



Community Health Needs Assessment Implementation Plan

2013

Our Mission, Our Community Needs and Our Plan

OUR MISSION

Upland Hills Health is a non-profit organization established in 1974. The Upland Hills Health mission is.....

... to consistently meet or exceed the expectations of those we serve, of those who serve, and of those we hope to serve, in a cost-effective manner.

... to lead a partnership with the communities, reflecting additional emphasis on health education, rehabilitation, and the prevention of illness and injury.

... to participate in the provision of health services to the poor, minorities, disabled, and other underserved persons in our community.

...to approach the patient as a whole person rather than a set of symptoms or a disease state, focusing on the clinical and emotional well-being of patients and their families, and providing care in an environment committed to improving patient safety.

Upland Hills Health is guided by a Board of Trustees consisting of dedicated community leaders that generously volunteer their time and talents.

OUR PLAN

Every three years Upland Hills Health will join with other community leaders and organizations to effectively evaluate the strengths, weaknesses, threats, and opportunities which impact the lives of our community members. The objective of this evaluation is to establish clear and definable goals related to the overall health of Iowa County residents. This evaluation has several vital steps which include data collection, data assessment, assessment development, and implementation planning. This document is specifically addressing the implementation plan. The Community Health Needs Assessment can be located at www.uplandhillsehealth.org.

Upland Hills Health will continue to work with other key stakeholders/partners in addressing the 13 bulleted points that were identified as the greatest needs for Iowa County. Through the process of developing the Community Health Needs Assessment Upland Hills Health engaged a number of representations from the following organizations/entities to assist in the identification and development of the Community Health Needs Assessment:

Aging & Disability Resource Center of Southwest Wisconsin, Iowa County Health Department, University of Wisconsin Iowa County Extension Office, Iowa County Sheriffs Department, City of Dodgeville EMS, United Fund of Iowa County, Iowa County Service Organizations, Business and Industry, Mineral Point Public School System, Southwestern Wisconsin Community Action Program, Community Connections Free Clinic, Clergy Leadership in Iowa County (Grace Lutheran Church and Barneveld Lutheran Church), and two Iowa County Public School Systems.

Upland Hills Health will continue to work with representatives from these organizations/entities to implement actions addressed in the Community Health Needs Assessment.

OUR COMMUNITY NEEDS

The Community Health Needs Assessment identified 13 specific areas of health needs in Iowa County. Upland Hills Health has carefully evaluated each of the 13 areas placing significant emphasis on the areas in which there appears to be opportunity for improvement. Even though Upland Hills Health may not be able to provide leadership in changing all of the areas, members of the leadership team will work with other Iowa County entities or leaders to address each of the 13 areas.

Also, Upland Hills Health will utilize the Community Health Needs Assessment to assist in the development of the organization's strategic planning process. To assist in the evaluation and implementation process Upland Hills Health is addressing each of these 13 specific areas utilizing four factors:

- 1) The ability of Upland Hills Health to create, evaluate, and measure outcomes
- 2) The ability to determine the number of people who have the potential of being impacted by the specific need
- 3) Determining the consequences of not addressing the need
- 4) Ability to determine if identified needs are connected or independent

Access to Providers of Health and Human Services

• **Insufficient Specialty Care – OUR NEED**

Many residents must travel outside the community to access specialty care, including oncology, pediatrics, and high-risk neonatal care.

OUR PLAN

- ✓ Iowa County has a significant number of Family Practice providers offering pediatric care. Through this significant number of providers families are receiving care. Also, at this point Upland Hills Health does not have a large enough number of high risk births to justify the acquisition of neonatal specialists. This low number of high risk births also limits the need for specialized pieces of equipment.
- ✓ Upland Hills Health also benefits from a program in which St. Mary's Medical Center (Madison, WI – approximately 45 miles) will send a mobile neonatal unit to address high risk or emergency situations.
- ✓ Individuals are currently able to receive chemotherapy but not radiation services at Upland Hills Health. These oncology services are made available through a second party provider, Dean Health Care. In conjunction, a campaign detailing Upland Hills Health cancer screenings and treatment services will be conducted to increase awareness regarding cancer services available in Iowa County.

• **Insufficient Affordable and Accessible Primary Care for Vulnerable Populations – OUR NEED**

Access to care for some members of the community is impeded by a lack of transportation, restricted provider hours, and insufficient health education.

OUR PLAN

- ✓ In 2010 Upland Hills Health installed Instymeds Prescription Medicine Dispensers in the rural communities of Montfort and Highland. The Instymeds dispensers provide patients with immediate access to the majority of prescription medications needed for immediate care. These

dispensers are located in the rural clinics and significantly reduce the transportation barriers for rural community members.

- ✓ In 2006 Upland Hills Health acquired clinics in Highland and Montfort. Following this acquisition Upland Hills Health purchased a clinic in Spring Green. In 2012 land was purchased in Montfort and a new clinic was built. This newly constructed clinic enhanced accessibility and awareness of provider services. The clinic was built on State Highway 18.
- ✓ Upland Hills Health will increase the number of video taped educational programs that can then be placed on the Upland Hills Health website and accessed by anyone with internet access. Upland Hills Health has signed a contract with a local media company to video tape a series of educational programs called "Community Links." These are free to the public and in 2014 they will be made available for all to view on the Upland Hills Health website.
- ✓ Upland Hills Health is planning on expanding health education by utilizing the organizations sports medicine personnel. Upland Hills Health currently has two dedicated sports medicine professionals that provide coverage for 5 public school systems in Iowa County. Upland Hills Health will implement a program which will provide these professionals the opportunity to distribute and share additional information with community members. Upland Hills Health is confident that this will have an impact because a significant number of parents, grandparents, relatives, and community members attend the sporting events in their rural school systems. Increased education will take place through the following means:
 - ❖ Brochures and materials carried with the sports medicine professionals
 - ❖ Sports medicine professionals will take other experts with them to the school featured events
 - ❖ Packets distributed to student athletes that list additional services available to the entire family

Dental Health

• Uncertain Access to Dental Care and Poor Dental Health Status – OUR NEED

Dental capacity is uncertain because historically there has been an insufficient supply of dental providers. A new dental clinic recently opened to deliver care to underserved populations; however, dental health should be monitored to assess the degree to which unmet need remains.

OUR PLAN

- ✓ Upland Hills Health has recently implemented a program in which patients who seek care through the Upland Hills Health Emergency Services Department for dental care are provided with information regarding the Access Community Health Center located in Dodgeville.
- ✓ Upland Hills Health will increase efforts to assist in the awareness of the services provided through Access Community Health Center in marketing materials prepared by Upland Hills Health.
- ✓ Eight additional dental chairs have been added for Medicaid, Badger Care, Underinsured in the Federally qualified health clinic (FQHC) in Dodgeville.

Health Behaviors

• Alcohol Abuse – OUR NEED

Efforts to reduce alcohol abuse are needed due to comparatively high rates of heavy drinking and alcohol-related motor vehicle deaths. Cultural acceptance of heavy drinking contributes to the issue.

OUR PLAN

- ✓ Upland Hills Health is the second largest employer in Iowa County. To address heavy drinking, driving under the influence, and cultural acceptance, UPLAND HILLS HEALTH is entering into a contract with Personal Assistance Program, www.paseap.com. This program will provide employees and their family members access to a vast number of programs including assistance with alcohol issues and mental health issues which often times lead to substance abuse. Upland Hills Health will start this program in 2014.

- ✓ Iowa County has an active DARE program which provides education to 4 public schools systems.
- ✓ In March 2008 Upland Hills Health participated in the Wisconsin Initiative to Promote Healthy Lifestyles (WIPHL). This grant provided funding to support employment of a full time Health Educator. The program was placed in both the Emergency Services area and in the Community Connections Free Clinic. The program provided the organization with human resources, support services, and programming. The program was available from March 2008 until February 2010.
 - ❖ The program provided direct assistance to self identified individuals entering the Upland Hills Health Emergency Department or Community Connections Free Clinic. The indirect impact was difficult to determine. This funding opportunity provided Upland Hills Health with unique insight into how alcohol abuse could be addressed and the cultural acceptance of heavy drinking. The barriers became evident when the Health Educator attempted to secure treatments related to alcohol and drug abuse and experienced difficulty finding affordable healthcare options for community members.

• **Drug Abuse and Misuse – OUR NEED**

Interventions are needed to reduce drug abuse of both illegal substances and prescription drugs, as well as misuse of prescription drugs.

OUR PLAN

- ✓ Upland Hills Health is working with SSM of Wisconsin to institute a tele-health program which will provide remote access to mental health programming. Upland Hills Health has been investigating this system and is utilizing the consultation of SSM of Wisconsin to best determine the implementation of this program. Upland Hills Health has been advised to wait for full implementation of this program once technological barriers have been eliminated. It is anticipated that this program will be implemented within the next two years.
- ✓ Upland Hills Health is the second largest employer in Iowa County. To address alcohol and drug abuse issues Upland Hills Health is entering into a contract with Personal Assistance Program, www.paseap.com. This program will provide employees and their family members access to a vast number of programs including assistance with mental health issues which often manifest into many other issues that impact the overall health of individuals including drug abuse. UPLAND HILLS HEALTH will start this program in 2014.

• **Smoking/Tobacco Use – OUR NEED**

Efforts to reduce tobacco use are needed due to comparatively high rates of smoking and tobacco use in Iowa County. Pregnant women smoke at a rate significantly higher than the Healthy People 2020 goal.

OUR PLAN

- ✓ Upland Hills Health is the second largest employer in Iowa County. To address smoking cessation issues Upland Hills Health is entering into a contract with Personal Assistance Program, www.paseap.com. This program will provide employees and their family members access to a vast number of assistance programs including smoking cessation coaching. Upland Hills Health will start this program in 2014.
- ✓ Each year approximately 300 babies are born at Upland Hills Health. The staff at Upland Hills Health provide each of the families with educational materials regarding the birthing process and overall health of the family. Staff ask each of the families if they use tobacco products and if the individual identifies themselves as a tobacco user they are given information regarding cessation programs. This information can either be distributed in English or Spanish languages.
- ✓ In 2011 Upland Hills Health received a grant from the Green Bay Packers Foundation to purchase the Newborn Channel. This is programming available through a closed circuit television station (to view during their stay at Upland Hills Health) and the internet (each patient is provided a

password which gives them access on the web in their homes or in any public web access capability) that provides parents, their families and friends with programming specifically for the overall health and wellbeing of babies. The programs consist of 53 specific educational programs regarding the health of babies and their loved ones. Upland Hills Health will request that the Newborn Channel specifically develop a program which addresses smoking cessation programs. The Newborn Channel can be accessed in either English or Spanish.

- ✓ Upland Hills Health currently contracts with True North Custom Media to assist in the development and distribution of information pertaining to women and their families. The publication is distributed 4 times a year to approximately 15,500 households. Upland Hills Health is going to develop a story focusing on smoking/tobacco use and cessation programs with an emphasis on pregnant women.

Health-Related Disparities

• Gender Disparities – OUR NEED

Gender disparities are prevalent in Iowa County. Men frequently have higher mortality rates, including diabetes, chronic lower respiratory disease, and unintentional injury.

OUR PLAN

- ✓ In 2008 the Upland Hills Health Diabetes Education Program was recognized by the American Diabetes Association for Quality Self-Management Education. These group classes are open to anyone recently diagnosed with Type II diabetes, who have not had formal diabetes management education. Topics covered include: Blood Glucose Monitoring, Blood Glucose Pattern Management, Carbohydrate Counting, Diabetes Complications, Diabetes Medications, Diet, Exercise, Foot Care, Heart Health, and Stress Management. Patients receive personalized food plans from a registered dietitian. The classes are taught by a registered dietitian and are accredited by the American Diabetes Association. To increase awareness Upland Hills Health plans to offer a free diabetes educational session in July 2013. Upland Hills Health also offers Diabetes Prevention Classes and a Diabetes Support Group. To increase awareness of these programs Upland Hills Health is planning to increase efforts to promote these services in male dominated circumstances including service organizations, local barber shops, and with healthcare providers.
- ✓ Upland Hills Health currently contracts with True North Custom Media to assist in development and distribution of information pertaining to women and their families. The publication is distributed 4 times a year to approximately 15,500 households. Upland Hills Health is going to develop a story focusing on hunter safety and the importance of men's health regarding safety precautions. In the past Upland Hills Health has provided several programs specifically tailored for the male population including hunting, fishing, and golfing programs. Each had a component of preventative measures. Upland Hills Health will continue to offer these types of programs and also increase male focused activities with an emphasis on diabetes and respiratory diseases.
- ✓ For nearly a decade Upland Hills Health has participated in a Senior Expo. This expo provides a variety of screening for the senior population. This expo provides services to seniors for multiple counties but has significant representation from Iowa County.
- ✓ Upland Hills Health providers and other Iowa County providers will continue to provide information pertaining to Chlamydia.

• Racial and Ethnic Disparities – OUR NEED

Issues disproportionately affecting non-white populations include poverty, particularly child poverty, comparatively low per capita income, and educational attainment.

OUR PLAN

- ✓ Although Upland Hills Health social workers and staff attempt to provide each patient and their

families with the knowledge and education regarding services and programs available for various circumstances, there are conditions or variables that are difficult to impact. For example, child poverty is a disparity which is very difficult for Upland Hills Health to address. Upland Hills Health does provide a Charity Care Program for circumstances when financial barriers restrict an individual's ability to pay for the healthcare they receive through Upland Hills Health. The Charity Care Program is available for individuals to assist in time of financial hardships. This program has a significant impact on the lives of many Iowa County families. Last year Upland Hills Health provided approximately \$560,000 in Charity Care. These funds are not designated solely for Iowa County families but the majority of these funds were designated for Iowa County families.

- ✓ Upland Hills Health will provide the educational institutions in Iowa County with information regarding the findings of this report. Upland Hills Health works closely with the public school systems in Iowa County and are confident that these organizations are working to address educational attainment issues.
- ✓ Annually, Upland Hills Health provides free imaging services and lab testing for the Community Connections Free Clinic. This charitable care is approximately \$133,000. This charitable contribution reduces the financial burden placed on individuals receiving care through the Community Connections Free Clinic. Upland Hills Health also provided a gift of approximately \$65,000 to the Community Connections Free Clinic in 2006. This gift allowed for significant renovations to occur to the structure.

Mental Health – OPPORTUNITIES

• Lack of Access to Mental Health Services and Poor Mental Health Status – OUR NEED

Need for mental health services is high, as evidenced by suicides and substance abuse. Residents delay treatment due to a lack of knowledge of mental disorders and stigma surrounding mental illness. An insufficient supply of providers compounds the issues.

OUR PLAN

- ✓ Upland Hills Health is the second largest employer in Iowa County. To address mental health issues Upland Hills Health is entering into a contract with Personal Assistance Program, www.paseap.com. This program will provide employees and their family members with a vast number of assistance programs including mental health issues which often manifest into many other issues that impact the overall health of individuals. Upland Hills Health will start this program in 2014.
- ✓ Upland Hills Health has a representative on the Wisconsin Hospital Association (WHA) Mental Health and Other Drug Addictions (AODA) Task Force. This group addresses key issues during regular meetings which influence legislative discussions and actions. A representative will continue to provide representation on the task force.
- ✓ Upland Hills Health will continue to develop relationships with key stakeholders including Unified Community Services and local Law Enforcement. Both of these entities have been identified as the key decision makers regarding mental health issues and both have a significant amount of influence on the scope of services being provided to Iowa County residents.

Morbidity and Mortality – STRONG

• High Rates of Stroke Mortality – OUR NEED

Iowa County experiences comparatively high rates of stroke related mortality.

OUR PLAN

- ✓ Upland Hills Health is working with SSM Health Care of Wisconsin to institute a tele-health program which will provide remote access to tele-neurology. Upland Hills Health has been investigating this system and is utilizing the consultation of SSM of Wisconsin to best determine the implementation of this program. Upland Hills Health has been advised to wait for full implementation of this

program once technological barriers have been eliminated. It is anticipated that this program will be implemented within the next two years.

- ✓ Upland Hills Health will develop and implement an educational program to assist Iowa County residents in better understanding the risks and signs of stroke. The program will utilize several mediums including the internet, newspaper, radio, and public presentations. Upland Hills Health will also encourage providers to discuss medications and nutrition regarding the risks associated with strokes. The Upland Hills Health Emergency Services Director will lead the program and partner with other key organizations and individuals to implement an educational program.

• **Nutrition and Sedentary Behavior-Related Issues – OUR NEED**

Access to nutritious foods, reduced poor food choices, and increased outlets for physical activity are needed to reduce obesity and related health impacts.

OUR PLAN

- ✓ To address nutrition and sedentary behavior related issues, Upland Hills Health will utilize “Community Links” Seminars. These are free programs regarding nutrition education which will be offered twice in the next 6 months (one on diabetes and one on healthy cooking).
- ✓ In the Spring of 2013 Upland Hills Health began to offer free memberships to the Wellness Center for all Upland Hills Health employees. Wellness Center memberships are offered at a very reasonable rate for community members with a reduced membership cost for senior citizens.
- ✓ The Upland Hills Health cafeteria provides local foods, reversed pricing in the cafeteria (prices reduced for healthier foods, increased for unhealthy foods), healthy meals, and Meatless Monday.
- ✓ Annually, Upland Hills Health participates in health fairs to provide education on healthy eating. Presentations to local business and industry leaders included healthy eating education to United Parcel Service (UPS) in Dodgeville.
- ✓ Starting in 2010 Upland Hills Health employees began a food drive program. Over the course of the last three years this food drive has resulted in nearly 85,000 pounds of food being donated for individuals in Iowa County. Employees either made monetary donations or provided non-perishable food. The Upland Hills Health Dietary Director produced a list detailing which types of food items would be deemed as healthy and appropriate for donation.
- ✓ Upland Hills Health is planning for the future and through the facilities operation plan instituted steps to enhance service lines that will increase physical activity opportunities for cardiac rehabilitation patients.
- ✓ Upland Hills Health has received funding through private donations and grants to establish a program called Iowa County Kids First. The program was started in one school district and will be expanded over the course of the next five years to impact families associated with the public schools systems. Last year Upland Hills Health purchased a salad bar for one of the public schools.
- ✓ The Nutrition Director for Upland Hills Health has placed into her Operational Plan a timeline that will provide community members information regarding community event/nutrition presentations once each quarter on selected topics.

Social and Economic Factors – CAN’T

• **Financial Hardship, Unemployment, and Underemployment – OUR NEED**

The economic downturn has increased rates of unemployment/underemployment, reduced job benefits, and increased poverty in Iowa County.

OUR PLAN

- ✓ Upland Hills Health actively participates on the Iowa County Area Economic Development Corporation (ICAEDC) Board and in its activities. ICAEDC is responsible for the creation of 60 jobs in Iowa County, WI; thus increasing the workforce base and positively contributing toward

reduction of unemployment and poverty levels.

• **Rural Geographic Disparities – OUR NEED**

Residents in outlying communities have a more concentrated need for transportation and health information due to their social, technological, and physical isolation. These residents may experience greater difficulty accessing health care, nutritious food, and recreational facilities than other populations.

OUR PLAN

- ✓ Upland Hills Health currently has three clinics, 2 located in rural communities in Iowa County, and one in adjacent Sauk County. These clinics will increase educational materials regarding nutrition, physical activities, and general health care initiatives. Upland Hills Health will request that a representative from Upland Hills Health be invited to speak to at least one of the community's services organizations. The majority of the communities have services organizations with influential community members. Upland Hills Health will present information to members of select service organizations and seek assistance from these organizations on the best way to educate community members on rural geographic disparities. Upland Hills Health will invite representatives from other Iowa County organizations responsible for transportation programs to participate in these presentations.
- ✓ The Vice-President of Operations for Upland Hills Health is participating in discussions with the local Technical College regarding the increase of bandwidth for Southwest Wisconsin. Upland Hills Health will continue to engage in discussions and express the significant impact increased bandwidth has on the overall health of Iowa County residents.