



**PROHEALTH CARE**

**ProHealth Oconomowoc Memorial Hospital**

**Community Health Needs Assessment:  
Implementation Strategy**

**2022 – 2024**

ProHealth Care completed a comprehensive Community Health Needs Assessment process for each of our hospitals. The CHNA reports were adopted by the ProHealth Care Board of Directors in July, 2022.

Completed CHNA reports are available at [ProHealthCare.org](https://ProHealthCare.org).

We value the community's voice and welcome feedback on this report. Please visit [ProHealthCare.org](https://ProHealthCare.org) to submit your comments.

## ProHealth Care at a Glance

For more than a century, ProHealth Care has been the health care leader in Waukesha County, Wisconsin, and surrounding areas – providing outstanding care across a full spectrum of services. We strive to continuously improve our community's health and well-being by combining skill, compassion and innovation.

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

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

- Three acute care hospitals
- A rehabilitation hospital
- UW Health Cancer Center at ProHealth Care
- ProHealth Heart & Vascular Center
- ProHealth Medical Group, with 15 clinics and 11 urgent care sites
- Four ambulatory surgery centers
- Home care and home hospice services
- In-hospital and residential hospice care
- Rehabilitation services
- Occupational health services
- A wellness and fitness center
- ProHealth Regency Senior Communities

# Implementation Strategy Overview

## Community Health Needs Assessment

A Community Health Needs Assessment (CHNA) is a disciplined approach to using local data to identify barriers to the health and well-being of its residents. Our process for this assessment began with data collection, aggregation and analysis. We developed a data compendium which was studied by our board-level Community Benefits Committee. After receiving community feedback from our Hospital Advocates group, the committee used criteria-based voting to define the most pressing problems our community is facing. A targeted implementation strategy suggests the development of resources and programs where they are most needed and can be most effective. Because of this work, we have a much clearer understanding of the health of our community and how we are best able to partner with others to improve the health status of our residents. And, by using data-driven measures, we can determine if we are making real progress in the areas identified as the highest priority.

## IRS 501(r)(3) and Form 990, Schedule H Compliance

The CHNA also serves to satisfy certain requirements of tax reporting, pursuant to provisions of the Patient Protection and Affordable Care Act of 2010, more commonly known as the Affordable Care Act (ACA). As part of the ACA, all not-for-profit hospitals are required to conduct a CHNA and adopt an implementation strategy every three years. Requirements for 501(c)(3) Hospitals Under the Affordable Care Act are described in Code Section 501(r)(3), and include making the CHNA report (current and previous) widely available to the public. In accordance with this requirement, electronic reports of both the CHNA and the implementation strategy can be found at [ProHealthCare.org](http://ProHealthCare.org).

## Prioritization of Needs Process

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

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

Considerations included:

- The magnitude of impact on vulnerable populations.
- The impact on multiple health issues.
- The risk of morbidity and mortality.
- The magnitude of the issue.
- Alignment with ProHealth Care's strategy.
- ProHealth Care's ability to impact the issue.

## Priority Needs for ProHealth Oconomowoc Memorial Hospital

Following discussion and debate, three overarching themes emerged as priority areas:

Priority Areas	Current findings
Nutrition and Obesity	<ul style="list-style-type: none"><li>• Notable decreases in those who report meeting daily fruit and vegetable serving recommendations</li><li>• 70% of consumers in Waukesha County report they are overweight</li><li>• 28% of residents are considered obese</li></ul>
Substance Abuse	<ul style="list-style-type: none"><li>• Dispensing of prescribed opioids continues to decrease</li><li>• Notable increase in drug related death and deaths due to overdose</li><li>• Significant increase in deaths related to Fentanyl</li><li>• Excessive alcohol use</li></ul>
Mental Health	<ul style="list-style-type: none"><li>• Significant increase in those that reported poor mental health days in Waukesha County</li><li>• Ranked #1 concern in key informant interviews</li><li>• After accounting for age differences, the veteran suicide rate in Wisconsin is significantly higher than the national general populations suicide rate</li></ul>

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

### Implementation Strategy process

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

### Needs that will not be addressed

Access to Care was not selected as a priority area in this CHNA cycle. The Community Benefits Committee recommended that Access to Care be used as another lens versus its own priority in the implementation strategy, and felt that the organization's ability to make an impact was stronger in the three selected priorities. Additionally, there was acknowledgement of a focus on access to care in the health care system's strategic priorities.

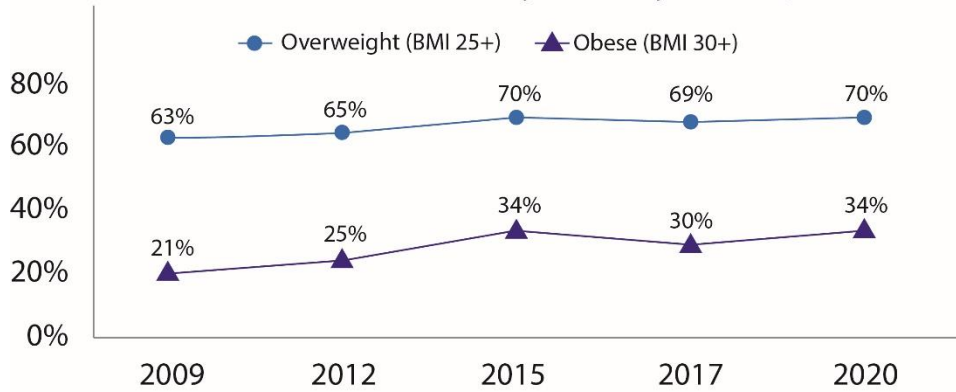
### Implementation Strategy Evaluation

ProHealth Care's Community Benefits team will regularly monitor and report on progress towards the Implementation Strategy objectives and provide quarterly reports to the health system's Community Benefits Steering Committee. Additional progress on the Implementation Strategy will be reported annually through the hospital's IRS Form 990 Schedule H filing and other reporting sources associated with strategic partners and community coalitions.

# Nutrition and obesity

## Compelling Data

### Waukesha County Body Weight



Overweight  
WI 2019  
**70%**

Obese  
WI 2019  
**34%**

There has been an **increase** in the overall percent of people who are **overweight** or **obese** in Waukesha County.



From 2009 to 2020, there was a **decrease** in eating at least five servings of fruits/vegetables on an average day.



From 2009 to 2020, there was **no significant change** in meeting the recommended amount of physical activity in a usual week.

# Nutrition and obesity

Goal: Improve nutrition and access to affordable, healthy foods; encourage an increase in physical activity, which helps to prevent obesity.

Objective One: Support and enhance collaborations with community organizations.			
Strategy	Potential External Partners	Measures	Outcomes
<b>Unite Us</b> Implementation of Unite Us technology, allowing ProHealth's clinical and non-clinical teams to address Social Determinants of Health and more easily connect patients with community and governmental resources.	County-wide community and governmental partners, Impact 211	# of patients screened % of patients with a need referred to service % of referred patients with completed referral	Closed loop referrals to address social deterrent of health needs

Strategy	Potential External Partners	Measures	Outcomes
<p><b>Leader volunteerism</b> Provide ProHealth leader volunteers to serve on boards and committees at local non-profits that address nutrition, physical activity and obesity.</p>	<p>Waukesha County Food Pantry, Waukesha County Nutrition &amp; Breastfeeding Coalitions, Blessings in a Backpack, YMCA's, Waukesha County Parks Dept.</p>	<p>Goal: 100 leader hours/year</p>	<p>Increase participation from ProHealth in support of non-profit work to address nutrition, food security and physical activity.</p>

**Objective Two: Expand community-based programs focused on healthy eating habits and physical activity.**

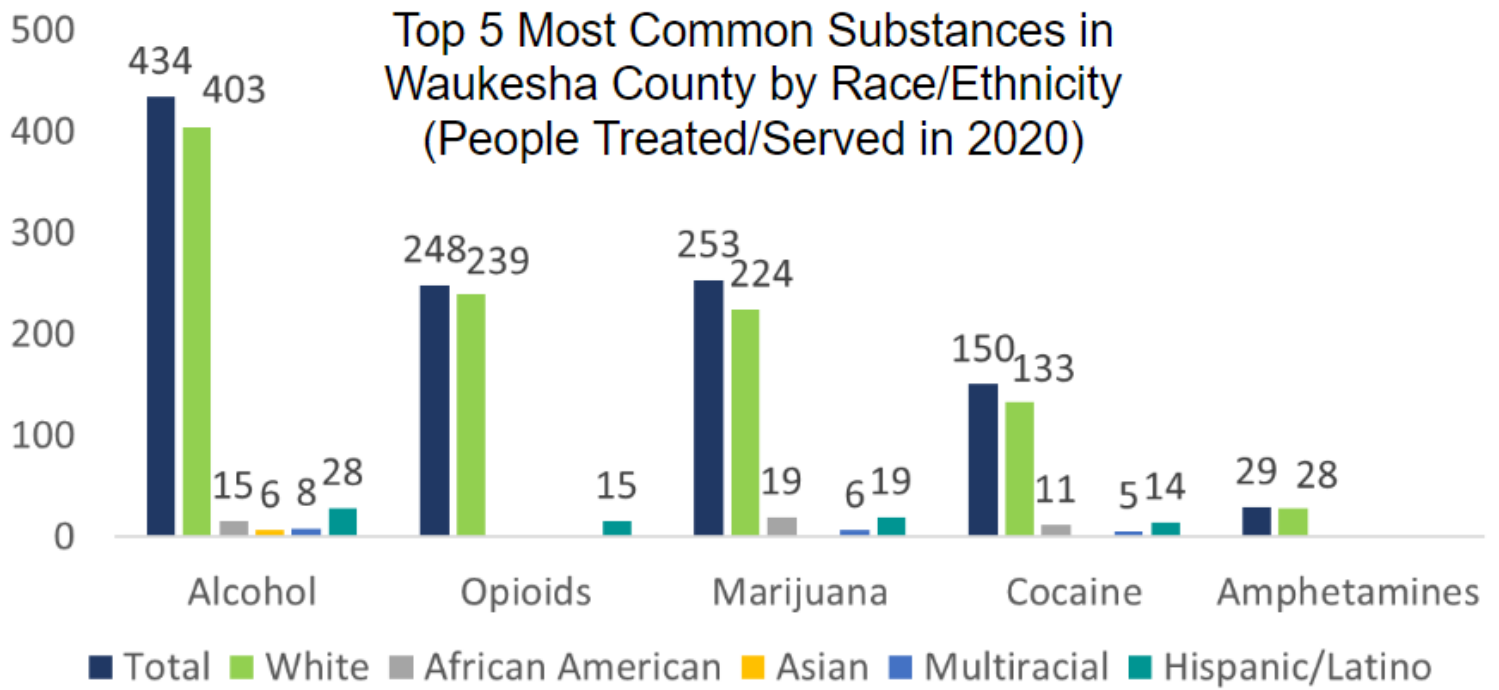
Strategy	Potential External Partners	Measures	Outcomes
<p><b>Playground Passport Program</b> Support Waukesha city-wide initiative designed to increase physical activity among families. Expand program to reach Hispanic population. Explore expansion of program county-wide.</p>	<p>City of Waukesha, ProHealth Hispanic Resource Center</p>	<p>Goal: 250 completed passports/year</p> <p>Translation of program materials to Spanish in FY '23</p>	<p>Increase physical activity among Waukesha county residents</p>
<p><b>Walk with Ease</b> An evidence-based multi-week workshop addressing physical activity with focus on making personalized walking plans with realistic goals for improved fitness.</p> <p>English and Spanish</p>	<p>Wisconsin Institute for Healthy Aging</p>	<p>2 English sessions/year</p> <p>2 Spanish sessions/year</p> <p>12 participants per session</p>	<p>Reduce the pain and discomfort of arthritis</p> <p>Increase balance, strength, and walking pace</p> <p>Build confidence to be physically active</p> <p>Improve overall health</p>
<p><b>Dietitian community outreach and education</b> From speaking at community events to participating at health fairs, ProHealth's nutrition program will continue to provide nutrition education throughout our service area.</p>	<p>Internal</p>	<p>1 activity/month</p> <p>12 activities/year</p> <p>Goal: 15 attendees per activity</p>	<p>Increase public awareness of healthy lifestyles; support individuals' abilities to access healthy food and prepare healthy meals</p>

**Objective Three: Increase access to local healthy food options to residents in areas with limited access**

Strategy	Potential External Partners	Measures	Outcomes
<p><b>Food Insecurity Screening &amp; Response</b> Expand two question screening tool used to identify food security to PHC Emergency Departments. Provide emergency food kits and appropriate referrals to resources when results are positive.</p>	<p>Internal</p>	<p>Goal: 500 screenings/year</p>	<p>Alleviate food insecurity and improve population health outcomes.</p>

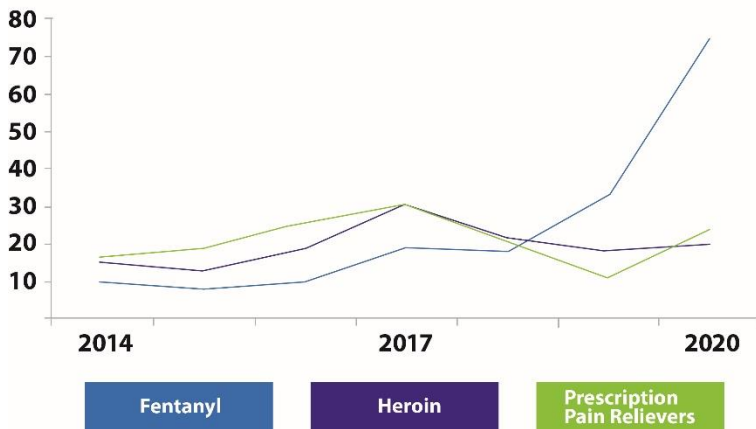
# Substance abuse

## Compelling Data

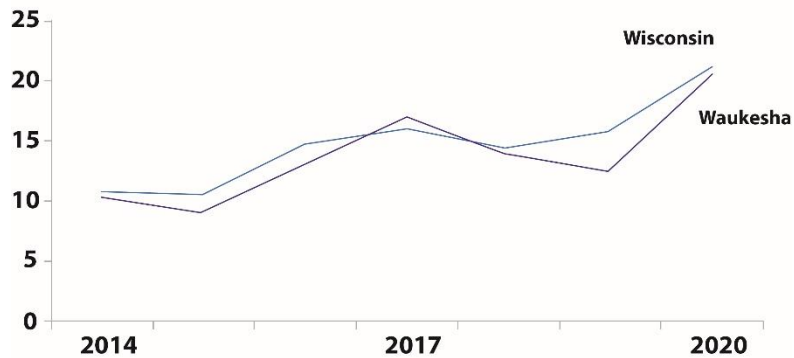


For **all** reported drug types, **white males** use these drugs at a higher rate than white females or males/females in other race/ethnicity populations.

### Waukesha County Number of Opioid Deaths



### Waukesha Opioid Death Rate per 10,000





## Substance abuse

Goal: Provide knowledge and increased linkages for prevention, early intervention and continued treatment of substance abuse.

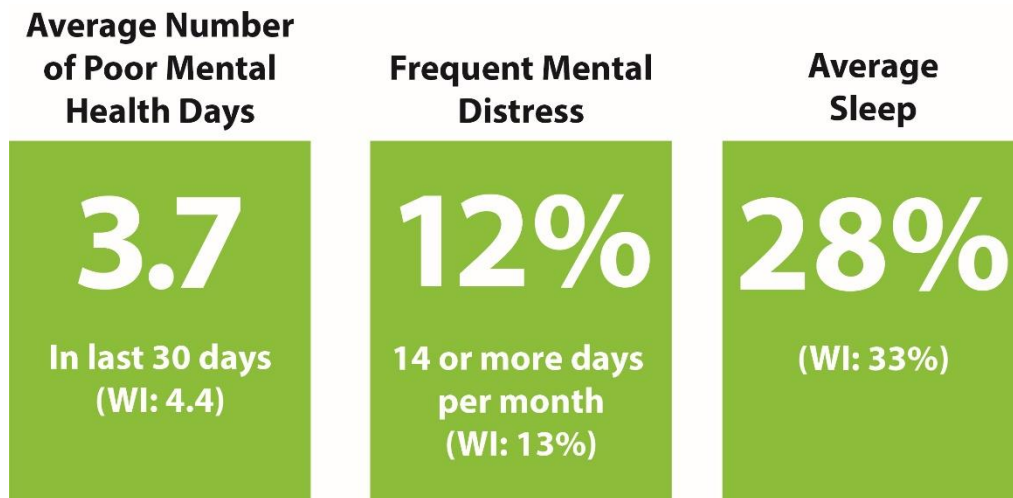
Objective One: Support and enhance collaborations with community organizations.			
Strategy	Potential External Partners	Measures	Outcomes
<p><b>Unite Us</b> Implementation of Unite Us technology, allowing ProHealth's clinical and non-clinical teams to address Social Determinants of Health and more easily connect patients with community and governmental resources.</p>	County-wide community and governmental partners, Impact 211	# of patients screened % of patients with a need referred to service % of referred patients with completed referral	Closed loop referrals to address social deterrent of health needs.
<p><b>Leader volunteerism</b> Provide ProHealth leader volunteers to serve on boards and committees at local non-profits that address substance abuse.</p>	YourChoice to Live, Waukesha County Heroin Task Force, Addiction Resource Council, Elevate	Goal: 100 leader hours/year	Increase participation from ProHealth in support of non-profit work to address substance abuse.
Objective Two: Provide multiple venues/opportunities for education and prevention activity in the community.			
Strategy	Potential External Partners	Measures	Outcomes
<p><b>NAMI Programming</b> Community Intervention Partner (CIP) Training Two-day workshop for any adult that regularly comes into contact with anyone living with a mental health condition. Discusses how mental health issues impact someone, how to identify when someone is in crisis, and how to best support them and connect them to services. Target audience includes correctional officers, 911 dispatchers, emergency personnel, hospital staff and community members at large.</p> <p><b>Family-to-Family Class</b> Family-to-Family is an 8-week education program that is designed specifically for family members and friends of adults who live with a mental health condition. The program assists the family by giving information, crucial resources and access to a community of people who relate to their experience.</p> <p>*Due to the strong linkages between substance abuse and mental health, this initiative is listed under both priority areas.</p>	NAMI, Waukesha County Sherriff's Dept.	CIP: One two-day session/year; 40 attendees per session  FTF: One class/year; 20 attendees per class	Improved identification, referral, and treatment planning for those affected by substance abuse and mental illness.
<p><b>Medication Lock Box Project</b> Distribution of lock boxes and educational resources with the intent to reduce access and prevent opioid misuse.</p>	Waukesha County Heroin Task Force, Non-profit partners	Goal: 250 lock boxes distributed annually	Reduce overdoses, theft and abuse that can lead to prescription drug abuse.

Strategy	Potential External Partners	Measures	Outcomes
<b>YourChoice to Live Webinar Sponsorship</b> Support of educational webinars addressing various substance abuse and AODA issues open to the community at large.	YourChoice to Live	Goal: 1500 attendee per webinar series; 4500 annually	Increase awareness and knowledge of recent trends in substance abuse in order to reduce substance use among youth.

## Mental health

### Compelling Data

#### Top 5 Most Used Mental Health Services in Waukesha County for All Ages: 2020



The percentage of adults with fewer than 7 hours of sleep on average is **28%**.

## Mental Health Status of Adults in Waukesha County

Mental Health Status	Waukesha					WI
	2009	2012	2015	2017	2020	2019
<b>Felt sad, blue, or depressed Always/Nearly Always (Past Month)</b>	5%	5%	4%	3%	4%	NA
<b>Considered suicide (Past Year)</b>	4%	2%	4%	4%	3%	NA
<b>Find meaning &amp; purpose in daily life seldom/never</b>	3%	4%	4%	4%	6%	NA

Source: Waukesha County Community Health Survey Report 2020

### Mental health

Goal: Improve mental health by increasing community knowledge of mental health symptoms and community resources

Objective One: Support and enhance collaborations with community organizations.			
Strategy	Potential External Partners	Measures	Outcomes
<b>Unite Us</b> Implementation of Unite Us technology, allowing ProHealth's clinical and non-clinical teams to address Social Determinants of Health and more easily connect patients with community and governmental resources.	County-wide community and governmental partners, Impact 211	# of patients screened % of patients with a need referred to service % of referred patients with completed referral	Closed loop referrals to address social deterrent of health needs.
<b>Leader volunteerism</b> Provide ProHealth leader volunteers to serve on boards and committees at local non-profits that address mental health.	NAMI, Family Service of Waukesha, Wisconsin Statewide Coalition on Loneliness and Isolation	Goal: 100 leader hours/year	Increase participation from ProHealth in support of non-profit work to address mental health.
<b>YMCA Teen After-School Program</b> Support teen programming at the YMCA at Pabst Farms designed to provide youth with constructive programs where they will engage and develop relationships and be less likely to engage in risky behaviors. Support will provide bus transportation from middle schools to the YMCA and allows students to participate in programming.  Explore expansion and support of similar YMCA programming in Mukwonago and Waukesha in FY 23 and 24.	YMCA at Pabst Farms	Goal: 50 kids/month	Decrease in risky youth behaviors

Strategy	Potential External Partners	Measures	Outcomes
<p><b>NAMI Programming</b> Community Intervention Partner (CIP) Training Two-day workshop for any adult that regularly comes into contact with anyone living with a mental health condition. Discusses how mental health issues impact someone, how to identify when someone is in crisis, and how to best support them and connect them to services. Target audience includes correctional officers, 911 dispatchers, emergency personnel, hospital staff and community members at large.</p> <p><b>Family-to-Family Class</b> Family-to-Family is an 8-week education program that is designed specifically for family members and friends of adults who live with a mental health condition. The program assists the family by giving information, crucial resources and access to a community of people who relate to their experience.</p> <p>*Due to the strong linkages between substance abuse and mental health, this initiative is listed under both priority areas.</p>	<p>NAMI, Waukesha County Sherriff's Dept.</p>	<p>CIP: One two-day session/year; 40 attendees per session</p> <p>FTF: One class/year; 20 attendees per class</p>	<p>Improved identification, referral, and treatment planning for those affected by substance abuse and mental illness.</p>

**Objective Two: Increase outreach, education and awareness of mental health in community-based settings.**

Strategy	Potential External Partners	Measures	Outcomes
<p><b>Stress reduction community education</b> Education series led by PHC experts highlighting evidence-based tools proven to combat the negative effects of stress including nutrition, exercise, relaxation, sleep and clinical treatment options.</p>	<p>Internal</p>	<p>Goal: 1 program annually; 25 attendees/program</p>	<p>Increased awareness of the impact of stress and effective coping strategies measured by program participation</p>