

Prairie Ridge Health, Inc.

1515 Park Avenue | Columbus, WI 53925

Prairie Ridge

HEALTH



Inspired by you

2019

Community Health Needs Assessment


COLUMBUS
COMMUNITY HOSPITAL


**PRAIRIE
RIDGE**
Health Clinic

are now

Prairie Ridge
HEALTH



Table of Contents

| | |
|--|--------------|
| Message to Our Community _____ | 3 |
| Executive Summary _____ | 4 |
| About Prairie Ridge Health _____ | 5 |
| About Our Community _____ | 6 |
| The Health of Our Community _____ | 7 - 8 |
| The Health Needs of Our Community _____ | 9 |
| • Priority #1: Obesity _____ | 10 |
| • Priority #2: Heart Disease Death Rate _____ | 11 |
| • Priority #3: Mammography Screening _____ | 12 |
| Going Forward _____ | 13 |
| The Approach _____ | 14 |
| Appendices _____ | 15 |
| • Additional Demographic _____ | 16 |
| • Community Commons Analytics Platform Summary _____ | 17 - 18 |
| • County Health Rankings Roadmap Summary _____ | 19 - 21 |
| • Community Survey _____ | 22 - 23 |
| • IRS Requirements _____ | 24 - 30 |
| – <i>The tax year the hospital last conducted a Community Health Needs Assessment</i> | |
| – <i>Existing health care facilities and resources within the community that are available to respond to the health needs of the community</i> | |
| – <i>How the data was obtained</i> | |
| – <i>The health needs of the community</i> | |
| – <i>Primary and chronic disease needs and other health issues of uninsured persons, low-income persons and minority groups</i> | |
| – <i>The process for identifying and prioritizing community health needs and services to meet the community health needs</i> | |
| – <i>Information gaps that limit the hospital facility's ability to assess all of the community's health needs</i> | |
| – <i>How the hospital identified and took into account input from persons who represent the community</i> | |
| – <i>Which needs the hospital will not address and the reasons</i> | |
| – <i>Other hospital facilities participating in the hospital's Community Health Needs Assessment process</i> | |
| – <i>How Columbus Community Hospital will make its needs assessment widely available to the public</i> | |



Message to Our Community

Prairie Ridge Health, formerly Columbus Community Hospital, is a 25-bed acute care hospital providing personalized, high quality healthcare, wellness and education in a compassionate and innovative environment for community members in Columbia County and surrounding areas.

Our team of providers, healthcare workers, volunteers, and board members live by our mission, "By building caring relationships with those we serve, we guide the journey to health and wellness." We rely on these relationships to help us identify and develop plans to address high-priority population health needs. We are grateful for the opportunity to partner with local organizations in our efforts to improve the health of our communities.

Over the last three years, our journey led us to collaborate with community partners to conduct and implement strategies to combat three top priorities within our community: obesity, physical inactivity and low mammography screenings. Over the last year this same collaborative group of engaged community partners has come together to report the results of those programs, as well as to formulate our next Community Health Needs Assessment (CHNA). Interviews with key community members and leaders in business, healthcare, public service, schools, and many other industries were conducted to identify concerns and healthcare needs in the communities we serve, as well as to assess the number of area-based programs and organizations that already exist to address community needs.

The needs were then prioritized based on the level of importance to the community and our ability as a local hospital to address the needs and provide a successful outcome.

Three priorities to be addressed over the next three years include:

- Obesity
- Heart Disease Death Rate
- Mammography Screenings

During the next three years, Prairie Ridge Health will continue to build caring relationships with our community partners to address these needs in a personalized, high quality manner.

I welcome your thoughts on how we can create a healthier community together.

Sincerely,

John Russell

President / CEO

Prairie Ridge Health – *formerly Columbus Community Hospital*



Contact us for more information
or to take part in improving the
health of our community at
920-623-2200 or visit our
website at
prairieridgehealth.com.

Background

Prairie Ridge Health is pleased to present the Fiscal Year 2019-2021 (2018-2020 Tax Year) Community Health Needs Assessment (CHNA). This CHNA report provides an overview of the health needs and priorities associated with our service area. The goal of this report is to provide individuals with a deeper understanding of the health needs in their community, and help guide the hospital in its community benefit planning efforts and the development of an implementation strategy to address the assessed needs. The Prairie Ridge Health Board of Directors **approved this CHNA on August 22, 2019**. Prairie Ridge Health, formerly Columbus Community Hospital, last conducted a CHNA in 2016.

The Affordable Care Act requires 501(c)(3), tax-exempt hospitals to conduct a CHNA every 3 tax years and adopt an implementation plan for addressing identified needs.



Sources of Input

Prairie Ridge Health determined priorities for the 2019-2021 CHNA and strategic implementation plan via the following resources:

¹American Cancer Society and Susan G Komen Foundation; ²Centers for Disease Control and Prevention; ³County Health Roadmap Rankings; ⁴Columbia County, WI Census Data; Community Survey; ⁵Community Commons Analytics Platform (CCAP); meetings with key stakeholders, ⁶University of WI Population Health Institute; ⁷WI Public Health Department, Columbia County Division of Health; ⁸WI Department of Health and Human Services, WI Interactive Statics on Health (WISH)

- Obesity: Volunteers of Columbus Community Hospital, local employers, community members who meet a 3 or above on the Prediabetes Risk Assessment, community members who are overweight or obese, and Columbus School District, Fall River School District, Marshall School District, St. Jerome School, and Zion Lutheran School.
- Heart Disease Death Rate: SSM Health Medical Group, local employers, and community members who meet a 3 or above on the Prediabetes Risk Assessment, are overweight or obese, diagnosed with a heart disease, and diagnosed with Prediabetes and/or Diabetes
- Mammography Screenings: Columbus Community Hospital Foundation, Volunteers of Columbus Community Hospital, Cancer Navigation Specialist, and volleyball, football and basketball teams of local schools

Note: While these data sources are the most current public sources available, the data is from 2014-2015.

Goals

Prairie Ridge Health is located in Columbia County while bordering two other counties, Dane and Dodge. Prairie Ridge Health primarily services the southern right sector of Columbia County and adjacent communities. In 2017, this accounted for an estimated population of about 11,299 people or about 20% of the population within Columbia County. Nonetheless, the only data available is by county. Therefore, Prairie Ridge Health and collaborating partners will impact 20% of the overall population for Columbia County in connection with the WI Dept. of Health Services and the trends used to establish the Healthy People 2010 and 2020 Tracker.

Obesity

Reduce the percentage of Columbia County adult residents who are obese from 36.50% in 2019 (2015) to 36.35% by 2021 (2017) (BMI > 30)



Heart Disease Death Rate

Reduce the rate of Columbia County adult residents who die from heart disease from 163.2 per 100,000 in 2019 (2015) to 162.5 by 2021 (2017)



Mammography Screenings

Increase the percentage of mammography screenings in Columbia County for one or more of the following, depending on data set availability:

- From 66.33% in 2019 (2015) to 66.60% by 2021 (2017) for females 67-69 years of age
- From 39% in 2019 (2016) to 39.2% by 2021 (2018) for females 65-74 years of age
- From 53.4% in 2019 (2015) to 54.47% by 2021 (2017) for females 40 years of age and older (40+)



About Prairie Ridge Health



About Prairie Ridge Health

MISSION: By building caring relationships with those we serve, we guide the journey to health and wellness.

VISION: Our team will be your preferred choice for personalized high quality health CARE, wellness and education provided in a compassionate and innovative environment.

VALUES: The key values which guide the team and volunteers are:

| | |
|---------------------------------------|--|
| Communication and Listening | Effective communication and active listening result in understanding |
| Attitude (Positive and Honest) | A positive and honest attitude produces a pleasant atmosphere |
| Respect and Teamwork | Respect for ourselves and others fosters teamwork |
| Empathy and Compassion | Awareness of the emotional and physical needs of others creates empathy and compassion |

Prairie Ridge Health operates one hospital and three clinics. The hospital is located in Columbus, WI. The clinics are located in Columbus, WI, Beaver Dam, WI, and Marshall, WI, offering Family Medicine, Internal Medicine, General Surgery, Orthopedics, Obstetrics, Obstetrics/Gynecology (OBGYN) and Rheumatology services.

Prairie Ridge Health is affiliated with SSM Health Dean Medical Group. The SSM Health system spans four states with care delivery sites in Illinois, Missouri, Oklahoma and Wisconsin.

Highlight of services

An accredited acute care hospital with skilled medical professionals, Prairie Ridge Health provides a full array of inpatient, outpatient, diagnostic and ancillary services, and it's all close to your home and family.

Community Benefit

| | | |
|---------------------------------------|---------------------|-------------|
| Uncompensated Medicaid Patient Cost | 5,506 People Served | \$1,542,587 |
| Community Care | 609 People Served | \$268,081 |
| Health Education & Community Outreach | 1,881 People Served | \$134,759 |
| Health Fairs & Community Events | 4,112 People Served | \$27,618 |



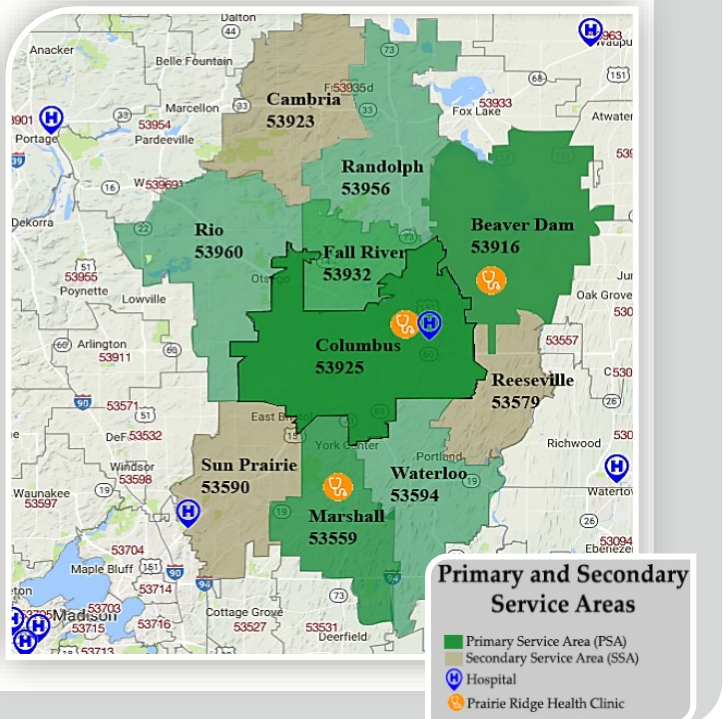
Building caring relationships...we guide your journey to health and wellness

Fiscal Year 2018 Hospital at a Glance

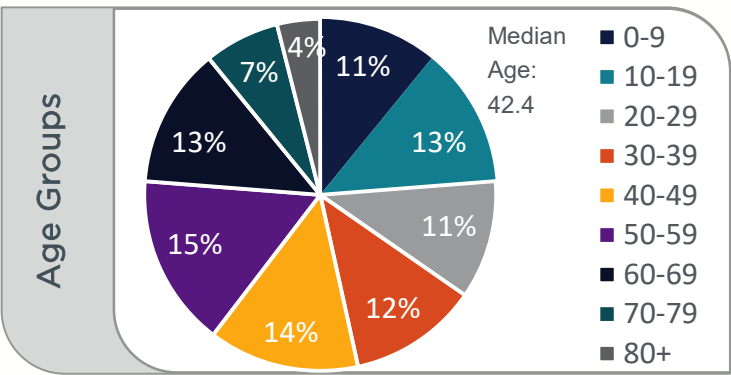
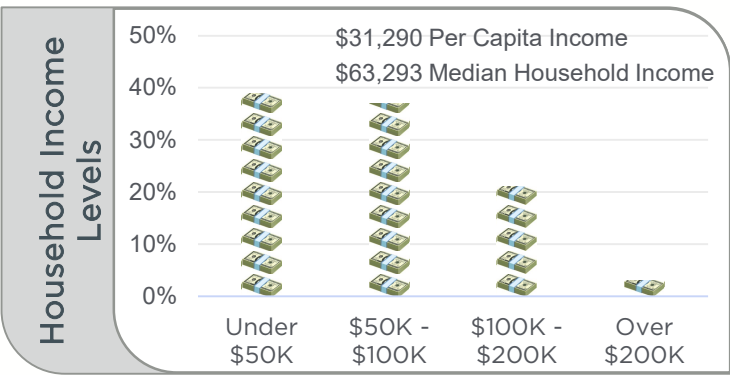
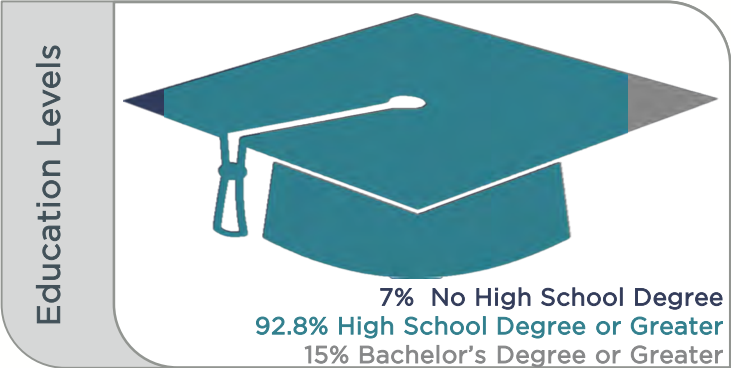
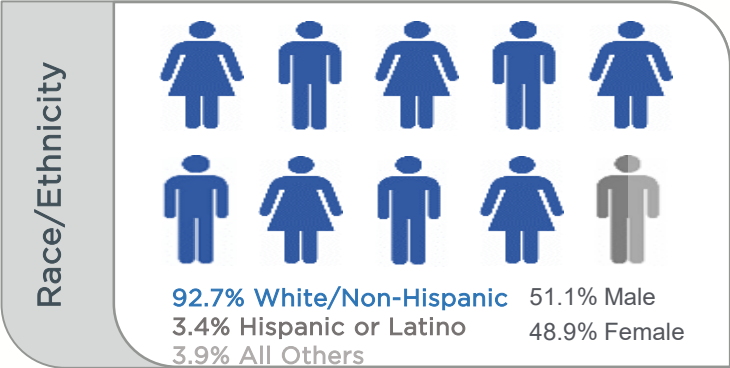
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|----------------------------|------------------------|
| Admissions: | 887 |
| Outpatient Visits: | 47,929 |
| ER & UC Visits: | 11,447 |
| Births: | 78 |
| Beds: | 25 |
| Employees: | 342+ |
| Medical Staff: | 155+ |
| Volunteers: | 110 |
| Community Benefit: | 12,108+ \$1,973,045 |

About our Community

Prairie Ridge Health's service area includes Columbus, Fall River, Cambria, Doylestown, Friesland, Marshall, Randolph, Rio, Waterloo, Beaver Dam, Sun Prairie and other surrounding communities. Prairie Ridge Health borders three counties, Columbia, Dane and Dodge, but primarily defines its community as the southern right sector of Columbia County and adjacent communities. According to the 2016 Census, this service area had an estimated population of 54,068 people. The areas below include demographic and health indicator statistical information specific to this community.



Our community by the numbers



About the data

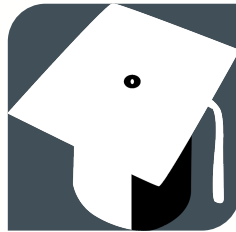
The data was derived from a variety of sources including the ⁵Community Commons Analytics Platform (CCAP) which includes the most publicly available data (it is vital to note, that while these data sources are the most current public sources available, the data is still dated, often using 2014-2016 data), for approximately 100 community indicators from over 20 sources and covering 30 topics in the areas of clinical care, health behaviors and health outcomes. Additional data sources included ⁸Wisconsin Department of Health and Human Services, Wisconsin Interactive Statics on Health (WISH) – Columbia County; ³ Columbia County - Wisconsin County Health Rankings and Roadmaps. Below is a statistical overview of both the strengths and weaknesses within the communities served by Prairie Ridge Health that factored into discussions with local stakeholders regarding the priority health needs of the population.

Our community's health by the numbers

| | | | |
|---|---|---|---|
|  | <p>Obesity</p> <p>37% of adults are obese in Columbia County^{5, 3, 2}</p> |  | <p>Alcohol and Drug Abuse</p> <p>In Columbia County, 31.3% of adults drink heavily and 29.0% binge drink while 23-25% of driving deaths involved alcohol and 265 residents were hospitalized due to opioids. Also, drug poisoning deaths were higher than the state and national averages^{5, 8, 3, 2}</p> |
| <p>Heart Disease Deaths</p> <p>163.2 per 100,000 Columbia County adult residents die due to heart disease, which is higher than the state average of 157.1⁵</p> |  | <p>Adults Who Smoke</p> <p>21.8% of adults smoke in Columbia County. This is higher than the state (18.7) and national (18.1) averages⁵</p> |  |
|  | <p>Mental Health</p> <p>The suicide death rate is higher than both state (13.84) and national (13.0) averages in Columbia County at 24.7%^{5, 2}</p> |  | <p>Fewer Families in Poverty</p> <p>8.58% of Columbia County families live below 100% of the Federal Poverty Level. This is below state and national averages.⁵ However, this is an increase of 3% since the 2016 CHNA.</p> |
| <p>Mammography Screenings</p> <p>Only 66.3% of women aged 67-69 (39% aged 65-74) receive annual mammograms in Columbia County. This is below the state average^{5, 3, 2}</p> |  | <p>Preventable Hospital Event</p> <p>58.2 per 1,000 ambulatory care sensitive events were preventable. This is higher than both the state and national averages^{5, 3}</p> |  |
|  | <p>Physical Environment</p> <p>75% of Columbia County residents do not have access to exercise opportunities³. A rate of only 7.04 recreation and fitness facilities exist in Columbia County per 100,000⁵</p> |  | <p>Access to Healthy Food</p> <p>Columbia County has a low density of farmer's markets and grocery stores (9 or 15.84 per 100,000 people) compared to the state (1,028 or 18.08 per 100,000 people)^{5, 2}</p> |

High School Graduation

92.5% of students received a high school diploma within 4 years (NCES), this is higher than the state (90.7%) and national averages (75.5%)³



Commuting to Work

41% of adults drive more than 30 minutes to commute to work². In addition, only 2.66% of adults walk or bike to work³



Physical Inactivity

Fewer adults are physically inactive (23% in 2012 to 19% in 2015), reporting no physical leisure-time activities^{2, 3}



Teen Births

15-22.8 babies are born to teens (age of 15-19 years of age, per 1,000 females). This is lower than the state (18-27.5) and national (36.6) averages^{3, 5}

Student Proficiency

47.77% of 4th grade students reading skills tested below the "proficient" level in the state standardized test³



Uninsured

6-6.31% of adults (16-64 years of age) are without health insurance in Columbia County; this below the national average (12.08)^{3, 5}



Health Status

12.6-13% of adults reported feeling their general health status is "poor or fair"; this is lower than the state (15%) and national (15.7%) averages^{5, 3, 2}



Flu Vaccinations

51% of fee-for-service (FFS) Medicare enrollees had an annual flu vaccination. This is on par with the state average (52%). 73% of children received the recommended immunizations

Overall Cancer Incidences

Overall, 489 new cancer diagnoses occurred (per 100,000 population) in Columbia County, compared to state average rate of 468 new diagnoses^{3, 2}



Fall Fatalities

50 residents, ages 65 and older, died in Columbia County due to a fall. 26% of Columbia County adults in this age category live alone. Columbia County is ranked among the top 10 worst counties in WI for fall fatalities³



Transportation

82% of adults drive alone to work³ and only 0.19% of adults use public transportation to commute to work⁵



Unemployment

Only 2.6-2.9% of Columbia County residents, ages 16 and older, are unemployed but seeking work^{3, 5}

Voice of the community

Along with collecting and analyzing data from a community awareness survey and online data sources, Prairie Ridge Health held a meeting with stakeholders representing the broad interests of the communities served. The group included public health officials, subject matter experts and local law enforcement, as well as Prairie Ridge Health affiliated clinicians, administrators and staff.

The following issues were identified: obesity, physical inactivity, mammography screenings, breast cancer incidence rate, tobacco use (smoking and smokeless), healthy behaviors ranking, mental health, traffic accidents, adults who drink excessively, alcohol and drug poisoning (including opioids), death rate due to unintentional poisoning and death rate due to chronic lower respiratory diseases. The concerns recognized were then assessed due to ability to impact as a result of market reach and resources. Following assessment, the stakeholders elected to focus on obesity, heart disease death rate, and mammography screenings.

Prairie Ridge Health will continue to collaborate with stakeholders. Additional forums will occur as needed. While the results will be available after approval of this document by Prairie Ridge Health (formerly Columbus Community Hospital) Board of Directors, stakeholders will be considered a part of potential additional collaborative opportunities for the 2019-2021 plan.

Of note, Wisconsin Department of Health Services (DHS) has identified the following five areas of focus: nutrition and physical activity, tobacco use, alcohol abuse, opioid abuse, and either suicide or depression. In 2016, DHS also listed breast cancer as one of the top 25 concerns within Wisconsin. The areas of focus selected by the key stakeholders collaborating on this CHNA are in alignment with DHS's priorities, as well as with surrounding health care organizations (Source: University of Wisconsin Population Health Institute⁶):

Dane County⁶

Diet & Exercise:

- Public Health Madison & Dane County
- St. Mary's Hospital (Madison)
- Stoughton Hospital

Chronic Disease

- St. Mary's Hospital (Madison)
- Stoughton Hospital
- University of Wisconsin Hospitals

Dodge County⁶

Diet & Exercise:

- Beaver Dam Community Hospital
- Dodge Cty. Human Services & Health Dept.
- Watertown Regional Medical Center
- Waupun Memorial Hospital

Chronic Disease

- Dodge Cty. Human Services & Health Dept.

Sauk County⁶

Diet & Exercise:

- Reedsburg Area Medical Center
- Sauk County Public Health Dept.
- Sauk Prairie Healthcare
- St. Claire Hospital – SSM

Chronic Disease

- Sauk Prairie Healthcare
- St. Claire Hospital – SSM

Key priorities

Obesity

In addition to being a concern identified in the community and by DHS, Columbia County is one of the top 10 most obese counties in Wisconsin (ranked 7th). Throughout the US, the number of individuals considered obese continues to rise. In addition to being costly for the US health care system, obesity can lead to or complicate other health conditions, including heart disease, stroke, diabetes and certain types of cancer.



Heart Disease Death Rate

About 1 in 4 Americans die every day from Heart Disease². Several medical conditions and lifestyle choices can put people at a higher risk of dying from heart disease, including: diabetes, high blood pressure, high cholesterol, smoking, overweight and obesity, poor diet, physical inactivity and excessive alcohol use. Many forms of heart disease can be prevented or treated with healthy lifestyle choices.



Mammography Screenings

Breast cancer incidents are high in Columbia County; however, deaths due to breast cancer are decreasing by an average of 3.3% per year¹. This is due to proper and timely testing and screenings that allow for earlier detection and treatment options. While "incidents" are high and deaths are declining, Columbia County is still not at par with the rest of Wisconsin in regard to mammography screenings.



Obesity

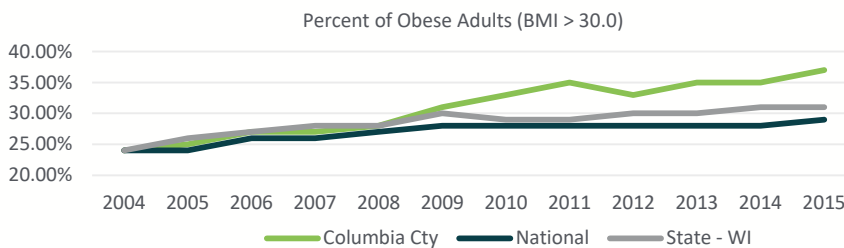
Obesity can be a life-long, progressive, life-threatening, genetically related, and costly disease. This disorder is associated with illnesses directly caused or worsened by significant weight. Adults who are obese have a body mass index (BMI) of 30 or more. Morbid obesity (or clinically severe obesity) is defined as being over 200% of ideal weight, more than 100 pounds overweight, or having a BMI of 40 or higher, at which serious medical conditions occur as a direct result of the obesity. Obesity and unhealthy weight can also contribute to the development of other diseases, such as diabetes and heart disease.

Throughout the US, the number of individuals considered overweight or obese continues to rise. In addition to being costly for the nation's health care system, obesity can also lead to or complicate other health conditions, including heart disease, stroke, diabetes and certain types of cancer.

Obesity continues to be a growing issue in Columbia County communities. Columbia County is ranked 7th in the top 10 most obese counties in Wisconsin. There are many contributors to obesity such as lack of: physical activity, nutritional knowledge, education, financial resources, and access to healthy foods. Meanwhile, there is an increased demand for convenient meals. The *What Works for Health, WI Department of Health Services* and *The Community Guide*, have identified evidence based practices effective in combating obesity that are rooted in informational and behavioral adaptations, including fostering accountability, forming sustainable lifestyle changes, and support.

Additional facts and figures

- 36.5 - 37% of adults in Columbia County are obese (BMI > 30), compared to the state average of 30.1% and national average of 27.9%



- 23.3% of adults in Columbia County are overweight (BMI > 25 but BMI < 30)
- Health Behavior in Columbia County (obesity is a factor) is ranked 32 of 72
- 2020 Tracker Target of 30.5% has not been met
- 58.06 fast food establishments exist per 100,000 residents and only 15.84 grocery stores exist per 100,000 residents in the area
- 8.58% of families live below 100% of Federal Poverty, rising steadily from 5.5%

Priority #1



Do you have a question about obesity?

Visit our website at www.PrairieRidge.Health

Sources: ²Centers for Disease Control and Prevention; ³County Health Roadmap Rankings; Community Survey; ⁴Columbia County, WI Census Data; ⁵Community Commons Analytics Platform-2015; Key Stakeholders meetings; ⁶University of WI Population Health Institute; and ⁷WI Public Health Department, Columbia County Division of Health

Heart Disease Death Rate

About 1 in 4 Americans die every day from Heart Disease². There are several conditions, behaviors and genetic characteristics that can put individuals at risk for heart disease².

- Conditions include: high blood pressure, high cholesterol, diabetes, and obesity
- Behaviors include: an unhealthy diet, physical inactivity, excessive alcohol consumption and smoking/tobacco use
- Genetic Characteristics include: family history of any of the previously mentioned conditions, age, sex, race or ethnicity.

Columbia County has a higher population of adults (5.6%) diagnosed with a heart disease by a medical professional compared to both the state (3.9%) and nation (4.4%). Furthermore, more residents within Columbia County are dying from heart disease related deaths than in the state (165.2 compared to 157.1 respectively).

However, many forms of heart disease can be prevented or treated with healthy lifestyle choices. Through healthy living habits and preventing or treating medical conditions proactively, one can maintain a healthy blood pressure, cholesterol, and blood glucose level which will normalize and lower the risk for heart disease and ultimately death due to heart disease. A healthy lifestyle includes: eating a healthy diet, maintaining a healthy weight range, getting enough physical activity, not smoking or using other forms of tobacco, and limiting alcohol use. To further prevent heart disease death, it is recommended to check cholesterol levels, control blood pressure, manage diabetes, take recommended medications, and talk with a health care team.

Additional facts and figures

- 5.6% of adults in Columbia County have heart disease, higher than the state (3.9%) and national (4.4%) averages
- 165.2 adult deaths per 100,000 residents are due to heart disease, higher than the state average of 157.1
- 24.3% of adults have high blood pressure and 46.12% have high cholesterol, higher than both state (36.21%) and national (38.52%) averages
- 36.5-37% of adults in Columbia County are obese (BMI > 30) and 23.3% of adults in Columbia County are overweight (BMI > 25 but BMI < 30)
- 80.3% of adults consume less than 5 daily servings of fruits and vegetables
- 18.5% of adults are physically inactive - 75% of adults do not have access to exercise opportunities and only 7.04 recreation/fitness facilities exist per 100,000 people
- 7.5% of adults and 22.12% of Medicare adults have diabetes - 91.9% of Medicare adults have had a hemoglobin A1C test within the year

Priority #2



Do you have a question about heart disease?

Visit our website at www.PrairieRidge.Health

Sources: ²Centers for Disease Control and Prevention; ³County Health Roadmap Rankings; Community Survey; ⁴Columbia County, WI Census Data; ⁵Community Commons Analytics Platform; meetings with key stakeholders; ⁶University of WI Population Health Institute; and ⁷WI Public Health Department, Columbia County Division of Health

Mammography Screenings

Breast cancer is one of the leading causes of cancer death among women in the United States. According to the American Cancer Society, about 1 in 8 women will develop breast cancer with 90% of women having no family history of breast cancer. Breast cancer is associated with increased age, obesity, alcohol use and hereditary factors. Since 1990, breast cancer death rates have declined progressively due to advancements in treatment and detection.

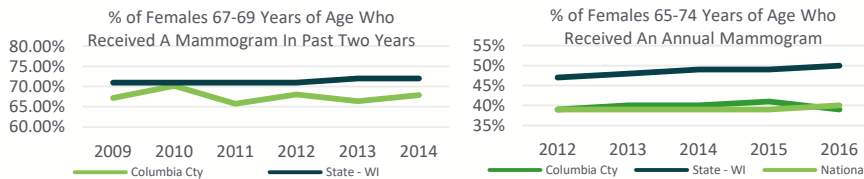
Mammography uses X-rays to create images of the breast called mammograms. Mammography is a screening tool used to find breast cancer in a person who does not have any known problems or symptoms. Mammography can detect cancers at an early stage, when they are small and the chances of survival are highest. 3D mammography (Digital Breast Tomosynthesis -DBT) screenings allow for clearer images, improving breast cancer detection while reducing the need for unnecessary further testing. In addition, 3D screenings allow radiologists to see enhancement in dense breast tissues, leading to a 41% increase in the detection of invasive breast cancers. Mammography screenings are the most effective breast cancer screening tool used today. It is recommended for women¹:

- Ages 40-44 should have the choice to start annual breast cancer screening with mammograms (x-rays of the breast)
- Ages 45-54 should get an annual mammogram
- Ages 55 and older should have a mammogram every 2 years, or continue yearly
- Screening should continue as long as a woman is in good health

While advancements in technology and early detection have resulted in a steady decline in deaths due to breast cancer in Columbia County, it is still recommended that women perform self examinations on a regular basis, noting how their breasts normally look and feel and reporting any breast changes to a health care provider right away.

Additional facts and figures

- 53.4% of females 40 years of age and older receive an annual mammogram
- 66.3% of females 67-69 years of age and 37% of females 65-74 years of age receive recommended mammograms, compared to the state average of 71.9% and 50% respectively



- 132.6 per 100,000 females have had a breast cancer incident (2011-2015) compared to the state average of 129.7 and national average of 124.7
- Deaths due to breast cancer are decreasing at a trend of 3.3% per year

Sources: ¹American Cancer Society and Susan G Komen Foundation, ²Centers for Disease Control and Prevention; ³County Health Roadmap Rankings-2016; Community Survey; ⁴Columbia County, WI Census Data, ⁵Community Commons Analytics Platform-2015; meetings with key stakeholders, ⁶University of WI Population Health Institute; and ⁷WI Public Health Department, Columbia County Division of Health

Priority #3



Do you have a question about mammograms?

Visit our website at www.PrairieRidge.Health

Achieving our Goals, Now and in the Future

Prairie Ridge Health is committed to improving the health of our communities through collaborative efforts to address unmet needs.

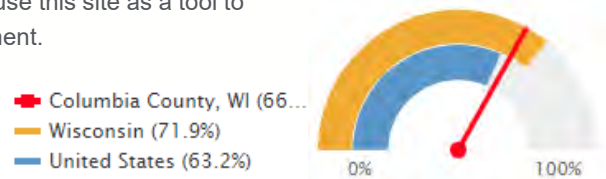


SSM Health - Community Commons Analytics Platform

Through Prairie Ridge Health's association with SSM Health, the Community Commons Analytics Platform of community health and population data is available to our community. We invite community organizations, planners, policy makers, educational institutions and residents to use this site as a tool to understand and track community health issues, and plan strategies for improvement.

Please visit <https://www.communitycommons.org/CHNA> for more information.

Percent Female Medicare Enrollees with Mammogram in Past 2 Year



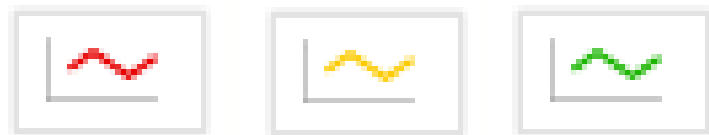
Healthy People 2020 - 2030 Progress Tracker

The Healthy People 2020 progress tracker provides a platform for measuring improvement of population health metrics associated with the US Healthy People 2020 objectives. The health objectives and 2020 goals allow communities to assess their health status through a comprehensive set of key disease indicators and create action plans relative to key priorities. Many of the objectives stated in this report have not yet been met for Healthier Wisconsin 2020. The methodology used to create 2010 and 2020 goals was used in the creation of this CHNA's objectives for each initiative. Prairie Ridge Health will closely monitor for the publication of the Healthy People 2030 to be released—it is currently in progress (13 meetings have occurred).



County Health Rankings and Roadmaps

To aid in building a culture of health, county by county, Prairie Ridge Health is pleased to provide a link to County Health Rankings and Roadmap on its website. This resource provides additional data to aid organizations, educational planners, policy makers, educational institutions and residents in understanding and tracking community health issues.



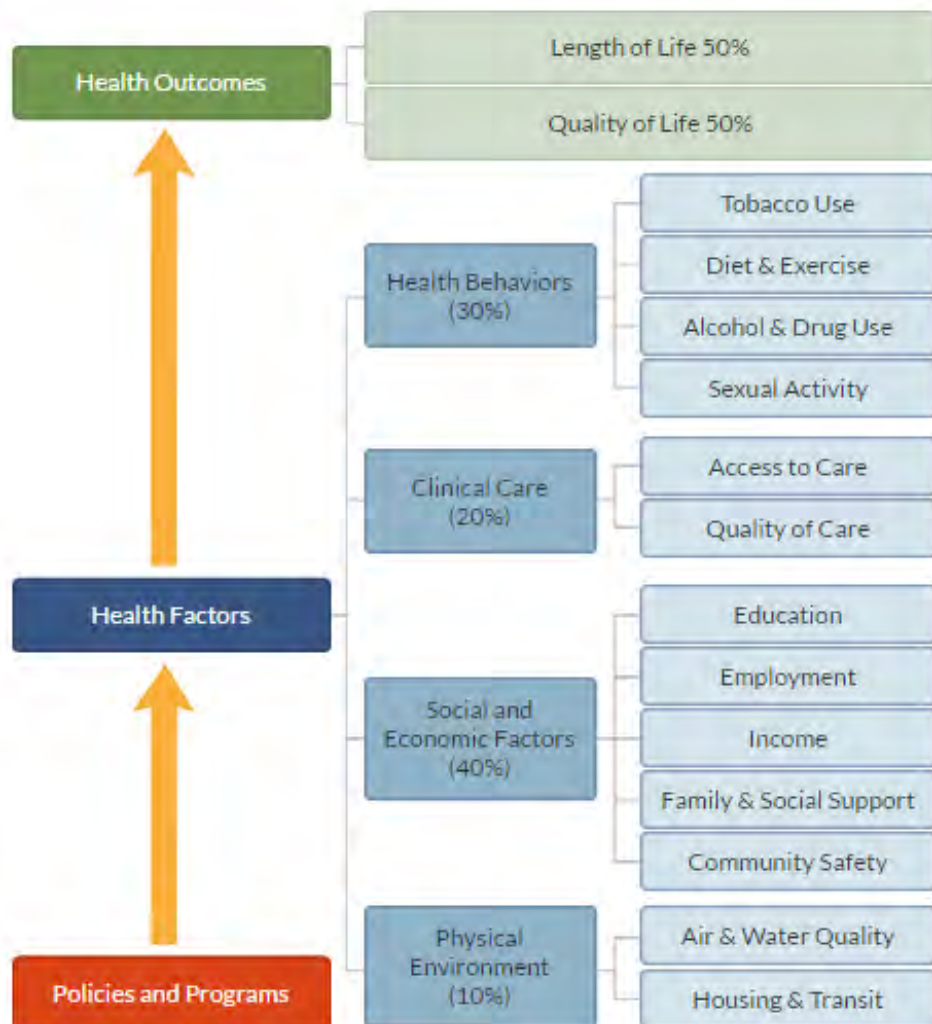
Contact us to learn more at 920-623-2200.

The Approach

The “Our Approach” model (shown below) is a population health model that emphasizes the many factors that, if improved, can help make communities healthier places to live, learn, work and play.

- Health Behaviors include focusing on alcohol and drug use, diet and exercise, sexual activity, tobacco use, and others
- Clinical Care includes focusing on access to care and quality of care
- Social and Economic Factors include focusing on community safety, education, employment, family, social support, and income
- Physical Environment include focusing on air and water quality as well as housing and transit

Prairie Ridge Health selected key health initiatives within three areas of focus: health outcomes (heart disease death rate), health behaviors (obesity), and clinical care (mammography screenings). The implementation of these initiatives will also impact the social factors of many participants. This will impact individuals across a majority of the health factor continuum to improve health outcomes for Columbia County.





Health Outcomes
Overall Ranking: 28
Length of Life: 40
Quality of Life: 8



Health Factors
Overall Ranking: 32
Health Behaviors: 32
Clinical Care: 56
Social & Economic Factors: 16
Physical Environment: 63

TAKE ACTION



Source: CountyHealthRankings-2014

Prairie Ridge Health, Inc.

1515 Park Avenue | Columbus, WI 53925



2019

CHNA Appendices



Additional demographic information for service area

| Variable | WI-Columbus 10 Zip Service Area | | | | WI-Columbia County | | | | WI-State In Total | | | |
|---|---------------------------------|---------|--------|---------|--------------------|--------|--------|---------|-------------------|-----------|---------|---------|
| | 2018 | 2023 | Change | %Change | 2018 | 2023 | Change | %Change | 2018 | 2023 | Change | %Change |
| DEMOGRAPHIC CHARACTERISTICS | | | | | | | | | | | | |
| Total Population | 98,294 | 101,782 | 3,488 | 3.5% | 54,068 | 54,665 | 597 | 1.1% | 5,797,217 | 5,873,982 | 76,765 | 1.3% |
| Total Male Population | 48,979 | 50,698 | 1,719 | 3.5% | 27,403 | 27,680 | 277 | 1.0% | 2,881,107 | 2,920,226 | 39,119 | 1.4% |
| Total Female Population | 49,315 | 51,084 | 1,769 | 3.6% | 26,665 | 26,985 | 320 | 1.2% | 2,916,110 | 2,953,756 | 37,646 | 1.3% |
| Females, Child Bearing Age (15-44) | 18,607 | 18,866 | 259 | 1.4% | 9,126 | 9,206 | 80 | 0.9% | 1,087,167 | 1,093,320 | 6,153 | 0.6% |
| Average Household Income | \$82,730 | | | | \$80,004 | | | | \$78,135 | | | |
| POPULATION DISTRIBUTION | | | | | | | | | | | | |
| Age Distribution | | | | | | | | | | | | |
| 0-14 | 19,606 | 19,549 | -57 | -0.3% | 9,325 | 8,912 | -413 | -4.4% | 1,053,680 | 1,031,711 | -21,969 | -2.1% |
| 15-17 | 4,133 | 4,252 | 119 | 2.9% | 2,180 | 2,149 | -31 | -1.4% | 225,616 | 230,118 | 4,502 | 2.0% |
| 18-24 | 8,533 | 8,510 | -23 | -0.3% | 4,498 | 4,869 | 371 | 8.2% | 568,977 | 567,464 | -1,513 | -0.3% |
| 25-34 | 11,915 | 12,502 | 587 | 4.9% | 5,883 | 6,040 | 157 | 2.7% | 716,747 | 722,273 | 5,526 | 0.8% |
| 35-54 | 26,478 | 26,096 | -382 | -1.4% | 14,362 | 13,180 | -1,182 | -8.2% | 1,449,522 | 1,392,647 | -56,875 | -3.9% |
| 55-64 | 13,055 | 13,608 | 553 | 4.2% | 8,206 | 8,473 | 267 | 3.3% | 814,428 | 817,490 | 3,062 | 0.4% |
| 65+ | 14,574 | 17,265 | 2,691 | 18.5% | 9,614 | 11,042 | 1,428 | 14.9% | 968,247 | 1,112,279 | 144,032 | 14.9% |
| HOUSEHOLD INCOME DISTRIBUTION | | | | | | | | | | | | |
| Total Households | 39,069 | 40,566 | 1,497 | 3.8% | 21,892 | 22,280 | 388 | 1.8% | 2,359,204 | 2,404,789 | 45,585 | 1.9% |
| 2018 Household Income | | | | | | | | | | | | |
| <\$15K | 2,400 | | | | 1,637 | | | | 220,317 | | | |
| \$15-25K | 2,874 | | | | 1,590 | | | | 223,606 | | | |
| \$25-50K | 8,647 | | | | 4,574 | | | | 553,057 | | | |
| \$50-75K | 7,782 | | | | 4,611 | | | | 445,865 | | | |
| \$75-100K | 6,066 | | | | 3,562 | | | | 324,493 | | | |
| Over \$100K | 11,300 | | | | 5,918 | | | | 591,866 | | | |
| EDUCATION LEVEL | | | | | | | | | | | | |
| Pop Age 25+ | 66,022 | | | | 38,065 | | | | 3,948,944 | | | |
| 2018 Adult Education Level Distribution | | | | | | | | | | | | |
| Less than High School | 1,574 | | | | 806 | | | | 117,520 | | | |
| Some High School | 3,308 | | | | 1,969 | | | | 224,444 | | | |
| High School Degree | 20,369 | | | | 13,403 | | | | 1,243,119 | | | |
| Some College/Assoc. Degree | 21,237 | | | | 13,532 | | | | 1,247,234 | | | |
| Bachelor's Degree or Greater | 19,534 | | | | 8,355 | | | | 1,116,627 | | | |
| RACE/ETHNICITY | | | | | | | | | | | | |
| 2018 Race/Ethnicity Distribution | | | | | | | | | | | | |
| White Non-Hispanic | 84,305 | | | | 50,098 | | | | 4,699,285 | | | |
| Black Non-Hispanic | 3,062 | | | | 880 | | | | 364,994 | | | |
| Hispanic | 5,927 | | | | 1,715 | | | | 407,303 | | | |
| Asian & Pacific Is. Non-Hispanic | 2,718 | | | | 442 | | | | 169,930 | | | |
| All Others | 2,282 | | | | 933 | | | | 155,705 | | | |

Source: SSM Health, Truven Health Analytics

Community Commons Analytics Platform Scorecard – Columbia County



- Prairie Ridge Health is pleased to make this source of community health and population data available to our community. We invite community organizations, planners, policy makers, educational institutions and residents to use this site as a tool to understand and track community health issues and plan strategies for improvement
- Indicators below are organized by key health initiative and further segmented by key focus area (refer to “Our Approach” mode).
- Indicators are highlighted by green (favorable) and red (unfavorable) comparison between Columbia County and State.
- Updated data can be found online at www.communitycommons.org

| COLUMBIA CTY, WI | WISCONSIN | NATIONAL - USA | DATA INDICATOR | INDICATOR ATTRIBUTE |
|--------------------------------------|-----------|----------------|---------------------------------------|---|
| Demographics | | | | |
| 5.75% | 1.58% | 3.60% | Population | Migration Rate (2000 - 2010) |
| 0.56% | 1.62% | 4.42% | Population Limited English Households | Percent Linguistically Isolated Population |
| 10.97% | 11.86% | 12.59% | Population Disability | Percent Population with a Disability |
| Social & Economic Factors | | | | |
| 5.26% | 4.73% | 8.90% | Population | Percentage Commuting More than 60 Minutes |
| 22.48% | 29.03% | 30.93% | Education | Percent Population Age 25+ with Bachelor's Degree or Higher |
| 7.23% | 8.64% | 13.02% | Education | Percent Population Age 25+ with No High School Diploma |
| 8.8 | 6 | 7.18 | Education | Head Start Programs, Rate (Per 10,000 Children) |
| 47.77 | 48.05 | 45.61 | Education | Percentage of Students Scoring 'Not Proficient' or Worse in Reading Proficiency (4th Grade) |
| 4.52% | 6.90% | 8.81% | Households | Percentage of Households with No Motor Vehicle |
| 26.39% | 29.68% | 32.89% | Households | Percentage of Cost Burdened Households (Over 30% of Income) |
| 0.4 | 0.44 | 0.48 | Income - Inequality | Gini Index Value |
| 6.26% | 7.19% | 11.70% | Insurance - Health | Percent Uninsured Population |
| 9.50% | 12.90% | 13.90% | Poverty | Percent Population Receiving SNAP Benefits |
| 8.30% | 12.34% | 14.58% | Poverty | Percent Population in Poverty |
| 11.27% | 16.69% | 20.31% | Poverty | Percent Population Children Under Age 18 in Poverty |
| 35.81% | 39.89% | 52.61% | Poverty | Percent Children Eligible for Free/Reduced Lunch Price |
| 10.11% | 11.90% | 14.91% | Poverty | Food Insecurity Rate |
| 22.8 | 27.5 | 36.6 | Teen Births | Teen Birth Rate (Per 1,000 Population) |
| 2.60% | 3.10% | 4.00% | Unemployment | Unemployment Rate |
| 160.4 | 285.2 | 379.7 | Violent Crime | Violent Crime Rate (Per 100,000 Pop.) |
| 4.44% | 5.22% | 6.96% | Young People Not in School or Working | Percentage of Population Age 16-19 Not in School and Not Employed |
| 11.50% | 16.10% | 20.70% | Support | Percentage of Population Feel Insufficient Emotional and Social Support (Age Adjusted) |
| Physical Environment | | | | |
| 0.00% | 0.13% | 0.10% | Air Quality | Percentage of Days Exceeding Standards, Pop. Adjusted Average - Particulate Matter 2.5 |
| 11.48% | 86.70% | 92.61% | Built Environment | Access to DL Speeds - Broadband Access > 25MBPS (2016) |
| 7.04 | 12.19 | 11.01 | Built Environment | Establishments, Rate per 100,000 Population - Recreation and Fitness Facility Access |
| 4.11% | 2.60% | 4.70% | Climate & Health | Observations with High Heat Index Values, Percentage |
| 62.81% | 32.26% | 45.85% | Climate & Health | Percentage of Weeks in Drought |
| 24.28% | 34.61% | 24.70% | Climate & Health | Area Covered by Tree Canopy, Population Weighted Percentage |
| 58.06 | 63.95 | 77.06 | Food Environment | Fast Food Establishments, Rate per 100,000 Population |
| 13.84 | 18.08 | 21.18 | Food Environment | Grocery Store Establishments, Rate per 100,000 Population |
| 15.22% | 21.17% | 22.43% | Food Environment | Percent Population with Low Food Access |
| 7.39 | 7.39 | 8.25 | Food Environment | SNAP-Authorized Retailers, Rate per 10,000 Population |
| 254.08 | 216.95 | 190.71 | Housing | Loan Originations - Mortgage Lending, Rate per 100,000 Population |
| 1.21% | 1.94% | 4.32% | Housing | Percentage of Housing Units Overcrowded |
| 25.26% | 28.68% | 32.99% | Housing | Percent Occupied Housing Units with One or More Substandard Conditions |
| 12.33% | 12.81% | 12.19% | Housing | Vacant Housing Units, Percent |
| 7.04 | 12.19 | 11.01 | Access | Recreation and Fitness Facility Establishments, Rate per 100,000 Population |
| 10.55 | 7.26 | 11 | Access | Liquor Store Establishments, Rate per 100,000 Population |
| 0.79% | 1.90% | 5.13% | Access | Use of Public Transportation for Commuting to Work, Percent |
| Clinical Care | | | | |
| 0 | 0.9 | 2.67 | Federally Qualified Health Centers | Rate of Federally Qualified Health Centers per 100,000 Population |
| 58.77 | 64 | 65.6 | Access | Dentists, Rate per 100,000 Pop. |
| 85.70% | 25.10% | 30.20% | Access | Dental Care Utilization |
| 400.0 | 559.4 | 493 | Access | Mental Health Provider Ratio to Population(1 Provider per x Persons) |
| 64.50 | 90.6 | 87.8 | Access | Primary Care Physicians, Rate per 100,000 Pop. |
| 22.48% | 17.09% | 22.07% | Access | Percent of Adults Without Any Regular Doctor |
| 0.00% | 36.35% | 33.13% | Access | Percent of the Population Living in Health-care Professional Shortage Area |
| 13 | 13.9 | 14.9 | 30-Day Hospital Readmissions | Rate of 30-Day Hospital Readmissions among Medicare Beneficiaries |
| 50.8 | 45 | 49.4 | Prevention | Preventable Hospital Events - Ambulatory Care Sensitive Condition Discharge Rate |

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| COLUMBIA CTY, WI | WISCONSIN | NATIONAL - USA | DATA INDICATOR | INDICATOR ATTRIBUTE |
|-------------------------|-----------|----------------|--|---|
| Clinical Care | | | | |
| 56.20% | 71.90% | 63.20% | Prevention | Percent Female Medicare Enrollees with Mammogram in Past 2 Year |
| 79.10% | 78.20% | 78.50% | Prevention | Percent Female 18 and older with Pap-Test in Past 3 Years |
| 54.00% | 65.90% | 61.30% | Prevention | Percent of Adults 50 and older who have ever had a Sigmoidoscopy or Colonoscopy |
| 91.90% | 91.00% | 85.70% | Prevention | Percent Medicare Enrollees with Diabetes with Annual Exam |
| 16.30% | 21.50% | 21.70% | Prevention | Percent of Adults Not Taking Medication for High Blood Pressure |
| 76.20% | 71.09% | 62.79% | Prevention | Percent of Adults Never Screened for HIV/AIDS |
| 76.40% | 70.50% | 67.50% | Prevention | Adults Aged 65 and Older Who Have Ever Received a Pneumonia Vaccine |
| Health Behaviors | | | | |
| 31.30% | 25.30% | 16.90% | Alcohol Consumption | Estimated Adults Drinking Excessively(Age-Adjusted Percentage) |
| 60.10% | 76.90% | 75.70% | Fruit and Vegetable Consumption | Percent of Adults with Inadequate Fruit/Vegetable Consumption |
| 18.50% | 18.80% | 21.60% | Physical Inactivity | Percent Population with no Leisure Time Physical Activity |
| 21.80% | 18.70% | 18.10% | Tobacco Usage - Current Smokers | Percent Population Smoking Cigarettes(Age-Adjusted) |
| 2.80% | 4.04% | 3.37% | Walking or Biking to Work | Percentage of the Population Commutes to work by Walking or Biking |
| Health Outcomes | | | | |
| 15.20% | 11.50% | 13.40% | Asthma Prevalence | Percent Adults with Asthma |
| 131.6 | 129.7 | 124.7 | Cancer Incidence | Breast Cancer Incidence Rate (Per 100,000 Pop.) |
| 44.3 | 37.6 | 39.2 | Cancer Incidence | Colon and Rectum Cancer Incidence Rate (Per 100,000 Pop.) |
| 42.4 | 60 | 60.2 | Cancer Incidence | Lung cancer Incidence Rate (Per 100,000 Pop.) |
| 106.3 | 111.6 | 109 | Cancer Incidence | Prostate Cancer Incidence Rate (Per 100,000 Pop.) |
| 14.40% | 17.00% | 16.70% | Depression | Percent of Medicare Population with Depression |
| 7.50% | 8.00% | 9.28% | Diabetes | Population with Diagnosed Diabetes, Age-Adjusted Rate |
| 22.12% | 22.89% | 26.55% | Diabetes | Percent of Medicare Population with Diabetes |
| 5.50% | 3.90% | 4.40% | Heart Disease | Percent Adults with Heart Disease |
| 20.16% | 22.22% | 26.46% | Heart Disease | Percent of Medicare Population with Heart Disease |
| 24.30% | 25.20% | 28.16% | High Blood Pressure | Percent Adults with High Blood Pressure |
| 46.61% | 48.49% | 54.99% | High Blood Pressure | Percent of Medicare Population with High Blood Pressure |
| 33.65% | 39.46% | 44.64% | High Cholesterol | Percent of Medicare Population with High Cholesterol |
| 6.2 | 6.4 | 6.5 | Infant Mortality | Infant Mortality Rate (Per 1,000 Births) |
| 6.50% | 7.00% | 8.20% | Low Birth Weight | Low Weight Births, Percent of Total |
| 170.1 | 161.98 | 160.9 | Mortality - Cancer | Age-Adjusted Death Rate (Per 100,000 Pop.) |
| 87.7 | 91.23 | 99.6 | Mortality - Coronary Heart Disease | Age-Adjusted Death Rate (Per 100,000 Pop.) |
| 165.2 | 157.1 | 168.2 | Mortality - Heart Disease | Age-Adjusted Death Rate (Per 100,000 Pop.) |
| 21.7 | 15.41 | 15.6 | Mortality - Drug Poisoning | Age-Adjusted Death Rate (Per 100,000 Pop.) |
| 31.0 | 38.87 | 41.3 | Mortality - Lung Disease | Age-Adjusted Death Rate (Per 100,000 Pop.) |
| 14.5 | 10.33 | 11.3 | Mortality - Motor Vehicle Crash | Age-Adjusted Death Rate (Per 100,000 Pop.) |
| 1.0 | 1.7 | 3.1 | Mortality - Pedestrian Motor Vehicle Crash | Average Annual Deaths, Rate per 100,000 Pop. |
| 6424 | 6049 | 6701 | Mortality - Premature Death | Years of Potential Life Lost, Rate per 100,000 Population |
| 33.6 | 35.08 | 36.9 | Mortality - Stroke | Age-Adjusted Death Rate (Per 100,000 Pop.) |
| 38.7 | 13.84 | 13 | Mortality - Suicide | Age-Adjusted Death Rate (Per 100,000 Pop.) |
| 41.2 | 48.67 | 41.9 | Mortality - Unintentional Injury | Age-Adjusted Death Rate (Per 100,000 Pop.) |
| 16.20% | 30.60% | 28.30% | Obesity | Percent Adults with BMI > 30.0 (Obese) |
| 23.30% | 36.50% | 35.80% | Overweight | Percent of Adults with BMI between 25.0 and 30.0 (overweight) |
| 16.00% | 15.20% | 15.70% | Poor Dental Health | Percent Adults with Poor Dental Health |
| 12.00% | 11.80% | 15.70% | Poor General Health | Age-Adjusted Percentage |
| 245 | 466 | 497.3 | STI | Chlamydia Infections, Rate (Per 100,000 Pop.) |
| 24.7 | 112.6 | 145.8 | STI | Gonorrhea Infections, Rate (Per 100,000 Pop.) |
| 54.1 | 122 | 362.3 | STI | Population with HIV / AIDS, Rate (Per 100,000 Pop.) |

Source: Community Commons Analytics Platform (CCAP)

County Health Rankings & Roadmaps – Columbia County, WI

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

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County Demographics

| | County | State |
|--|--------|-----------|
| Population | 57,248 | 5,795,483 |
| % below 18 years of age | 21.6% | 22.1% |
| % 65 and older | 17.3% | 16.5% |
| % Non-Hispanic African American | 1.6% | 6.3% |
| % American Indian and Alaskan Native | 0.7% | 1.2% |
| % Asian | 0.7% | 2.9% |
| % Native Hawaiian/Other Pacific Islander | 0.1% | 0.1% |
| % Hispanic | 3.4% | 6.9% |
| % Non-Hispanic white | 92.7% | 81.3% |
| % not proficient in English | 1% | 1% |
| % Females | 48.9% | 50.3% |
| % Rural | 60.7% | 29.8% |
| * Male population 0-17 | 6,319 | 656,000 |
| * Male population 18-44 | 9,610 | 1,004,204 |
| * Male population 45-64 | 8,631 | 781,937 |
| * Male population 65+ | 4,668 | 432,330 |
| * Total male population | 29,228 | 2,874,471 |
| * Female population 0-17 | 5,982 | 626,656 |
| * Female population 18-44 | 8,394 | 969,103 |
| * Female population 45-64 | 8,215 | 789,101 |
| * Female population 65+ | 5,309 | 519,498 |
| * Total female population | 27,900 | 2,904,358 |
| * Population growth | 1% | 2% |

| | Columbia County | Error Margin | Top U.S. Performers | Wisconsin | Rank (of 72) |
|---|-----------------|--------------|---------------------|-----------|--------------|
| Health Outcomes | | | | | 28 |
| Length of Life | | | | | 40 |
| Premature death | 6,600 | 5,800-7,300 | 5,400 | 6,300 | |
| Quality of Life | | | | | 8 |
| Poor or fair health ** | 13% | 12-13% | 12% | 15% | |
| Poor physical health days ** | 3.2 | 3.0-3.4 | 3.0 | 3.6 | |
| Poor mental health days ** | 3.4 | 3.3-3.6 | 3.1 | 3.8 | |
| Low birthweight | 6% | 5-7% | 6% | 7% | |
| Additional Health Outcomes (not included in overall ranking) | | | | | |
| Life expectancy | 79.0 | 78.3-79.7 | 81.0 | 79.5 | |
| Premature age-adjusted mortality | 310 | 280-330 | 280 | 310 | |
| Child mortality | 40 | 20-60 | 40 | 50 | |
| Frequent physical distress | 9% | 9-10% | 9% | 11% | |
| Infant mortality | | | 4 | 6 | |
| Frequent mental distress | 10% | 10-11% | 10% | 12% | |
| Diabetes prevalence | 9% | 7-12% | 9% | 9% | |
| HIV prevalence | 54 | | 49 | 122 | |
| Communicable disease † | 772 | | | 1,033 | |
| Self-inflicted injury hospitalizations † | 65 | 50-80 | | 49 | |
| Cancer incidence † | 489 | 466-513 | | 468 | |
| Coronary heart disease hospitalizations † | 4.0 | | | 2.8 | |
| Cerebrovascular disease hospitalizations † | 3.0 | | | 2.5 | |

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| | Columbia County | Error Margin | Top U.S. Performers | Wisconsin | Rank (of 72) |
|--|-----------------|--------------|---------------------|-----------|--------------|
| Health Factors | | | | | 32 |
| Health Behaviors | | | | | 32 |
| Adult smoking ** | 15% | 14-16% | 14% | 17% | |
| Adult obesity | 37% | 31-43% | 26% | 31% | |
| Food environment index | 9.0 | | 8.7 | 8.8 | |
| Physical inactivity | 19% | 15-25% | 19% | 20% | |
| Access to exercise opportunities | 75% | | 91% | 86% | |
| Excessive drinking ** | 26% | 25-27% | 13% | 26% | |
| Alcohol-impaired driving deaths | 25% | 18-33% | 13% | 36% | |
| Sexually transmitted infections | 245.0 | | 152.8 | 466.0 | |
| Teen births | 15 | 13-18 | 14 | 18 | |
| Additional Health Behaviors (not included in overall ranking) | | | | | |
| Food insecurity | 9% | | 9% | 11% | |
| Limited access to healthy foods | 1% | | 2% | 5% | |
| Drug overdose deaths | 25 | 18-33 | 10 | 18 | |
| Motor vehicle crash deaths | 16 | 12-20 | 9 | 10 | |
| Insufficient sleep | 31% | 30-32% | 27% | 32% | |
| Smoking during pregnancy * | 15% | | | 12% | |
| Drug arrests * | 389 | | | 29,106 | |
| Opioid hospital visits * | 465 | 409-521 | | 469 | |
| Alcohol-related hospitalizations * | 1.7 | | | 2.1 | |
| Motor vehicle crash occupancy rate * | 53 | | | 53 | |
| On-road motor vehicle crash-related ER visits * | 595 | 550-639 | | 696 | |
| Off-road motor vehicle crash-related ER visits * | 96 | 78-114 | | 78 | |
| Clinical Care | | | | | 56 |
| Uninsured | 6% | 5-7% | 6% | 6% | |
| Primary care physicians | 2,030:1 | | 1,050:1 | 1,250:1 | |
| Dentists | 2,600:1 | | 1,260:1 | 1,470:1 | |
| Mental health providers | 880:1 | | 310:1 | 530:1 | |
| Preventable hospital stays | 5,061 | | 2,765 | 3,971 | |
| Mammography screening | 39% | | 49% | 50% | |
| Flu vaccinations | 51% | | 52% | 52% | |
| Additional Clinical Care (not included in overall ranking) | | | | | |
| Uninsured adults | 6% | 5-7% | 6% | 7% | |
| Uninsured children | 4% | 3-6% | 3% | 4% | |
| Other primary care providers | 1,301:1 | | 726:1 | 964:1 | |
| Childhood immunizations * | 73% | | | 73% | |
| Social & Economic Factors | | | | | 16 |
| High school graduation | 94% | | 96% | 89% | |
| Some college | 64% | 60-68% | 73% | 69% | |
| Unemployment | 2.9% | | 2.9% | 3.3% | |
| Children in poverty | 10% | 7-13% | 11% | 15% | |
| Income inequality | 3.6 | 3.4-3.8 | 3.7 | 4.3 | |
| Children in single-parent households | 25% | 22-29% | 20% | 31% | |
| Social associations | 13.2 | | 21.9 | 11.6 | |
| Violent crime | 145 | | 63 | 298 | |
| Injury deaths | 96 | 85-108 | 57 | 77 | |

County Health Rankings & Roadmaps – Columbia County, WI

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| | Columbia County | Error Margin | Top U.S. Performers | Wisconsin | Rank (of 72) |
|---|-----------------|-----------------|---------------------|-----------|--------------|
| Clinical Care | | | | | 56 |
| Additional Social & Economic Factors (not included in overall ranking) | | | | | |
| Disconnected youth | 4% | 2-6% | 4% | 5% | |
| Median household income | \$65,900 | \$61,000-70,900 | \$67,100 | \$59,300 | |
| Children eligible for free or reduced price lunch | 32% | | 32% | 37% | |
| Residential segregation - black/white | 63 | | 23 | 77 | |
| Residential segregation - non-white/white | 36 | | 15 | 56 | |
| Homicides | | | 2 | 3 | |
| Firearm fatalities | 13 | 9-18 | 7 | 10 | |
| Reading proficiency* | 50% | | | 48% | |
| W-2 enrollment* | 23 | | | 8,331 | |
| Poverty* | 8% | 6-9% | | 11% | |
| Older adults living alone* | 26% | | | 29% | |
| Hate crimes* | | | | 1 | |
| Child abuse* | 1 | | | 4 | |
| Injury hospitalizations* | 626 | 562-691 | | 457 | |
| Fall fatalities 65+* | 176 | 127-225 | | 136 | |
| Physical Environment | | | | | 63 |
| Air pollution - particulate matter** | 9.7 | | 6.1 | 8.6 | |
| Drinking water violations | Yes | | | | |
| Severe housing problems | 12% | 11-14% | 9% | 15% | |
| Driving alone to work | 82% | 81-83% | 72% | 81% | |
| Long commute - driving alone | 41% | 39-43% | 15% | 27% | |
| Additional Physical Environment (not included in overall ranking) | | | | | |
| Homeownership | 74% | 73-75% | 61% | 67% | |
| Severe housing cost burden | 10% | 9-12% | 7% | 13% | |
| Year structure built* | 29% | | | 25% | |

Source: County Health Rankings and Roadmaps - 2019

Community Survey Results



- A total of 274 surveys were collected. This sample size is statistically significant as it gives a confidence level of greater than 90%.
- Prairie Ridge Health advertised the online survey in various online advertisements via the main website and social media sites.
- Those surveyed reside in Columbia County and the 10 zip codes included in Prairie Ridge Health's service area.
- All questions underwent a health literacy review.

Health Challenges

Over 62% of those surveyed feel their community is in poor (2%) to fair (60%) health.

The five biggest health problems identified are: Obesity/Overweight (49.27%), Alcohol Overuse (41.97%), Age Related Health Problems (41.97%), Opioid Addiction (25.55%), and Diabetes (25.18%). Furthermore, the five most risky behaviors identified are directly correlated with the health problems listed above: alcohol abuse and driving under the influence (51.82% and 37.96% respectively); overweight and lack of physical activity (34.67% and 29.93% respectively) and opioid abuse (32.48%).

Health Information

Over 83% of respondents go to a physician's office for routine health care needs. 63.87% received a routine well check within the last year and 24.83% within the last 1-2 years. Only 5.47% reported not receiving routine health care and 80.29% stated they received the medical care needed in the last 12 months. Individuals who did not receive the needed care were either unaware that they should (15.69%), or did not have insurance/were unable to pay co-pays/deductibles (22.55-29.41%).

82.48% of respondents get most of their health information from their doctor/healthcare provider followed by the internet (56.20%), family and friends (35.40%), hospital (34.31%), and worksite (17.52%)

The average community member and family:

On average, families believe the following are the top six preventative screenings needed to keep the family healthy: Dental Screenings (50.00%), Exercise/Physical Activity (43.43%), Routine Well Checkups (40.15%), Blood Pressure (33.94%), Vaccination/Immunizations (28.10%), and Weight Loss Help (26.28%).

Beyond preventative screenings, the top five areas that families believe are needed to improve their health are: Healthier Food Choices (56.20%), Mental Health Screenings (40.51%), Free or Affordable Health Screenings (39.42%), Safe Places to Walk/Bike (28.10%), and Wellness Services (25.18%).

Source: Community Survey Results

Community Survey Results



- A total of 274 surveys were collected. This sample size is statistically significant as it gives a confidence level of greater than 90%.
- Prairie Ridge Health advertised the online survey in various online advertisements via the main website and social media sites.
- Those surveyed reside in Columbia County and the 10 zip codes included in Prairie Ridge Health's service area.
- All questions underwent a health literacy review.

The average community member and family:

- 43.43% exercise at least 3 times a week and 25.18% eat at least 5 servings of fruits and vegetables each day
- 56.85% receive a yearly flu shot, 64.23% have an annual wellness exam, and 60.58% are up-to-date on preventative screenings
- 29% eat fast food more than once per week
- 2-17% smoke cigarettes or chew tobacco
- 3% use illegal drugs
- 3% abuse prescription drugs
- 2-6% have high blood pressure, cholesterol and/or heart disease that is not controlled
- 5-24% have uncontrolled prediabetes and/or are overweight or obese
- 30% of those eligible for a mammogram did not receive one within the last two years
- 46% of those eligible for a colonoscopy did not receive one within the last five years
- 30% of those eligible for a cholesterol check did not receive one within the last two years

Over 38% believe there are no additional preventative procedures they should have undergone.

[For a full review of the survey – please click here.](#)

The tax year the hospital last conducted a needs assessment

Prairie Ridge Health last conducted a Community Health Needs Assessment (CHNA) under the name Columbus Community Hospital in 2016 (tax year 2015). The CHNA and CHIP (Community Health Implementation Plan) were made available to the public on October 3, 2016 (FY2017). This CHNA and CHIP will be made available on October 1, 2019 (FY2020 or tax year 2018).

Existing health care facilities and resources within the community that are available to respond to the health needs of the community

Prairie Ridge Health priorities for the 2019-2021 CHNA and strategic implementation plan:

- Obesity: Resources include ²Centers for Disease Control and Prevention; ³County Health Roadmap Rankings; Community Survey; ⁴Columbia County, WI Census Data, ⁵Community Commons Analytics Platform-2015; meetings with key stakeholders, ⁶University of WI Population Health Institute; and ⁷WI Public Health Department, Columbia County Division of Health. Potential and current partners include:
 - Local Employers
 - Community Members who meet a 3 or above on the Prediabetes Risk Assessment
 - Community Members who are overweight or obese
 - School Districts: Columbus, Fall River, St. Jerome, Zion Lutheran and Marshall Schools
 - Volunteers of Prairie Ridge Health – formerly Volunteers of Columbus Community Hospital
- Heart Disease Death Rate: Resources include ²Centers for Disease Control and Prevention; ³County Health Roadmap Rankings; Community Survey; ⁴Columbia County, WI Census Data, ⁵Community Commons Analytics Platform-2015; meetings with key stakeholders, ⁶University of WI Population Health Institute; and ⁷WI Public Health Department, Columbia County Division of Health. Potential and current partners include:
 - SSM Health Dean Medical Group
 - Local Employers
 - Community Members who meet a 3 or above on the Prediabetes Risk Assessment
 - Community Members who are overweight or obese
 - Community Members diagnosed with a heart disease
 - Community Members diagnosed with Prediabetes and/or Diabetes
- Mammography Screenings: ¹American Cancer Society and Susan G Komen Foundation, ²Centers for Disease Control and Prevention; ³County Health Roadmap Rankings-2016; Community Survey; ⁴Columbia County, WI Census Data, ⁵Community Commons Analytics Platform-2015; meetings with key stakeholders, ⁶University of WI Population Health Institute; and ⁷WI Public Health Department, Columbia County Division of Health. Potential and current partners include:
 - Prairie Ridge Health Foundation – formerly Columbus Community Hospital Foundation
 - Volunteers of Prairie Ridge Health – formerly Volunteers of Columbus Community Hospital
 - Prairie Ridge Health Cancer Navigation Specialist
 - Local Volleyball, Football and Basketball Teams

The health needs of the community

Please see “The Health of Our Community” and “The Health Needs of Our Community” sections for analysis of health indicators specific to the health of the community and the identified priorities to be addressed going forward.

Primary and chronic disease needs and other health issues of uninsured persons, low-income persons and minority groups

To be maximally effective, health programs must meet a tangible need of the community. They must be presented to and accessible by the people who need them most. The previous study of demographics, community health indicators and community feedback is necessary to assist the hospital in the planning, development, implementation and evaluation of population health programs in order to reduce disease burden within the community. Prairie Ridge Health acknowledges the populations for which disparities exist and the unique burdens associated with their demographic status.

It is through building caring relationships with those we serve, especially those that are economically, physically and socially marginalized, we will guide their journey to health and wellness with the resources available.

The process for identifying and prioritizing community health needs and services to meet the community health needs

Prior to review of the data, a list of criteria was developed to aid in the selection of priority areas. During the data review process, attention was directed to health issues that met any of these criteria:

- Poor rankings for health issues in Columbia County as compared to the state of Wisconsin, other counties or Healthy People 2020 national health goals
- Health issues that are top initiatives and concerns identified by the Wisconsin Department of Public Health
- Health issues for which trends are worsening or not on par with state or national averages
- Health issues that are among national and state health priorities
- Health issues that are of concern to community residents and leaders
- Health issues that impact a large population of people or for which disparities exist

In addition, Prairie Ridge Health took into consideration the primary health issues listed in the last two CHNAs (2013 and 2016)

Prairie Ridge Health also examined “social determinants of health,” or factors in the community that can either contribute to poor health outcomes or support a healthy community. This data was provided by the County Health Rankings Report for Columbia County, the CCAP, and the community awareness survey. Using data from the Wisconsin Public Department of Health, the University of Wisconsin Public Health Institute and the CDC, and input from key stakeholders, the top three identified health needs are obesity, heart disease death rate and mammography screenings. These needs were enforced by community leaders during the key stakeholder meetings.

How additional data was obtained

Prairie Ridge Health collected data from multiple sources. In addition to those previously addressed, Prairie Ridge Health conducted a community awareness survey using both an online medium and a mail medium to obtain a significant sample size; both used the same questions for consistency.

The survey was restricted to the 10 zip codes that make up Prairie Ridge Health’s primary and secondary markets: Columbus, Fall River, Cambria, Friesland, Marshall, Randolph, Rio, Waterloo, Beaver Dam and Sun Prairie, as well as smaller outlying communities within Columbia County that are adjacent to Prairie Ridge Health’s service area. These include: Doylestown, Fountain Prairie, Pardeeville, Poynette, and Wyocena. It is important to note that Prairie Ridge Health is not the only hospital within Columbia County or within the primary and secondary market includes three counties: Columbia (the majority), Dane and Dodge.

The online and mail surveys were open for 30 days. The survey was comprised of 23 questions with 3 additional optional questions. Topics of the survey included demographics, community health perceptions, health care access, health care use, knowledge of healthcare services, knowledge of health behaviors and risks, etc. Once the survey responses were tabulated, the survey results were evaluated and analyzed for health and demographic trends. The survey results were discussed and included in the analysis of the community needs.

All questions underwent a health literacy review. A total of 274 surveys were collected. This sample size is statistically significant at a confidence level of 90%. Prairie Ridge Health advertised the online survey in various online advertisements through the main website and social media sites.

Additional data was compiled using resources from the Wisconsin County Health Rankings & Roadmaps, Wisconsin Department of Health and Human Resources, Wisconsin Public Health Department, Wisconsin Census Data, CDC Behavioral Risk Factor Surveillance System, Center for Chronic Disease Prevention (CDC) and Health Population, Susan G Komen Breast Cancer Foundation, University of Wisconsin Population Health Institute, and the Wisconsin Behavioral Risk Factor Survey.

Data was also obtained from Community Commons Analytics Platform. The website platform includes the most up-to-date publicly available data (it is vital to note, that while these data sources are the most current public sources available, the data is still dated, often using 2014-2016 data) for approximately 100 community indicators from over 20 sources and covering 30 topics in the areas of clinical care, health behaviors and health outcomes. Additional demographic and health impact factors were collected through Prairie Ridge Health’s relationship with SSM Health and its data analytics platforms.

Data obtained from broad interests of the community subsets

Prairie Ridge Health encourages feedback and input from all individuals. Input from persons representing the broad interests of the community, including members of medically underserved, low-income, and minority populations, or individuals/organizations serving or representing the interests of such populations; and written comments received on the most recently conducted CHNA and implementation strategy (there were no written comments regarding the 2016 CHNA). Input was gathered from representations of the previously identified persons through community survey and representation at the key stakeholder meetings.

Persons representing the community with whom the hospital consulted

Prairie Ridge Health benefited from input derived through consultation of numerous community leaders representing diverse constituencies. The leaders associated with community feedback are listed with their affiliations below. Additionally, Prairie Ridge Health benefited from guidance and input from individuals with expertise in public/population health.

| DATE | STAKEHOLDER | ORGANIZATION | REPRESENTATIVE | MEMBER TITLE |
|-----------------|-----------------|-----------------------------------|--------------------|--|
| July 30, 2019 | Key Stakeholder | Randolph Health Services | Jo Ann Evans | Administrator |
| July 30, 2019 | Key Stakeholder | Baker Tilly Virchow Krause LLC | Trula Hensler | Senior Marketing Manager |
| July 30, 2019 | Key Stakeholder | Prairie Ridge Health Clinic | Bruce Kraus, MD | Physician, Internal Medicine |
| July 30, 2019 | Key Stakeholder | Prairie Ridge Health Clinic | Gary Galvin, MD | General Surgeon |
| July 30, 2019 | Key Stakeholder | SSM Health | Jan Gentry | Director of Business Development |
| July 30, 2019 | Key Stakeholder | Roberts Manufacturing | Nathan Roberts | Owner |
| July 30, 2019 | Key Stakeholder | Prairie Athletic Club | Pete Simon | Co-Owner/Operator |
| August 22, 2019 | Key Stakeholder | Cultivate Wealth, LLC | Jennifer Homman | CEO, Wealth Advisor |
| August 22, 2019 | Key Stakeholder | Rhodes Bake-N-Serv | Larry Bartruff | General Manager |
| August 22, 2019 | Key Stakeholder | Randolph Health Services | Jo Ann Evans | Administrator |
| August 22, 2019 | Key Stakeholder | Farmers & Merchants Union Bank | Randall Bobholz | President / CEO |
| August 22, 2019 | Key Stakeholder | Prairie Ridge Health Clinic | Matthew Niesen, MD | Orthopedic Surgeon |
| August 22, 2019 | Key Stakeholder | Prairie Ridge Health Clinic | Gary Galvin, MD | General Surgeon |
| August 22, 2019 | Key Stakeholder | SSM Health | Margo Francisco | System VP – Strategy and Business Development |
| August 28, 2019 | Key Stakeholder | Columbus Food Pantry | Collen Watterworth | Director |
| August 28, 2019 | Key Stakeholder | Public Health Dept, Columbia Cty. | Susan Lorenz | Health Officer, RN, MS |
| August 28, 2019 | Key Stakeholder | Columbus School District Rep. | Cori Denke | CMS Assistant Principal & Community Service Director |
| August 28, 2019 | Key Stakeholder | Columbus Fire Department | Bill Kluetzman | Deputy Chief |
| August 28, 2019 | CHNA Team | Columbus Community Hospital | Kaila Klawes | Social Worker |
| August 28, 2019 | CHNA Team | Columbus Community Hospital | Chris Josheff | Patient Financial Counselor |
| Ongoing | CHNA Team | Columbus Community Hospital | John Russell | President / CEO |
| Ongoing | CHNA Team | Columbus Community Hospital | Jimmy Fish | VP of Finance/CFO |
| Ongoing | CHNA Team | Columbus Community Hospital | Jamie Hendrix | VP of Patient Care Services |
| Ongoing | CHNA Team | Columbus Community Hospital | Ann Roundy | VP of Employee Services |
| Ongoing | CHNA Team | Columbus Community Hospital | Patti Walker | Community Relations & Volunteer Coordinator |
| Ongoing | CHNA Team | Columbus Community Hospital | Katy Geiger | Director of Outpatient Services |
| Ongoing | CHNA Team | Columbus Community Hospital | Cathy Bolan | Cancer Navigation Specialist |
| Ongoing | CHNA Team | Columbus Community Hospital | Michelle Witthun | Medical Imaging Manager |
| Ongoing | CHNA Team | Columbus Community Hospital | Joan Couglin | Mammography Technician |
| Ongoing | CHNA Team | Columbus Community Hospital | Kristi Line | Foundation Director |
| Ongoing | CHNA Team | Columbus Community Hospital | Emily Briggs | Culinary, Nutrition, & Diabetic Services Manager |
| Ongoing | CHNA Team | Columbus Community Hospital | Sara Zook | Registered Dietitian |
| Ongoing | CHNA Team | Columbus Community Hospital | Rachel Selm | Registered Dietitian |
| Ongoing | CHNA Team | Columbus Community Hospital | Angi Genco | Rehabilitation Manager |
| Ongoing | CHNA Team | Columbus Community Hospital | Sandy Waugh | RN. Cardiac Rehab |
| Ongoing | CHNA Team | Columbus Community Hospital | Luanne Gould | Cardiac Rehab, Physical Therapy |

Needs the hospital will not address and the reasons why

No hospital facility can address all of the health needs present in its community. Prairie Ridge Health's implementation strategy focuses on the community health needs previously specified and **not** on the following:

- Alcohol abuse and excessive drinking continues to fluctuate and has been since 2003. This is a statewide issue and Prairie Ridge Health is aware of this need in the county. However, at this time, Prairie Ridge Health does not have the staff or resources to properly address this need. Resources are available at the Pauquette Center in Portage, which is the county seat.
- Smoking/tobacco use is being addressed by health experts at a state level through the implementation of a statewide smoking ban, effective July 2010, and remediation programs. Since 2012 (23%), the percentage of adult smokers in Columbia County has decreased (2016 - 15%). In addition, Prairie Ridge Health offers smoking cessation classes.
- Drug abuse, specifically opioid abuse, is currently being addressed by numerous organizations in Columbia County, including Prairie Ridge Health, through Project CLEAN – Community Leaders Eliminating the Abuse of Narcotics and the Columbia County Opioid Task Force. These programs aim at eliminating the abuse of opioids from a prevention focus. In addition, Prairie Ridge Health is a member of the PARCC – Prevention and Recovery Columbia County coalition. A list of resources are available, by county, through the Task Force's webpage. As more specific data becomes available regarding opioid abuse specifically, Columbus Community Hospital may consider this a potential initiative in the 2021 CHNA.
- While it is not a 2019 CHNA initiative, Prairie Ridge Health is already working on the following:
 - Increasing Primary Care Providers
 - Reducing Preventable Hospital Events
 - Improving Physical Environment through making efforts to conserve natural resources (physical environment and asthma) and improve societal wellbeing through its community garden, wellness walkway, installation of high efficiency light and windows, recycling and offering ecofriendly to-go containers in the cafeteria, etc.
- Columbia County experiences high rates of commuting to other cities for work, which contributes to the low amount of residents walking or biking to and from work. While Prairie Ridge Health sits on the City Development Committee for the creation of the 2025 development plans, the direct impact of this metric is beyond Prairie Ridge Health's resource capacity.
- Columbia County has low rates of public transportation use. This is exacerbated by low offerings of available public transportation. Prairie Ridge Health has implemented an Emergency Patient Assistance Fund to aid patients who cannot afford transportation but do not have a reason to stay at the hospital longer. In addition, Prairie Ridge Health promotes community awareness of transportation options through its community resource guide.
- High rates of unintentional injury and traffic accidents (including Motor Vehicle Crashes and Pedestrian Motor Vehicle Crashes) are being addressed by others, including law enforcement and state level experts through initiatives such as mandatory seat belt laws and speed limit enforcement. As a rural community, farm safety continues to be a priority. The hospital supports safety education through participation in annual events like Safety Fun Night, National Night Out, Bike Safety, Car Seat Safety Checks, etc.
- Violent Crime in Columbia County is a need being addressed by local law enforcement officials within the hospital's community.
- Columbia County has slightly higher premature deaths than the state average. While it is not a direct focus of Prairie Ridge Health for the 2019 CHNA, it will likely be impacted as a result of improving the main initiatives selected: reduce obesity, reduce heart disease death rate, and increase mammography screenings.

Needs the hospital will not address and the reasons why

- Access to mental and behavioral health services and age adjusted death rate due to suicide are recognized needs resulting in poor mental health status (poor general health). Prairie Ridge Health is aware of this need in the county. Therefore, Prairie Ridge Health currently has a position posted for a Mental Health First Aid Trainer. In addition, resources are available at the Pauquette Center in Portage, which is the county seat. A monthly NAMI support group also meets at the Portage Public Library.
- Colorectal cancer is a recognized need in Columbia County. Prairie Ridge Health expanded its cancer navigation program to include colon and lung cancer. It is recognized that it will take time to build this resource as a viable opportunity for those in need. However, at this time, Prairie Ridge Health does not have adequate resources to respond to the recognized need of colorectal cancer.
- The lack of dental care in the county proves to be a large issue, but the hospital cannot directly impact this metric. Many of the focus group participants mentioned a lack of dentists. Many people do not receive the dental care they need because they either cannot make an appointment, do not have the transportation to get to an appointment, do not have insurance and cannot afford dental care, or their insurance is not accepted. This further exacerbates the metric of poor dental health. The hospital will continue to work with local dentists when a patient presents to the Emergency Department or expresses a need.

Information gaps that limit the hospital facility’s ability to assess all of the community’s health needs

Prairie Ridge Health observes that, while some health status indicators for Columbia County are better than average, they may still represent problems that are highly prevalent, place a heavy burden on our population and might be worsening, or fall short of benchmarks. In addition, aggregate health data for the entire population often masks the unfair, heavy burden on some population groups. Prairie Ridge Health continues to work hard to include the diverse population represented within the communities it serves in all forms of representation.

Other hospital facilities participating in Prairie Ridge Health’s CHNA process

Prairie Ridge Health created this CHNA collaboratively with key stakeholders and guidance from other SSM affiliated facilities.

How Prairie Ridge Health makes its needs assessment widely available to the public

The Prairie Ridge Health 2019-2021 CHNA is available online at www.prairieridgehealth.com and upon request from the hospital facility at 920-623-1222. See section on “Going Forward” for more information.