

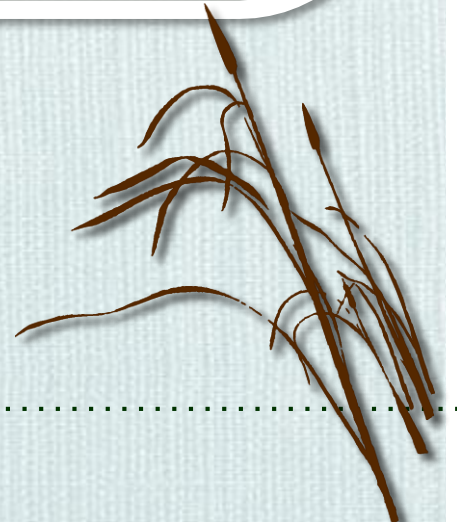
Columbus Community Hospital, Inc.

1515 Park Avenue | Columbus, WI 53925



September 30, 2016

Community Health Needs Assessment



Message to Our Community



Columbus Community Hospital is a 25-bed acute care hospital providing personalized, high quality health care, 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 12 months, our journey led us to collaborate with community partners to conduct a 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
- Physical Inactivity / Sedentary
- Mammography Screenings

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

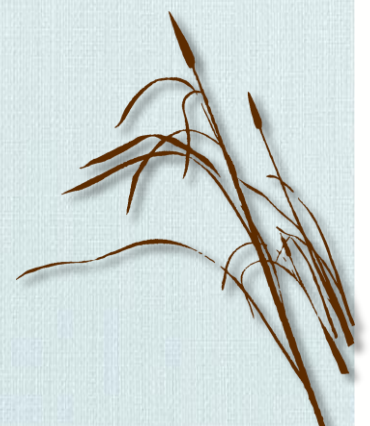
I welcome your thoughts on how we can create a healthier community together.

Sincerely,

John Russell
President / CEO
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 columbuscommunityhospital.com.



Executive Summary



Background

Columbus Community Hospital is pleased to present the 2016 - 2018 (2016 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, as well as help guide the hospital in its community benefit planning efforts and development of an implementation strategy to address evaluated needs. The Columbus Community Hospital Board approved this CHNA on June 2, 2016. Columbus Community Hospital last conducted a CHNA in 2013.

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



Sources of Input

Columbus Community Hospital determined priorities for the 2016-2018 CHNA and strategic implementation plan via the following resources: ¹ American Cancer Society; ² Centers for Disease Control and Prevention; ³ Columbia County and Wisconsin County Health Roadmap Rankings; ⁴ Columbia County, WI Census Data; Community survey; ⁵ Healthy Communities Institute (HCI); meetings with key stakeholders, ⁶Wisconsin Public Health Department, Columbia County Division of Health; and

- Obesity: Manufacturing Employers: American Packaging, E.K Machine, Robbins Manufacturing, and Schumann's Printing; School Districts: Columbus, Fall River, St. Jerome, and Zion Lutheran Schools and Volunteers of Columbus Community Hospital
- Physical Inactivity: Manufacturing Employers: American Packaging, E.K Machine, Robbins Manufacturing, and Schumann's Printing; School Districts: Columbus, Fall River, St. Jerome, and Zion Lutheran Schools and Volunteers of Columbus Community Hospital
- Mammography Screenings: Columbus Community Hospital, Columbus Community Hospital Foundation, Cancer Navigation Specialist, and local volleyball and basketball teams

Goals

Columbus Community Hospital (CCH) is located in Columbia County while bordering two counties, Dane and Dodge. CCH primarily services the southern right sector of Columbia County and adjacent communities. In 2015, this accounted for an estimated population of 10,848 people or about 19% of the population within Columbia County. None the less, the only data available is by county. Therefore, Columbus Community Hospital and collaborating partners will impact 20% of the overall population for Columbia County in connection with Wisconsin Department of Health Services and the Health People 2020 Tracker.

Obesity

- Reduce the percentage of Columbia County adult residents who are obese from 34.8% in 2015 to 34.3% by 2018 (BMI \geq 30)
- Reduce the percentage of Columbia County adult residents who are obese or overweight from 71.8% in 2015 to 71.4% by 2018 (BMI > 25 and BMI < 30)



Sedentary / Inactivity

- Reduce the percentage of Columbia County adult residents who are physically inactive from 23.0% in 2015 to 22.7% by 2018



Mammography Screenings

- Increase the percentage of mammography screenings in Columbia County from 66% in 2015 to 67% in 2018 for those suggested
- Decrease the death rate due to breast cancer in Columbia County from 24 per 100,000 in 2015 to 23.6 per 100,000 in 2018



About Columbus Community Hospital



About Columbus Community Hospital

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 staff and volunteers of Columbus Community Hospital 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

Columbus Community Hospital operates two clinics, Prairie Ridge Health Clinic in Columbus, WI (Department of Columbus Community Hospital) and Beaver Dam, WI, offering Orthopedics, General Surgery and Internal Medicine.

Columbus Community Hospital is affiliated with SSM Health / Dean. 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, Columbus Community Hospital 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	2,999 People Served	\$827,050
Community Care	467 People Served	\$304,132
Health Education & Community Outreach	3,305 People Served	\$142,901
Health Fairs & Community Events	4,499 People Served	\$23,466



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

Fiscal Year 2015 Hospital at a Glance

Admissions:	881
Outpatient Visits:	40,900
ER & UC Visits:	10,913
Births:	56
Beds:	25
Employees:	300+
Medical Staff:	125+
Volunteers:	100+
Community Benefit:	11,270 + \$855,196

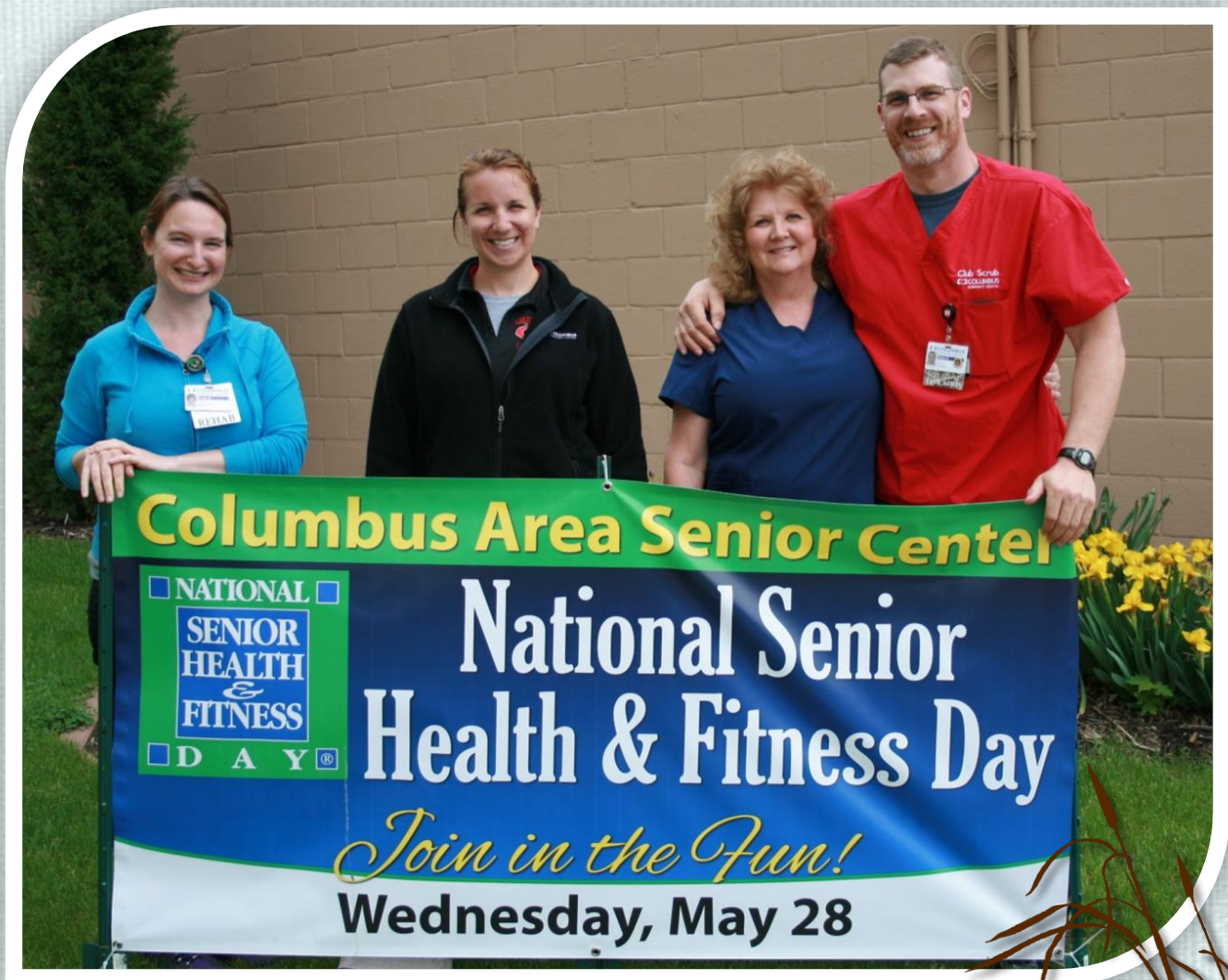
Columbus Community Hospital, Inc.

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2017 - 2019

Strategic Implementation Plan



During the data review process, attention was directed to health issues that met the following 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
- Health issues that are among national and state health priorities or the national targets for the issues are not met
- 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, and which put a greater burden on some population groups

In addition, Columbus Community Hospital and key stakeholders took into consideration the primary health issues listed in the hospital's last CHNA.

Columbus Community Hospital 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, as well as the HCI and community perception survey. Using these, the Wisconsin Public Department of Health, HCI, The Roadmap, and input from key stakeholders, the top three identified health needs are obesity, physical activity and mammography screenings. These needs were enforced by community leaders during the key stakeholder meetings.

Priority #1 Obesity

Priority #2 Physical Inactivity Sedentary

Priority #3 Mammography Screenings



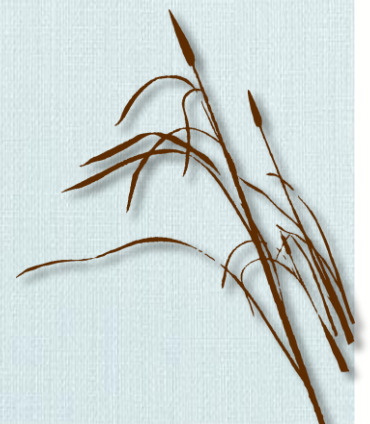
Obesity

Priority #1



Do you have a question about obesity?

Visit our website at
olumbuscommunityhospital.com



Obesity is 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 a BMI of 40 or higher, at which serious medical conditions occur as a direct result of the obesity. Obesity and unhealthy weight management 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. There are many contributors to obesity such as lack of physical activity, lack of education, lack of financial resources, lack of accessibility to healthy foods and an increased demand for convenience. *What Works for Health, WI Department of Health Services and The Community Guide*, have identified evidence based practices effective in combating obesity rooted in informational and behavioral adaptations.

Additional facts and figures

- 33 - 34.8% of adults in Columbia County are obese, compared to the state average of 29% (range of 22-41%)
- 71.8 % of adults in Columbia County are overweight
- Health Behavior in Columbia County (in which obesity is a factor) is ranked 35 of 72
- 2020 Tracker Target of 30.5% has not been met
- Statistics from 2010 – 2014, compared to 2005 – 2009, show:
 - 27.3% of households are single-parent homes, an increase from 26.7%
 - 0.54 restaurants to every 1,000 people are fast food establishments and only 0.12 farmer's markets per 1,000 people in the area
 - 5.5% of families live below the poverty level, rising steadily from 4.4%
 - Child food insecurity rate is also on the rise; 20.1% of children have limited or uncertain availability of nutritionally adequate foods or uncertain ability to acquire these foods in socially acceptable ways

Sources: ²Centers for Disease Control and Prevention; ³ Columbia County and Wisconsin County Health Rankings; ⁴ Columbia County, WI Census Data; ⁵ Healthy Communities Institute (HCI); and ⁶ Wisconsin Public Health Department, Columbia County Division of Health

Strategic Implementation Plan

Obesity



Goals

CCH primarily services the southern right sector of Columbia County and adjacent communities, accounting for an estimated population of 10,848 people or about 19% of the population within Columbia County. Therefore, Columbus Community Hospital and collaborating partners will impact 20% of the overall goals for Columbia County.

- Reduce the percentage of Columbia County adult residents who are obese from 34.8% in 2015 to 34.3% by 2018 (Healthy Communities Institute) BMI > 30
- Reduce the percentage of Columbia County adult residents who are obese or overweight from 71.8% in 2015 to 71.4% by 2018 (Wisconsin Department of Health) 25.0 ≤ BMI < 30



Childhood BMI measures are not available on a county level. However, CCH is recording childhood BMI percentages for those who participate in the program to aid in the building of a local database.

Action plan

Strategy #1: Operation Overhaul 2.0

- Through the formation of Your Better Life Coalition, a wellness program will be developed, tailored to the manufacturing industry (assembly line production), to reduce obesity and impact certain chronic health conditions. Interventions within the Operation Overhaul 2.0 program include, but are not limited to, education and information strategies, behavioral and social strategies, environmental and employer policy strategies, and worksite weight control strategies, including measurable changes of weight (considering height and muscle mass), body fat, minutes of exercise, percentage of weight gain/loss, waist circumference, endurance, flexibility, and blood pressure. Smoking cessation is offered as well.
 - Estimated impact is 380 adults, potential impact is about 1,197 adults
 - Instructors will be CCH's Education Manager, Registered Dietitians, Smoking Cessation Specialist and Occupational Therapists
 - Methods to include family participation to grow the support network of participants
 - Competition between organizations and within organizations in order to improve motivation of participants

Strategy #2: Live It! Real Life Nutrition for Teens

- Reaching children and correcting unhealthy behaviors is a proactive approach to combating adult obesity. The Live It! program, originated from the Oregon Dairy Council and customized by the Food For Thought Coalition, is geared toward 6th graders.
- The program consists of an engaging curriculum that aims to motivate students to make nutrient-rich food choices while performing physical activity to enhance the wellness of middle school children within the community.
 - 16 lesson curriculum: 1 introductory, 11 nutrition, 3 physical activity and 1 wrap up for 7-8 groups of students
 - CCH's Education Manager will instruct physical activity lessons
 - CCH Registered Dietitians, University of Wisconsin Dietetic Students and/or Interns will instruct nutrition lessons
 - Competition between classes where the class accumulating the most points wins a healthy cooking class lead by CCH's Executive Chef to increase motivation and engagement of students

All tools used will be open to the public through CCH's website to encourage community participation.

Community partners and supporting resources

- Columbus Community Hospital
- Columbus Middle School
- Robbins Manufacturing
- Volunteers of Columbus Community Hospital
- Fall River Middle School
- E.K. Machine
- St. Jerome Middle School
- American Packaging
- Zion Lutheran Middle School
- Schumann's Printing

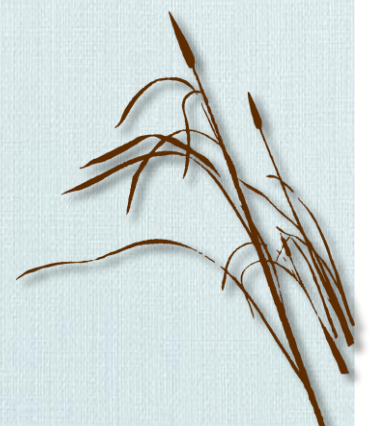
Physical Inactivity

Priority #2



Do you have a question about physical activity?

Visit our website at
columbuscommunityhospital.com



Physical inactivity is defined as those reporting no leisure-time physical activity. Regular physical activity is one of the most important things you can do for your health. Regular activity will “help keep your thinking, learning, and judgment skills sharp as you age. It can also reduce your risk of depression and may help you sleep better” (*What Works for Health and The Community Guide*).

Often a misperception occurs regarding what constitutes physical activity. Research has shown doing aerobics or a mix of aerobic and muscle-strengthening activities 3-5 times a week for 30-60 minutes can provide mental health benefits. Being active on a regular basis can control weight; reduce the risk of cardiovascular disease, Type 2 diabetes, metabolic syndrome, and some cancers; strengthen bones and muscles; improve mental health, mood, ability to do daily activities; and prevent falls.

There are numerous root causes for lack of physical activity or being sedentary (addition to lack of knowledge regarding what constitutes physical activity) such as long commute times, poor environmental conditions, etc. The environment influences a person's level of physical activity and ability to have healthy lifestyle behaviors. For example, inaccessible or nonexistent sidewalks or walking paths increase sedentary habits. These habits contribute to obesity, cardiovascular disease, and diabetes. Other factors that contribute to healthy lifestyle behaviors are access to grocery stores and farmer's markets, recreation facilities, and the presence of a clean and safe physical environment.

Additional facts and figures

- 23% of adults in Columbia County are physically inactive/sedentary, compared to the state average of 22% (range of 15-31%)
- Only 63% of adults have adequate access to locations for physical activity, compared to the state average of 81% (range of 7-99%)
- 39% of adults in Columbia County commute more than 30 minutes to work, taking at least 1 hour of time to commute to and from work
- Columbia County is ranked 56 poorest of 72 in regards to its environment, including lack of sidewalks or walking paths, driving alone to work, and long commutes while driving alone
- Health Behavior in Columbia County (in which physical inactivity is a factor) is ranked 35 of 72
- 2020 Tracker Target of 32.6% has been exceeded

Sources: ²Centers for Disease Control and Prevention; ³ Columbia County and Wisconsin County Health Rankings; ⁴ Columbia County, WI Census Data; ⁵ Healthy Communities Institute (HCI); and ⁶ Wisconsin Public Health Department, Columbia County Division of Health

Strategic Implementation Plan

Physical Inactivity / Sedentary



Goals

CCH primarily services the southern right sector of Columbia County and adjacent communities, accounting for an estimated population of 10,848 people or about 19% of the population within Columbia County. Therefore, Columbus Community Hospital and collaborating partners will impact 20% of the overall goals for Columbia County.

- Reduce the percentage of Columbia County adult residents who are physically inactive from 23.0% in 2015 to 22.7% by 2018 (County Health Rankings & Roadmaps)

Childhood physical activity measures are not available on a county level. However, CCH is recording physical activity pacer tests (performed within the schools) for those who participate in the program to aid in the building of a local database.



Action plan

Strategy #1: Operation Overhaul 2.0

- Through the formation of Your Better Life Coalition, a wellness program will be developed, tailored to the manufacturing industry (assembly line production), to reduce obesity and impact certain chronic health conditions. Interventions within the Operation Overhaul 2.0 program include, but are not limited to, education and information strategies, behavioral and social strategies, environmental and employer policy strategies, and worksite weight control strategies, including measurable changes of weight (considering height and muscle mass), body fat, minutes of exercise, percentage of weight gain/loss, waist circumference, endurance, flexibility, and blood pressure. Smoking cessation is offered as well.
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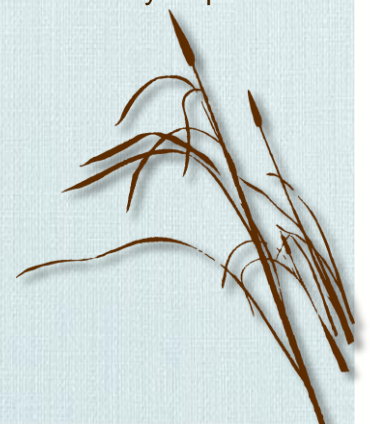
Mammography Screenings

Priority #3



Do you have a question about mammography screenings or breast cancer?

Visit our website at
columbuscommunityhospital.com



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 and about 1 in 36 women will die from 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. These images are 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. Mammography screenings are the most effective breast cancer screening tool used today. Advancements in technology and early detection have resulted in a steady decline in deaths due to breast cancer in Columbia County. Therefore, it is recommended that:

- Women ages 40 to 44 should have the choice to start annual breast cancer screening with mammograms (x-rays of the breast) ¹
- Women age 45 to 54 should get mammograms every year ¹
- Women 55 and older should have mammograms every 2 years, or continue yearly screening ¹
- Screening should continue as long as a woman is in good health ¹

Women should perform self examinations on a regular basis, noting how their breasts normally look and feel and report any breast changes to a health care provider right away.

Additional facts and figures

- 134.8 per 100,000 females have had an incidence of breast cancer between 2008 – 2012 (age adjusted), the state average is 124.8 and the national average is 122.7
- Deaths due to breast cancer are 24 per 100,000 people, the state average is 21 and the national average is 22.2.
- 66% of females receive recommended mammograms, compared to the state average of 71%
- 2020 Tracker Target for age adjusted death rate due to breast cancer is 20.7 (per 100,000)

Sources: ¹ American Cancer Society; ² Centers for Disease Control and Prevention; ³ Columbia County and Wisconsin County Health Rankings; ⁴ Columbia County, WI Census Data; ⁵ Healthy Communities Institute (HCI); and ⁶ Wisconsin Public Health Department, Columbia County Division of Health

Strategic Implementation Plan

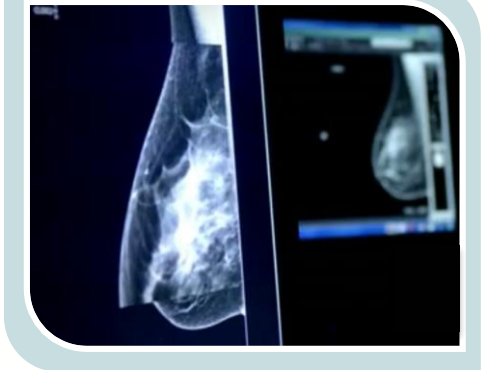
Mammography Screenings



Goals

CCH primarily services the southern right sector of Columbia County and adjacent communities, accounting for an estimated population of 10,848 people or about 19% of the population within Columbia County. Therefore, Columbus Community Hospital and collaborating partners will impact 20% of the overall goals for Columbia County.

- Increase the percentage of mammography screenings in Columbia County from 66% in 2015 to 67% in 2018 for those suggested (County Health Rankings & Roadmaps)
- Decrease the death rate due to breast cancer in Columbia County from 24 per 100,000 in 2015 to 23.6 per 100,000 in 2018 as this indicates an increase in early detection (Healthy Communities Institute)



The incidence rate of breast cancer in Columbia County in 2015 was 134.4 per 100,000 females in 2015. As a result of increased screenings, the incidence rate will probably increase against the desired trend (Healthy Communities Institute).

Action plan

By facilitating increased education and awareness with providers and the community at large, Columbus Community Hospital aims to increase the rate of mammography screenings in order to detect breast cancer early; thus, decreasing the death rate due to breast cancer.

Strategy #1: Expand Program To Meet Community Needs

- Columbus Community Hospital currently has a Breast Cancer Navigation program. This program will be expanded upon with help from the Columbus Community Hospital Foundation and local high school volleyball and basketball teams through Volley for a Cause and Hoops for a Cure events.

Strategy #2: Improve Access

- In collaboration with the Columbus Community Hospital Foundation, a program will be established to help those with financial need to obtain mammography screenings regardless of ability to pay. This will decrease the economic disparity gap while increasing the health and wellness of those in need through early dedication.

Strategy #3: Increase Awareness

- Increase outreach efforts to enhance community awareness regarding self examinations and discussions with primary care physicians.
- Educate the community regarding the importance of mammography screenings focused on: chance of having breast cancer, self examinations, environmental, genetic and behavioral factors; specifically educating on recent developments regarding obesity, alcohol use and hereditary factors, as these would indicate an earlier screen is warranted.
- Educate primary care providers to increase mammography screenings, focusing on who should be screened, when, and why, including screening those with hereditary factors, obesity, and alcohol use at an earlier age as these are factors that increase the incidence of breast cancer.

Community partners and supporting resources

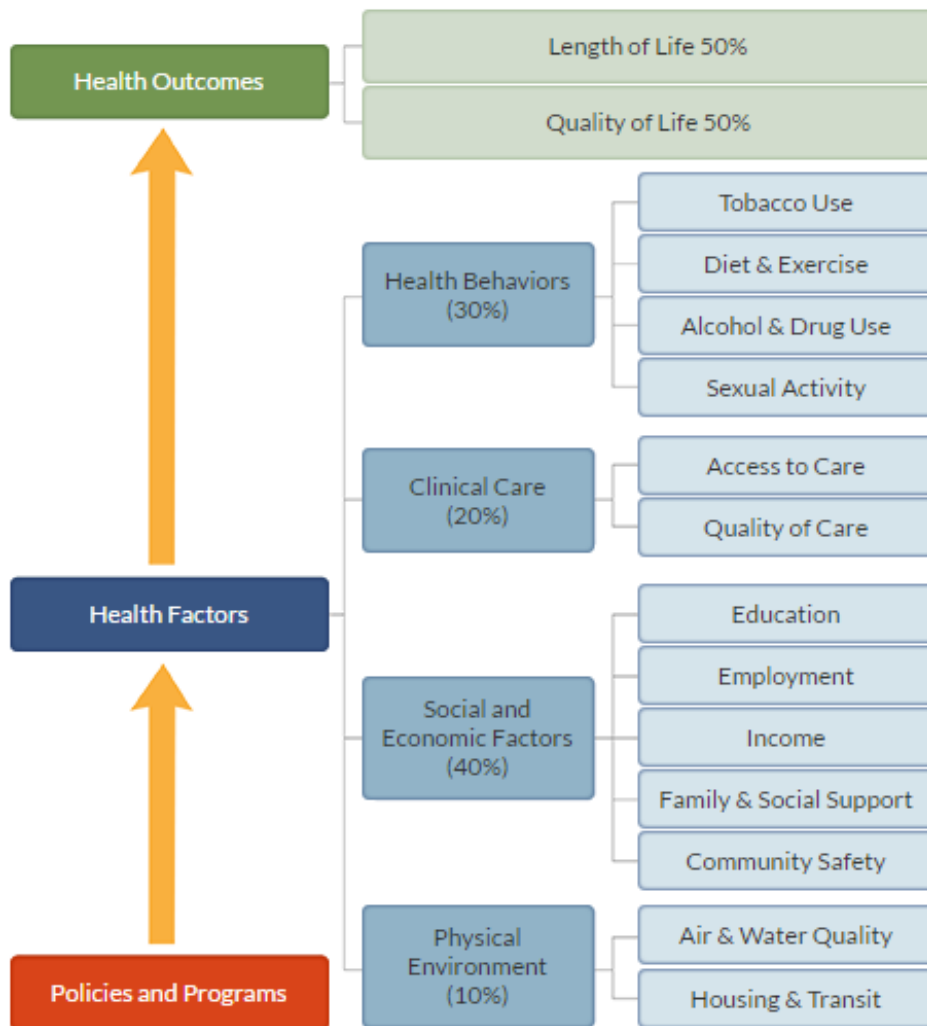
- Columbus Community Hospital
- Local Senior Centers
- Local High School Volleyball Teams
- Volunteers of Columbus Community Hospital
- Women's Day
- Local High School Basketball Teams
- Columbus Community Hospital Foundation

The Approach

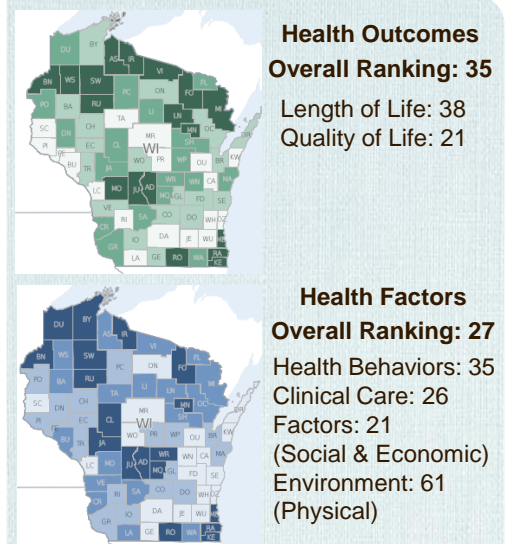
The “Our Approach” model (shown below) is a population health model that emphasizes the many factors that, if improved, can help make communities healthier places to live, learn, work and play.

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

Columbus Community Hospital selected two key health initiatives within health behaviors and one within clinical care. 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.



County Health Rankings model © 2014 UWPHI



Source: CountyHealthRankings-2014

Achieving our Goals, Now and in the Future

Columbus Community Hospital is committed to improving the health of our communities through collaborative efforts to address unmet needs.



SSM Health

Through Columbus Community Hospital's association with SSM Health, this source of reliable, current 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 www.columbuscommunityhospital.com for more information.



FIND HEALTH DATA

View more than 100 health, economic, social, and wellbeing indicators



FIND DEMOGRAPHIC DATA

View demographic data on race, gender, ethnicity by zip code

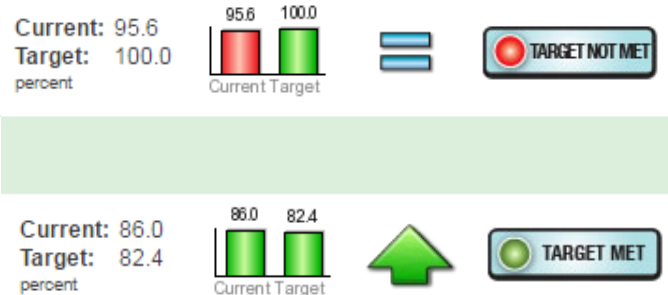


FIND HEALTH DISPARITIES

Identify and learn about health disparities in our community

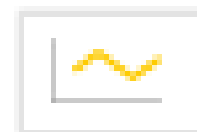
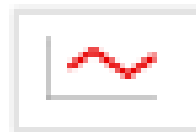
Healthy People 2020 Progress Tracker

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.



County Health Rankings and Roadmaps

To aid in building a culture of health, county by county, Columbus Community Hospital 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.