

# Winneshiek Medical Center Community Health Assessment

## July 2022

### Overview and Executive Summary

A Community Health Assessment (CHA) is designed to gather information from the community to help guide/direct health planning activities. With this data, communities can map out a course for health improvement by creating strategies to make positive and sustainable changes. The survey process and results allow us to deepen our partnership with the communities we serve through a greater understanding of the health issues they face.

Winneshiek Medical Center started its CHA process in January 2022 with a target completion date of July 2022. This process does three things:

- Describes the state of health of a local population,
- Enables the identification of the major risk factors and causes of ill health, and
- Enables the creation of actions needed to address these factors

While the Assessment has been a common element required every five years of Iowa local boards of health (called a Community Health Assessment and Health Improvement Plan – CHA & HIP), the Patient Protection and Affordable Care Act requires the process be completed by every nonprofit hospital every three years to continue to qualify for federal tax exemption. For the 2022 survey cycle, Winneshiek Medical Center partnered with Winneshiek County Public Health to complete the survey.

Following a review of the population in Winneshiek County (IA) and Fillmore County (MN), Winneshiek Medical Center undertook a more in-depth approach to involving the community in identifying significant health needs. The main method to identify and prioritize health needs was the use of an online survey in March 2022, which was completed by 515 people.

The Community Health Assessment identified five overall priority categories of concern:

- Housing Options
- Mental Health Care\*
- Older Adult Care\*
- Alcohol and drug use\*
- Suicide\*

The five most prevalent diagnoses among respondents were:

- Vision problems
- Hypertension\*
- Sleep apnea\*
- Hearing problems\*
- Respiratory problems\*

The five highest areas of need for health care services, according to survey respondents were:

- Access to mental health care\*
- Shelter and services for victims of abuse, violence and assault
- Alcohol and drug abuse prevention\*

- Family planning services\*
- Services for persons with disabilities

*\* Indicates Winneshiek Medical Center will address these needs in the Health Improvement Plan.*

The Winneshiek Medical Center Board of Trustees approved this assessment and plan July 6, 2022. The full report can be found on: [www.winmedical.org/community-health-assessment/](http://www.winmedical.org/community-health-assessment/)

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## Section 1: Background – Past Community Health Assessment

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Top issues identified/addressed in the 2019 Community Health Needs Assessment were:

Health Problems to Address:

- Mental Health: Problems, Access to services, Availability of local mental health providers
- Safe Behaviors: Illegal drug use/abuse/distribution, alcohol abuse, bullying, screen time (excessive use), parenting skills
- Health Care Access: High out-of-pocket costs, appointment availability to primary care
- Health Conditions/Prevention: Mental Health, Cancers, Obesity, Aging Problems (e.g. arthritis, hearing, vision loss, etc.), immunizations against communicable diseases

Health Behaviors to Improve:

- Physical Activity: Increase physical activity, offer affordable opportunities/programs/facility to exercise, more time and willpower to maintain health habits
- Healthy Eating: Eat more fruits and vegetables, Drink more water
- Decrease Stress

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## Section 2: Defining the Community Served

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### Population of Service Area

Winneshiek Medical Center is the primary provider for Winneshiek County (population 19,991) and southern Fillmore County (MN). It also draws patients from western Houston County (MN), eastern Howard County, western Allamakee County, and parts of Clayton, Fayette, and Chickasaw counties.

For the purpose of the Community Health Assessment, Winneshiek and southern Fillmore counties were the primary focus. Howard County, Allamakee County, Chickasaw and Fayette counties have critical access hospitals in their communities. Fillmore and Houston County (MN) do not.

| Demographics                        | Winneshiek County (IA) | Fillmore County (MN) | Comment - Comparison                       |
|-------------------------------------|------------------------|----------------------|--|
| Persons age 65+                     | 21.1%                  | 21.2%                | Compares to 17.5% Iowa and 16.3% Minnesota |
| Percent White persons, not Hispanic | 94.9%                  | 96.0%                | Compares to 85.0% IA and 79.1% MN          |
| Hispanic or Latino origin           | 2.4%                   | 1.8%                 | Compares to 6.3% IA and 5.6% MN            |

|  |          |          |   |
|--|----------|----------|---|
| Asian  | 1.2%     | 0.7%     | Compares to 2.7% IA and 5.2% MN         |
| Black or African American                        | 0.9%     | 0.5%     | Compares to 4.1% IA and 7.0% MN         |
| Persons in poverty (2016-2020) <sup>1</sup>      | 9.2%     | 8.2%     | Compares to 10.2% IA and 8.3% MN        |
| Median Household Income (2016-2020) <sup>2</sup> | \$63,162 | \$64,375 | Compares to \$61,836 IA and \$73,382 MN |
| Percent Rural                                    | 59%      | 93.3%    |   |

## Health Characteristics

2022 Health Rankings show Winneshiek ranked #2 in Health Outcomes out of 99 Iowa counties. Fillmore County ranked #19 in Health Outcomes out of 87 Minnesota counties.

| Health Characteristics <sup>3</sup>           | Winneshiek County (IA) | Fillmore County (MN) | National Benchmark (Top US Performers) |
|---|------------------------|----------------------|--|
| Adult Smoking                                 | 16%                    | 19%                  | 15%                                    |
| Adult Obesity                                 | 35%                    | 36%                  | 30%                                    |
| Physical Inactivity                           | 25%                    | 23%                  | 23%                                    |
| Excessive Drinking (binge & heavy drinking)   | 25%                    | 24%                  | 15%                                    |
| Alcohol-impaired driving deaths               | 33%                    | 40%                  | 10%                                    |
| Poor or fair health                           | 12%                    | 15%                  | 15%                                    |
| Frequent mental distress                      | 12%                    | 13%                  | 13%                                    |
| Frequent physical distress                    | 9%                     | 11%                  | 10%                                    |
| Population to Mental Health Providers (ratio) | 390:1                  | 4230:1               | 250:1                                  |
| Uninsured Adults                              | 6%                     | 9%                   | 7%                                     |
| Uninsured Children                            | 3%                     | 5%                   | 3%                                     |
| Unemployment                                  | 4.9%                   | 5.0%                 | 4.0%                                   |
| Population to Primary care physicians (ratio) | 910:1                  | 2630:1               | 1010:1                                 |
| Population to Dentists                        | 1530:1                 | 1760:1               | 1210:1                                 |

<sup>1</sup> US Census Bureau QuickFacts: Persons in Poverty Percenter

<sup>2</sup> US Census Bureau QuickFacts: Median Household Income

<sup>3</sup> County Health Rankings 2022

|  |     |     |     |
|--|-----|-----|-----|
| (ratio)  |     |     |     |
| Diabetes Prevalence                            | 8%  | 9%  | 8%  |
| Mammography screening<br>(Medicare ages 65-74) | 58% | 54% | 52% |

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### Section 3: Assessing the Community's Health

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Following a review of the population, past community health assessments and population health characteristics, Winneshiek Medical Center (WMC) undertook a more in-depth approach to involving the community in identifying significant health needs by partnering with Winneshiek County Public Health (WCPH). The main method to identify and prioritize health needs was the use of an online survey in March 2022, which was completed by 515 people.

WMC and WCPH communicated the purpose and availability of the survey through targeted email invitations, newspapers, online news, websites and Facebook pages.

Results of the survey were reviewed with WMC's administrative council, who then developed the set of improvement plans/actions. Others, including WMC's Management Committee, were consulted in refining the actions. Final conclusions were approved by the Board of Trustees.

#### Broad Interests of the Community

All people were invited to take the survey, including general public, all community physicians, other primary care providers, dentists, optometrists, chiropractors, public health professionals, mental health professionals, healthcare workers, schools, government and business leaders. Communication of the survey opportunities was reported at the Board meeting, posted online, and covered by area media. A link was placed on the [www.winmedical.org](http://www.winmedical.org) web site. Further characteristics of participants are noted as follows:

| Geographic Distribution | Percent                                       | Percent             |
|-------------------------|---|---------------------|
| Zip Codes               | 100% from Iowa<br>(77% from Decorah zip code) | 0% from Minnesota   |
| Residence               | 55% town residence                            | 43% rural residence |

| Gender Identity            |            |          |
|----------------------------|------------|----------|
| Online survey participants | 74% female | 25% male |

| Additional Demographics |  |  |
|-------------------------|--|--|
| Race                    | 96% White<br>3% Prefer Not to Answer<br>1% Other     |  |
| Age group (survey)      | 44 % ages 21-30<br>20 % ages 31-40<br>37% ages 41-59 |  |

|                           |   |  |
|---------------------------|---|--|
|                           | 28% ages 60-75<br>5% ages 75-85<br>1% other   |  |
| Household Income (survey) | 21% \$30,000 to \$49k<br>22% \$50,000 to \$69k<br>12% \$70,000 to \$89k<br>21% above \$90k +<br>13% prefer not to answer<br>10% other |  |
| Educational Level         | 7% High School Diploma<br>31% Two-year degree<br>27% Four-year degree<br>35% More than a four-year degree                             |  |
| Employment Status         | 70% Employed full time<br>7% Employed part time<br>3% Student<br>17% Retired<br>3% Other  |  |

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## Section 4: Prioritized Description of Significant Health Needs

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The online survey asked questions related to the community, personal health, COVID-19 impact and demographic information.

### Community

The Community Health Assessment identified five overall priority categories of concern (gave a rating of 3, 4 or 5, with 5 being the highest level of concern):

- Housing Options - 88%
- Mental Health Care - 86%
- Older Adult Care – 78%
- Alcohol and drug use – 76%
- Suicide – 68%

*Additional areas which over 50% of respondents had high concerns:*

- Racism – 65%
- Prep for Natural Disaster – 59%
- Tobacco – 59%
- Access to transportation – 57%
- Accessible exercise facilities – 54%

## Personal Health

Most respondents felt they have overall good, very good or excellent health:

- Physical health – 91%
- Dental health – 92%
- Mental/emotional health – 87%

The five most prevalent diagnoses among respondents were:

- Vision problems – 40%
- Hypertension – 20%
- Sleep apnea – 13%
- Hearing problems – 13%
- Respiratory problems – 10%

The five highest areas of need for health care services (available, but does not meet needs; not available), according to survey respondents were:

- Access to mental health care – 54%
- Shelter and services for victims of abuse, violence and assault – 43%
- Alcohol and drug abuse prevention – 38%
- Family planning services – 32%
- Services for persons with disabilities – 32%

Most respondents are covered by health insurance:

- Self – 98%
- Spouse - 93%
- Child(ren) – 85%

## COVID-19 Impact

Respondents agreed or strongly agreed with the following statements.

COVID-19...

- Impacted my mental health – 71%
- Impacted my life financially - 57%
- Impacted my physical health – 55%

## **Complete Results**

| <b>Community Areas of Concern (high concern - 5, 4, 3 answers included)</b> | <b>percent</b> |
|---|----------------|
| Housing Options   | 88%            |
| Mental Health Care  | 86%            |
| Older Adult Care  | 78%            |
| Alcohol and drug use  | 76%            |
| Suicide   | 68%            |
| Racism  | 65%            |
| Prep for Natural Disaster   | 59%            |

|                                |     |
|--------------------------------|-----|
| Tobacco                        | 59% |
| Access to transportation       | 57% |
| Accessible Exercise facilities | 54% |
| Unemployment                   | 47% |
| Water Quality                  | 47% |
| Rape/Sexual Assault            | 46% |
| Food Scarcity                  | 44% |
| Air Quality                    | 37% |
| Walkable Environment           | 37% |
| Safe Rec areas                 | 34% |
| Firearm Violence               | 33% |
| Suitable bike trails/lanes     | 31% |

**Overall Health (Excellent, Very Good, Good)**

|                          |     |
|--------------------------|-----|
| Physical Health          | 91% |
| Dental Health            | 92% |
| Mental /Emotional Health | 87% |

**Have you been diagnosed with: (yes answers)**

|                      |     |
|----------------------|-----|
| Vision problems      | 40% |
| Hypertension         | 20% |
| Sleep apnea          | 13% |
| Hearing problems     | 13% |
| Respiratory problems | 10% |
| Skin Cancer          | 9%  |
| Heart Disease        | 8%  |
| Diabetes             | 8%  |
| Breast Cancer        | 4%  |
| Prostate Cancer      | 3%  |
| STDs                 | 1%  |
| Lung Cancer          | 1%  |
| HIV/AIDS             | 1%  |
| Dementia             | 1%  |
| Colon Cancer         | 1%  |

**Availability of Health Care Services (Avail & does not meet needs; not avail)**

|   |     |
|---|-----|
| Access to mental health care                                    | 54% |
| Shelter and services for victims of abuse, violence and assault | 43% |
| Alcohol and drug abuse prevention                               | 38% |
| Family planning services  | 32% |
| Services for persons with disabilities                          | 31% |
| Weight management services                                      | 29% |
| Access to primary care doctor                                   | 19% |
| Cancer prevention, screening, treatment                         | 17% |
| Cardiovascular disease prevention, screening, treatment         | 17% |



|   |     |
|---|-----|
| Food programs/pantries/soup kitchens      | 14% |
| Prenatal and postpartum care              | 14% |
| Diabetes prevention, screening, treatment | 13% |
| Access to dental care                     | 12% |
| Access to up-to-date immunizations        | 4%  |

**Preventive Services (past year, 1-2 years)**

|   |     |
|---|-----|
| Had your blood pressure checked         | 97% |
| Had a routine check up                  | 91% |
| Visited a Dentist for any reason        | 90% |
| Had a flu shot                          | 88% |
| Had a blood sugar check                 | 82% |
| Had a clinical breast exam (women only) | 70% |
| Had a mammogram (women only)            | 60% |
| Had a PAP test (women only)             | 55% |
| Had a skin cancer check                 | 51% |
| Had a PSA test (men only)               | 50% |
| Had a digital rectal exam (men only)    | 36% |
| Had a colonoscopy                       | 31% |

**Where do you get information on your health**

|   |     |
|---|-----|
| Other   | 28% |
| Doctors/Nurses                                | 25% |
| Website/Internet                              | 19% |
| Friends/family                                | 11% |
| Social Media                                  | 9%  |
| Newspaper                                     | 8%  |
| Pharmacies                                    | N/A |
| Radio   | N/A |
| School  | N/A |
| Community meetings                            | N/A |
| TV  | N/A |
| Church  | N/A |
| Magazines                                     | N/A |
| Healer or non-traditional health practitioner | N/A |

**Health Insurance (yes)**

|            |     |
|------------|-----|
| Self       | 98% |
| Spouse     | 93% |
| Child(ren) | 85% |

**Where do you go for routine health care?**

|                         |     |
|-------------------------|-----|
| Medical Provider Office | 81% |
| Urgent Care             | 6%  |
| Emergency Room          | 5%  |

|   |     |
|---|-----|
| I do not receive routine care   | 4%  |
| Employee Occupational Health  | 2%  |
| Other   | 2%  |
| <b>How often do you need help reading information about health (never/rarely)</b> | 92% |
| <b>Rate your access to the internet (easy access)</b>                             | 95% |
| <b>Unable to get medical care in the last six months? (no)</b>                    | 90% |
| <b>Unable to get medical care in the last six months? (yes)</b>                   | 9%  |
| <b>COVID Impact (agree/strongly agree)</b>  |     |
| Impacted my mental health   | 71% |
| Impacted my life financially  | 57% |
| Impacted my physical health   | 55% |

## Section 5: Implementation Strategy

### Actions by Winneshiek Medical Center to Address Community Health Needs

#### Community Health Assessment – Improvement Plan

| Community Health Need                          | Actions   |
|--|---|
| Mental Health Care & Access/Suicide Prevention | <ul style="list-style-type: none"><li>• Continue to expand the Integrated Behavioral Health model, which works in conjunction with primary care at Winneshiek Medical Center. Recently hired a new LISW.</li><li>• Collaborate with Winneshiek County agencies to decrease incarceration and emergency inpatient admission for mental health crises.</li><li>• Offer tele-psychiatry through the Emergency Department.</li><li>• Expand WMC social worker capacity to assist with situations requiring emergency need for services not provided at WMC, but within the community.</li><li>• Continue to support local mental health/suicide awareness events in collaboration with other community agencies and regional mental health providers.</li><li>• Currently actively recruiting to add a psychiatrist and an additional psychologist to the community.</li><li>• Provide group therapy to improve access and lower costs: DBT, chronic pain and insomnia.</li><li>• Conduct suicide assessments as part of all patient encounters and ensure appropriate follow up.</li></ul> |

|                         |  |
|-------------------------|--|
| <p>Older Adult Care</p> | <ul style="list-style-type: none"> <li>• Offer full-service home health care (nursing and rehabilitation) and Hospice services.</li> <li>• Supplier of durable medical equipment, including oxygen.</li> <li>• Provide support to patients/community through the Senior Health Insurance information Program (SHIIP)</li> <li>• Provide Chronic Care Management through clinic nursing staff for patients with two or more chronic conditions.</li> <li>• Expand our team based care programming in primary care to enhance population health management.</li> <li>• Participating in 2023 in the Medicare Shared Savings program accountable care organization to enhance the data we receive on population health metrics for our Medicare patients.</li> <li>• Offer dementia care services for patients and caregivers in the region.</li> <li>• Provide Skilled Care to the community for safe recovery from hospitalization or surgery.</li> <li>• Support partner agencies in promoting community education events.</li> <li>• Offer comprehensive Patient Financial Assistance services.</li> <li>• Coordinate distribution of free coupons to Farmers Market (funded by Winneshiek County United Way) to senior citizens.</li> <li>• Offer Mobile Meals (Meals on Wheels) program and Frozen Meals to support food security in the senior population.</li> <li>• Employ two adult medicine nurse practitioners in the medical practice.</li> <li>• Evaluating a palliative care program for patients.</li> <li>• Provide medical directorship to area nursing homes.</li> </ul> |
|-------------------------|--|

|                                 |  |
|---------------------------------|--|
| Alcohol and drug use/prevention | <ul style="list-style-type: none"><li>• Opioid education provided to WMC staff and providers.</li><li>• Track quality metrics regarding the checking of the Prescription Drug Monitoring Program (PDMP).</li><li>• Provide expanded social work services to patients through Decorah Clinic.</li><li>• Support partner agencies in promoting community education events.</li><li>• Interviewed a psychiatrist specializing in addiction services.</li><li>• Continue to collaborate with Helping Services for Youth and Families and Quit Line Iowa in providing smoking cessation packets to WMC patients.</li><li>• Promote area prescription drug drop off days/events.</li></ul> |
|---------------------------------|--|

|   |   |
|---|---|
| <p>Health Conditions -<br/>Prevention, treatment, care:</p> <ul style="list-style-type: none"> <li>• Hypertension</li> <li>• Sleep Apnea</li> <li>• Hearing Problems</li> <li>• Respiratory Problems</li> </ul> | <p><u>General</u></p> <ul style="list-style-type: none"> <li>• Provide Chronic Care Management through clinic nursing staff for patients with two or more chronic conditions.</li> <li>• Enhance the number of primary care providers to better ensure primary care access.</li> <li>• Expand team based care to better coordinate care for all our patients.</li> </ul> <p><u>Hypertension</u></p> <ul style="list-style-type: none"> <li>• Provide daily access for blood pressure screening at no cost.</li> <li>• Offer nurse-only visits to expand access for hypertension patients.</li> <li>• Check accuracy of personal blood pressure cuffs, as requested.</li> </ul> <p><u>Sleep Apnea</u></p> <ul style="list-style-type: none"> <li>• Provide home and on-site sleep studies to patients.</li> <li>• Provide sleep apnea equipment setup and maintenance, including CPAP.</li> </ul> <p><u>Hearing Problems</u></p> <ul style="list-style-type: none"> <li>• Offer free hearing screenings daily.</li> <li>• Provide full time audiology specialty care at Decorah Clinic, including hearing aid support.</li> <li>• Provide full time ENT specialty care at Decorah Clinic.</li> <li>• Offer dementia care services for patients and caregivers in the region.</li> </ul> <p><u>Respiratory Problems</u></p> <ul style="list-style-type: none"> <li>• Offer pulmonary function testing and rehab.</li> <li>• Offer COVID-19 and Influenza vaccines.</li> <li>• Provide COVID-19 testing.</li> <li>• Provide asthma education and treatment.</li> </ul> |
| <p>Family Planning Services</p>   | <ul style="list-style-type: none"> <li>• Offer family planning support through primary care</li> <li>• Provide dedicated OB Nurse Coordinator to support obstetric/prenatal care needs</li> <li>• Provide Prepared Childbirth, Baby Basics and Breastfeeding classes</li> <li>• Provide free car seat checks</li> <li>• Recruiting for OB/GYN specialty to expand women’s health care services in our region</li> </ul>   |

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## **Section 6: Adopting the Community Health Assessment**

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### **Board of Trustees**

The Winneshiek Medical Center Board of Trustees (seven volunteer board members, elected by the citizens of Winneshiek County) approved this plan July 6, 2022. We appreciate their guidance and input in the community health assessment process, as well as their dedication to both Winneshiek Medical Center and the community.

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## **Section 7: Collaboration**

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### **Community Partners**

We invited survey participation via email to leaders, school officials and health care providers in:

- (Winneshiek County, IA) Decorah, Ridgeway, Spillville, Castalia, Fort Atkinson, Jackson Junction, Calmar and Ossian.
- (Fillmore County, MN ) Canton and Mabel.
- (Houston County, MN) Spring Grove.
- (Allamakee County, IA) Postville and Dorchester.

Additionally, survey invitations were sent to members of the Decorah Area Chamber of Commerce and Winneshiek County churches.

The following media were invited to share information on the survey with the general public:

- Calmar Courier
- Cresco Times Plains Dealer
- Decorah Area Chamber of Commerce
- Decorah Newspapers
- Decorahnews.com
- Fillmore County Journal
- Ossian Bee
- Waukon Standard
- KCZQ Radio
- KVIK Radio
- KNEI Radio

We appreciate the input on the survey from 515 people.

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## **Section 8: Dissemination of the CHNA Results**

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### **Availability of the CHNA**

Winneshiek Medical Center will post its community health needs assessment at its website at <https://www.winmedical.org> . A paper copy available for public inspection is also available without charge at WMC, by making arrangements through Administration.