawaiian or Pacific Islander
<input type="checkbox"/> American Indian or Alaskan Native	<input type="checkbox"/> Two or more races
<input type="checkbox"/> Black/African American	<input type="checkbox"/> Other
<input type="checkbox"/> Asian	

**What is your highest level of education?**

<input type="checkbox"/> 8 <sup>th</sup> grade or less <input type="checkbox"/> Some high school <input type="checkbox"/> High school diploma or general equivalent (GED) <input type="checkbox"/> Some college or technical school	<input type="checkbox"/> Technical diploma or associate degree <input type="checkbox"/> Bachelor's degree <input type="checkbox"/> Higher than a bachelor's degree (master's, doctorate, etc.)
<b>What is your current employment status?</b>	
<input type="checkbox"/> Employed <input type="checkbox"/> Not working, by choice <input type="checkbox"/> Not working, not by choice	<input type="checkbox"/> Student <input type="checkbox"/> Retired <input type="checkbox"/> Unable to work
<b>What is your yearly household income?</b>	
<input type="checkbox"/> Less than \$24,999 <input type="checkbox"/> \$25,000 to \$34,999 <input type="checkbox"/> \$35,000 to \$49,999	<input type="checkbox"/> \$50,000 to \$74,999 <input type="checkbox"/> \$75,000 to \$99,999 <input type="checkbox"/> \$100,000 or more
<b>How many adults and children, including you, live in your household?</b>	
<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4+	Are any of those individuals' children: <input type="checkbox"/> Yes <input type="checkbox"/> No
<b>What is your zip code</b>	
<input type="text"/>	

**Thank you for taking the time to complete this survey! We appreciate your time and insights.**

The results will be used to help identify top health issues and to create a community health improvement plan for Price County. If you have any questions, please contact Price County Public Health at 715-339-3054.



**Marshfield Clinic  
Health System**

## **Appendix D: Community Health Survey Results**

---

2023 Price County Community Health Survey Results:

[https://www.surveymonkey.com/results/SM-SXT1VIWVJ4B\\_2BEynupIBIvw\\_3D\\_3D/](https://www.surveymonkey.com/results/SM-SXT1VIWVJ4B_2BEynupIBIvw_3D_3D/)

## Appendix E: Rural and Urban County Map



## Appendix F: References

- [1] "CDC: Public Health Professionals Gateway," Center's for Disease Control and Prevention, 16 May 2024. [Online]. Available: <https://www.cdc.gov/public-health-gateway/php/public-health-strategy/public-health-strategies-for-community-health-assessment-health-improvement-planning.html>. [Accessed 16 August 2024].
- [2] "IRS," July 2024. [Online]. Available: <https://www.irs.gov/charities-non-profits/community-health-needs-assessment-for-charitable-hospital-organizations-section-501r3>. [Accessed 16 August 2024].
- [3] "Marshfield Clinic Health System History," Marshfield Clinic Health System, [Online]. Available: <https://www.marshfieldclinic.org/about-us/history>. [Accessed 16 August 2024].
- [4] "Marshfield Medical Center- Park Falls: A regional hospital of Marshfield Clinic Health System," [Online]. Available: <https://marshfieldclinic.org/locations/centers/Park%20Falls%20-%20Marshfield%20Medical%20Center>. [Accessed 16 August 2024].
- [5] "Ascension Wisconsin, Marshfield Clinic Health System Sign Memorandum of Understanding on Sale of Ascension St. Clare's Hospital, The Diagnostic & Treatment Center, Flambeau Hospital," 15th October 2019. [Online]. Available: <https://www.marshfieldclinic.org/news/news-articles/weston-hospital>. [Accessed 16 August 2024].
- [6] "Marshfield Clinic Health System finalizes acquisition of St. Clare's, Flambeau hospitals," 3 August 2020. [Online]. Available: <https://www.marshfieldclinic.org/news/news-articles/weston-dtc-flambeau>. [Accessed 16 August 2024].
- [7] "Marshfield Medical Center-Park Falls begins partial hospital replacement project," 13 March 2023. [Online]. Available: <https://www.marshfieldclinic.org/news/news-articles/park-falls-hospital-project>. [Accessed 16 August 2024].
- [8] "United States Census Bureau," [Online]. Available: [https://data.census.gov/profile/Price\\_County,\\_Wisconsin?g=050XX00US55099](https://data.census.gov/profile/Price_County,_Wisconsin?g=050XX00US55099). [Accessed 16 August 2024].
- [9] "Price County Municipalities," [Online]. Available: <https://www.co.price.wi.us/320/Price-County-Municipalities>. [Accessed 16 August 2024].
- [10] "Job Center of Wisconsin," 2023. [Online]. Available: [https://jobcenterofwisconsin.com/wisconomy/wits\\_info/downloads/CP/price\\_profile.pdf](https://jobcenterofwisconsin.com/wisconomy/wits_info/downloads/CP/price_profile.pdf). [Accessed 16 August 2024].
- [11] "Price County Wisconsin," [Online]. Available: <https://www.co.price.wi.us/314/Demographics#:~:text=About%20the%20County&text=The%20>

- major%20industries%20are%20wood,farming%2C%20transportation%20and%20health%20care. [Accessed 16 August 2024].
- [12] "Northcentral Technical College," [Online]. Available: <https://www.ntc.edu/> . [Accessed 16 August 2024].
- [13] "Price County Resources and Contacts," Wisconsin Department of Health Services, 16 January 2024. [Online]. Available: <https://www.dhs.wisconsin.gov/legislative/price.htm.htm>. [Accessed 16 August 2024].
- [14] "Price County Wisconsin: Quick Links," [Online]. Available: <https://www.co.price.wi.us/QuickLinks.aspx?CID=89>. [Accessed 16 August 2024].
- [15] "For IFLS Libraries," IFLS, [Online]. Available: <https://iflweb.org/home/find-your-library/>. [Accessed 16 August 2024].
- [16] "Price County Review," 9 January 2024. [Online]. Available: [https://www.apg-wi.com/price\\_county\\_review/ymca-to-hold-groundbreaking/article\\_17bf76e4-26bb-11ef-99bb-17fa8dee2200.html](https://www.apg-wi.com/price_county_review/ymca-to-hold-groundbreaking/article_17bf76e4-26bb-11ef-99bb-17fa8dee2200.html). [Accessed 16 August 2024].
- [17] "Things to do in Price County Wisconsin," 2024. [Online]. Available: <https://pricecounty.fun/>. [Accessed 16 August 2024].
- [18] "Common EDI terminology," [Online]. Available: <https://mflclin.sharepoint.com/sites/HEDI/Shared%20Documents/Forms/AllItems.aspx?id=%2Fsites%2FHEDI%2FShared%20Documents%2FResources%2FCommon%20EDI%20Terminology%2Epdf&parent=%2Fsites%2FHEDI%2FShared%20Documents%2FResources>. [Accessed 16 August 2024].
- [19] D. Veroff, "What you can learn about your community from demographics," UW extension, [Online]. Available: <https://leadershipdevelopment.extension.wisc.edu/articles/what-you-can-learn-about-your-community-from-demographics/>. [Accessed 16 August 2024].
- [20] "Defining Rural for Wisconsin," Wisconsin Office of Rural Health, [Online]. Available: <https://worh.org/resources/data-maps/defining-rural-wisconsin/wisruralareas/>. [Accessed 16 August 2024].
- [21] "Price County Wisconsin: Featured Links," Price County, [Online]. Available: <https://www.co.price.wi.us/934/BART-Bus-Area-Schedules>. [Accessed 16 August 2024].
- [22] Department of Health and Human Services USA, National Institution on Aging, "Goal E; Improve our understanding of the consequences of an aging society to inform intervention, development, and policy decisions," 2020. [Online]. Available: <https://www.nia.nih.gov/about/aging-strategic-directions-research/goal-society-policy..> [Accessed 23 08 2024].



- [23] "NCI Definition of Cancer Terms," National Cancer Institute, [Online]. Available: <https://www.cancer.gov/publications/dictionaries/cancer-terms/def/socioeconomic-status>. [Accessed 16 August 2024].
- [24] "Sexual and Gender Minority Research Office," National Institutes of Health, [Online]. Available: <https://dpcpsi.nih.gov/sgmro>. [Accessed 2024 August 16].
- [25] "Wisconsin Equity Profile," Movement Advancement Project, [Online]. Available: [https://www.lgbtmap.org/equality\\_maps/profile\\_state/WI](https://www.lgbtmap.org/equality_maps/profile_state/WI). [Accessed 16 August 2024].
- [26] "LGBT proportion of population: Wisconsin," UCLA williams institute school of law, [Online]. Available: <https://williamsinstitute.law.ucla.edu/visualization/lgbt-stats/?topic=LGBT&area=55#density>. [Accessed 16 August 2024].
- [27] "News and Events: News Releases," National Institutes of Health, 26 September 2023. [Online]. Available: <https://www.nih.gov/news-events/news-releases/nih-designates-people-disabilities-population-health-disparities>. [Accessed 2024 August 2024].
- [28] "Choose Effective Policies and Programs Handout," 2012. [Online]. Available: <https://www.countyhealthrankings.org/sites/default/files/media/document/Choose%20Effective%20Policies%20%26%20Programs%20Handout.pdf>. [Accessed 16 August 2024].
- [29] "Explore Health Topics," County Health Rankings and Roadmaps, [Online]. Available: <https://www.countyhealthrankings.org/what-impacts-health/county-health-rankings-model>. [Accessed 26 August 2024].
- [30] "Guide to Prioritization techniques," [Online]. Available: <https://www.naccho.org/uploads/downloadable-resources/Guide-to-Prioritization-Techniques.pdf>. [Accessed 16 August 2024].

© 2024 Marshfield Clinic Health System, Inc. All rights reserved. Written permission to reproduce or transmit this document in any form or by any means must be obtained from Marshfield Clinic Health System, Inc.