

COMMUNITY HEALTH NEEDS ASSESSMENT: CUMBERLAND HEALTHCARE





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About Us

Cumberland Healthcare is an independent, nonprofit, community-based, Critical Access Hospital that serves northwest Wisconsin. We are licensed for 25 acute care beds, an emergency department, surgical services, rehabilitation, oncology/infusion, swing bed, specialty providers, and wound healing. We have been caring for our community since 1956. We offer clinic, hospital and specialty care services.

More ways we care. For you.

We believe health care is a basic human right. We're here to serve the evolving needs of the communities we serve and make excellent health care available to all. Our focus on providing our communities with the full continuum of care makes Cumberland Healthcare a model in Wisconsin and beyond.

We work collaboratively across traditional boundaries to develop patient-centered practices that help make lifelong quality care accessible and affordable.



Mission, Vision, Values

Mission

An independent, community-based health system dedicated to providing exceptional quality care, every step of the way.

Vision

To become the provider of choice for our community and surrounding areas by being a leader in rural healthcare.

Values

We are committed to serving our patients, community and employees from a foundation built on **PRIDE**.

Positive attitude

Respect

Integrity

Dependable/Accountable

Excellence





Executive Summary

Cumberland Healthcare, located in Cumberland, Wisconsin, is an independent, nonprofit, community-based healthcare facility that serves northwest Wisconsin. Cumberland Healthcare became a Critical Access Hospital on August 19, 2005, and is licensed for 25 acute care beds.

Barron County is located in northwestern Wisconsin and the county consists of 4 cities, Barron, Chetek, Cumberland, and Rice Lake with villages and townships to comprise a population of 46,719 in 2021.

Cumberland has a population of 2,268 (2021) people with a 2020 median household of \$37,870, and a 23.2% poverty rate (136% 1-year increase) with a heavy white, and smaller Hispanic and Native American ethnic group.

A Community Health Needs Assessment is conducted every three years to meet the health needs identified for our community. The purpose of the survey is to identify health needs and resources. The areas identified are mental health, alcohol misuse, chronic disease prevention and control, drug use, and obesity.

Cumberland Healthcare continues to upgrade its facilities to meet the changing needs in health care services. Cumberland Healthcare is moving to its new facility in March 2023.

Quality has always been of utmost importance at Cumberland Healthcare. To help improve our quality scores we have a partnership with Press Ganey.

Invitations were sent out to community members inviting them to the initial planning day. We use area newspapers, radio, websites, public forums, and social media pages for advertisement.

Invitations sent out to community members inviting them to a review of the year and a planning day focused on improving the health of Barron County residents.



Service Area



Barron County is located in northwestern Wisconsin and the county consists of 4 cities, Barron, Chetek, Cumberland, and Rice Lake with villages and townships to comprise a population of 46,719 in 2021.

According to the 2020 US Census, Cumberland, Wisconsin has a population of 2,479 and is the third largest city in Barron County, with a population totaling 46,719 people. Cumberland Healthcare’s primary service area consists of Cumberland, Turtle Lake and Almena. The secondary service area includes the rest of Barron County along with the surrounding counties of Washburn and Polk.

2021 data shows Barron County has a makeup of 19,059 households. The racial makeup of the county is White (non-Hispanic) (92.8%) Two+ (Non-Hispanic) 1.6%, Black or African American (Non-Hispanic) (1.45%) White (Hispanic) (1.32%), and Other (Hispanic) (1.15%).

The median household income in Barron County is \$55,256, with 12.1% of residents living in poverty, down by 1% 10 years ago. The percentage of residents, age 25 or older, with a high school degree or higher is 90.5% (2017-2021). The percentage of Barron County residents with a bachelor’s degree or higher is 20.6% (2017-2021).

In Barron County, the age of the population is spread out with 5.3% 4 or under, 21.5% aged 5 -19, 15.4% aged 20-34, 17% aged 35-49, 22.7% aged 65+. The county hosts a variety of markets including rural agriculture, manufacturing, education and health, and a seasonal tourist economy.



Community Benefits

As the County's Community Health Improvement Process evolved, health priorities were determined, which include mental health, alcohol misuse, chronic disease prevention and control, drug use, and obesity. include alcohol, tobacco and other drug abuse, mental health and chronic disease. Using this data, Cumberland Healthcare has addressed unmet needs within the context of our overall approach, services offered and mission commitments, while supporting the overall goals of Thrive Barron County.

Key findings from all data sources, including data provided by Thrive Barron County and hospital available data, were reviewed and the most pressing needs will be incorporated into our annual community benefit plan. The community benefit plan reflects Cumberland Healthcare's overall approach to community benefits by targeting the interaction between the identified needs of the community and the key strengths and mission commitments of the organization to help build the continuum of care. We have established leadership accountability and an organizational structure for ongoing planning, budgeting, implementation and evaluation of community benefit activities, which are integrated into our multi-year strategic and annual operating planning processes.

In the 2021 calendar year, Cumberland Healthcare reported donating \$227,451.00 in community benefits. These benefits included, but are not limited to; Rice Lake Area Free Clinic lab work and staff time, athletic trainer game coverage for the Cumberland and Turtle Lake School Districts, free health screenings at Women's Health Night, and the Know Your Numbers Health Fair, Turtle Lake Inter-County Fair and the Barron County Fair, National Night Out, mental health counsellor in area schools, community health education, nursing education for nursing students, emergency/trauma coverage for community events, CPR training and Stop the Bleed Training.



How the Assessment is Conducted

Local healthcare systems, Cumberland Healthcare, Marshfield Clinic, Amery Hospital and Clinic, Rice Lake Area Free Clinic, Northlakes Community Clinic, WITC, Barron County Department of Health & Human Services, Aging and Disability, Resource Center of Barron and Mayo Clinic Health System, along with Barron County Public Health and community members, came together to create Thrive Barron County Steering Committee. Thrive Barron County is group committed to improving the health of Barron County through the Community Health Improvement Plan and the Community Health Needs Assessment.

The Community Benefits Workgroup identified community health needs by gathering information and input from these surrounding partners.

The 2021 survey collected 250 responses from Barron County residents.

After the health concerns were chosen, Community Health Action Teams, or CHAT's, were created for each health priority. Each CHAT includes experts, professionals and residents that have knowledge or are interested in that specific health concern. Each CHAT meets as needed to ensure adequate work is being done and has a plan of action. Every year, the Thrive Steering Committee and all three CHAT's invite business owners, health professionals and other community members to an annual meeting discussing what Thrive Barron County has accomplished for that year. It also includes plans for the future.

Today, in 2022, we still follow the same survey methodologies and steering committee philosophy. The purpose is to reevaluate what Barron County residents felt were the top health issues in the county. Surveys were completed both online and on paper. During the pandemic we were faced with different challenges in terms of committee attendance.

A data collection survey was completed in January 2022 to confirm if alcohol and substance misuse, behavioral health and chronic disease were among the top health priorities in Barron County. The survey collected 361 responses and it was confirmed these were the top three health priorities.



How the Assessment Conducted Continued

The survey was also shared on multiple social media pages and the Thrive Barron County websites. Based on the surveys returned, community members felt the top 3 health concerns facing Barron County residents were:

The areas identified are

- 1) Mental Health
- 2) Alcohol misuse
- 3) Chronic disease prevention and control
- 4) Drug use
- 5) Obesity

Thrive Barron County will conduct another Community Health Needs Assessment in 2023, at which time the health priorities will be reviewed again.

Community Health Improvement Plan Overview

Thrive Barron County utilized the *County Health Ranking and Roadmaps Take Action Cycle* to guide the community health improvement process. This included:

- Review of key findings from the 2018 CHA- qualitative data from surveys, focus groups, key informant interviews and community health improvement events, as well as quantitative data from local, state and national indicators.
- Review of evidence-based practices through "What Works for Health" and additional resources.
- Identification of strategies based on evidence, community input, and community assets. Strategies were also chosen to align with state and national health plans.
- Consideration of populations with disparate health outcomes.





Implementation Plan

As previously stated, Barron County's 2021 Community Health Needs Assessment found that the top three health concerns in the County were:

- 1) Mental Health
- 2) Alcohol misuse
- 3) Chronic disease prevention and control
- 4) Drug use
- 5) Obesity

Cumberland Healthcare has created an action plan for the areas we feel we can impact in and they are mental health, chronic disease and obesity.

Alcohol, Tobacco and Other Drug Use (ATODA)

Mental Health

Since 2015, our counselling services has been filling the need for access to mental health services. We realize the correlation between behavioral health issues and alcohol, tobacco and drug use and we are hoping to help combat this issue in Barron County by providing counseling services and being active in our schools.

Mental health disorders, including anxiety and depressions increased during the Covid-19 pandemic. Substance abuse and suicide rates increased in the US.

Cumberland Healthcare saw an increase in behavioral health visits and medication management. Our counselor and psychiatric nurse practitioner attended on site health fairs and school events to talk to students about mental health issues such as depression and suicide. Our goal is to assist the community by getting to the root of our patients' issues through providing counseling services and med management related care if needed. Cumberland Healthcare received a grant from Roots & Wings to help with costs associated with our plan to improve mental health.



Implementation Plan

Worksite Wellness

Cumberland Healthcare is constantly working on creating a better mental health for our employees through our employee wellness program. Our Wellness Committee is continuously coming up with new programs and activities for our employees, including wellness challenges, walk/run competitions, community volunteering, exercise, and much more. We monitor the stress and wellbeing of our employees through our annual Employee Engagement Survey.



Implementation Plan Continued.

Chronic Diseases

Know Your Numbers Health Fair

Cumberland Healthcare has been offering the Know Your Numbers Health Fair (KYN) every May to the community for over twelve years. The Know Your Numbers Health Fair includes free health screenings, completed through a simple blood draw, health information, breakfast and giveaways. We offer the Know Your Numbers Health Fair at both our Cumberland and Turtle Lake clinic locations. In 2020 we canceled our KYN Healthfair due to the pandemic but we were able to offer it safely to our community in 2021 and 2022 with over 400 participants.

The Know Your Numbers Health Fair is a free resource that allows all Barron County residents to determine where they are at health-wise and make appropriate changes if needed. We are tracking participants' health results from year-to-year to determine if individuals are making health changes based on their results. We also have participants fill out a questionnaire prior to testing and are tracking those results and notifying patients of results to better serve their needs.

We have an RN chronic care coordinator on site that partners with the patients primary care provider and focuses on patient-centered care to look at the whole patient to include mental health needs, including prevention and wellness, acute care and chronic care. This care is coordinated across all these elements of healthcare. This program reduces emergency room visits for patients. It keeps the connectivity with the patient and their provider at the forefront. During in person phone calls and visits we serve as patient advocates in managing medications, diet, activity, and overall lifestyle support.



Implementation Plan Continued

Obesity

Cumberland Healthcare continues to offer T2 diabetic management as well as diabetic prevention program classes. These are offered virtually or in person. We offer a CDC approved curriculum that includes teaching skills to lose weight, eat better, stay active and manage stress. We are in the last phase of grant money for our diabetic initiative.

Cumberland Healthcare created Salute in 2021. This is an organized effort to pull various disciplines and departments together to facilitate collaborative and comprehensive care plans to meet individual's unique and complicated circumstances that address the overall health picture when addressing health, wellness, and preventive care. It assists in connecting people before, during, and after their time as patients. Programs available to serve patient's needs are:

- Diabetic education
- Transitional care management
- Heart Health
- Wound Care
- Athletic Training
- Rehab Services
- Mental Health
- Weight Management
- Health Coaching
- Preventative Care
- Direct Access Therapy
- Direct Access Lab



Committed Resources

Cumberland Healthcare will continue to play a leading role in addressing the health needs of our community. Community benefit planning is integrated into our hospital's annual planning and budgeting processes to ensure we continue to effectively and adequately support community benefits. In addition to anticipated staff resource support increases, Cumberland Healthcare's budget for fiscal year 2022 has been increased to accommodate future community benefit activities.

VIII. Approval

Cumberland Healthcare's CEO approves the Implementation Strategy and Community Benefit Plan for addressing priorities identified in the most recent Community Health Needs Assessment.

Mike Gutsch

Chief Executive Officer Cumberland Healthcare

Date: 12/2022



Next Steps

Cumberland Healthcare and Thrive Barron County have implemented strategies for each health concern. Additionally, each health concern has its own Community Health Action Team (CHAT) which brings experts, professionals and community members together to share ideas and implement action plans. Each CHAT has created and implemented detailed work plans regarding their designated health concern.

Thrive Barron County has developed a report card to analyze the Implementation Plan. Thrive Barron County is committed to conducting another health needs assessment in three years. The Barron County Department of Health & Human Services Public Health Officer has given her assurance that the department will align their assessment timeline with that of Thrive Barron County's and once again partner to complete the assessment. This assessment summary will be accessible on the websites' of: Cumberland Healthcare, Lakeview Medical Center, Mayo Northland- Barron and Barron County Public Health. For questions regarding the Community Health Needs Assessment, please call (715) 822-7500.

RESOURCES

<https://dpi.wi.gov/news/releases/2022/youth-risk-behavior-survey-wisconsin-mental-health>

<https://covid19.nih.gov/covid-19-topics/mental-health>