



COMMUNITY HEALTH NEEDS ASSESSMENT: CUMBERLAND HEALTHCARE



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, a 24/7 emergency department, surgical services, inpatient and outpatients 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. We have a primary care clinic in Cumberland and Turtle Lake Wisconsin. We have more than 250 employees and over 40 physicians, visiting specialists and advanced practice providers.

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 and is licensed for 25 acute care beds.

In 1955, a group of citizens recognized the need for a new hospital. They organized a corporation to plan and construct Cumberland Memorial Hospital, now called Cumberland Healthcare. The hospital was completed in 1956 to serve the community's healthcare needs.

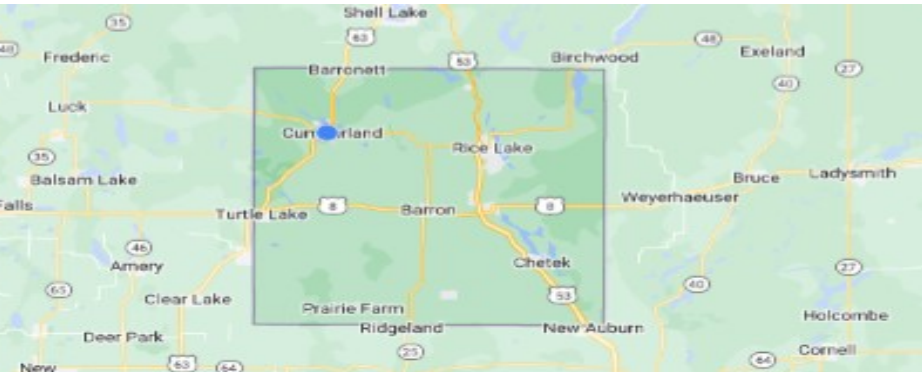
In 2021, the pandemic was consuming process changes, and the Red Clinic was formed as a result of the pandemic. The Red Clinic offered a separate designated space and separate exits to keep infectious patients from otherwise healthy patients. A Transitional Care Management program was started to provide patients support as they transition from hospital to home as well as help managing chronic conditions. We were the first healthcare system in Barron County to offer the COVID-19 vaccination.

In May 2022, we embarked on a new electronic medical record called Meditech to bring the medical record to our patients via portal access. We were able to offer the Covid booster vaccine to our patients and staff to protect against the current strains of Covid-19. We welcomed a new physician and one new nurse practitioner to our medical staff. We received a \$40,000 donation from the Cumberland Federal Bank Foundation for our community walking path,

In January 2023, we formed a partnership with NorthLake's Clinics to deliver and expand behavioral health services. We also opened and moved into our new replacement campus in April. We added an in-house MRI unit, allowing for faster scan times, improved accuracy, and less anxiety due to the larger opening. We added Maple Ridge Retail Pharmacy inside Cumberland Healthcare to enhance the continuity of care and serve our community's needs. We opened a farm-to-table restaurant that serves fresh, locally sourced nutritious meals for patients, employees, and visitors. With donations from community members, businesses, and Cumberland Healthcare vendors, we opened our community walking path to encourage health and wellness in the community. With our remodeled meeting spaces, we offer this space to the community for events.



Service Area & Assessment Data



Barron County is located in north-western Wisconsin and the county consists of 4 cities, Barron, Chetek, Cumberland, and Rice Lake with villages and townships to comprise a population of 45,719 in 2021. Cumberland is located 71 miles east of

Minneapolis MN, and 57 miles north of Eau Claire, WI. Two other hospitals serve Barron County, Marshfield in Rice Lake, WI and May Clinic Health System in Barron, WI.

Ninety-five percent of the population is White, 3% are Hispanic or Latino and 1.8 are Black or African American and 1.3% are American Indian or Alaska Native. Of Barron County's current estimated population of 45,719, per the US Census Bureau it's estimated 4.1% or more do not speak English as their primary language. Current numbers suggest 491 (.90%) speak Somali. We have 738 (1.62%) residents who speak Spanish; migrant workers increased that number to 1008 (2.2%) from mid-May to September.

The median household income in Barron County is \$52,346, 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% 5 or under, 21.4% under 18, 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 Summary

As the County's Community Health Improvement Process evolved, health priorities were determined, which 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 2020-2021 calendar year, Cumberland Healthcare reported \$227,353 in community benefits. In the 2021-2022 fiscal year, Cumberland Healthcare reported donating \$159,913 in community benefits. These benefits included, but are not limited to; Rice Lake Area Free Clinic lab/rad work and staff time, athletic trainer game coverage for the Cumberland and Turtle Lake School District, free health screenings at Women's Health Night, the Know Your Numbers Health Fair, Turtle Lake Inter-County Fair and the Barron County Fair, community health education, nursing education for Wisconsin Indianhead Technical College students, emergency/trauma coverage for community events.



How the Assessment is Conducted

The 2021-2022 Community Health Assessment (CHA) was designed to be a Reaffirmation Survey based on the findings of the extensive assessment in 2018-2019. The main reason for choosing this design for 2021-2022 was due to the pandemic and limited resources and capacity for a full needs assessment. Barron County Public Health does a full, large-scale health assessment on a six year cycle, this report serves as our three year, mid-cycle update.

The community health needs assessment report provides useful information to public health officials, health care providers, policy makers, organizations, community groups, and individuals who are interested in improving the health status of our community.

Thrive Barron County is a collaborative group with members from public health, local health care facilities, the Aging and Disability Resource Center and other public and private community groups. The committee works together to assess the health and wellness of Barron County Wisconsin and its residents. The steering committee meets and works together to gather data, obtain community input and prioritize needs. The community health planning effort includes two major phases: a community health assessment (CHA) and a community health improvement plan (CHIP).

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.

Five medical systems serve Barron County residents through ten clinics and three hospitals. Amery Hospital and Clinic, Cumberland Healthcare Hospital and Clinic, Marshfield Hospital and Clinic, Mayo Hospital and Clinic and Prevea Health Clinic make up Thrive Barron County.

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.



How the Assessment Conducted Continued

CHNA Timeline

January 2021: Began CHNA process

March-April 2021: Distributed community health needs survey throughout the community.

May-June 2021: Completed interviews with stakeholders in Barron County

September 2021: Prioritized health priorities

December 2021: completed CHC 2021 CHNA

January 2022: Distribution Barron County affirmation community health survey in community.

August 2022: Thrive Barron County Steering Committee planned the CHNA and review affirmation survey data

November 2022: Workgroup reviews and prioritizes health priorities for Cumberland

December 2022: CHNA third year report published

Descriptions of Previously Community-Identified Health Priority Areas:



Healthcare Barriers & Gaps

HEALTHCARE BARRIERS

Poverty: Issues forcing residents to make choices between basic living costs and healthcare (affordable housing, education low wage jobs. Median income in Barron County is \$52,346 and in Wisconsin \$63,293. A recent survey of Barron residents on the effects of the pandemic has shown to have made these issues worse.

Percentage Population Below Poverty Level

County	Percent Population	County	Percent Population
Barron County	27.13%	Eau Claire County	21.33%
Burnett County	28.40%	Pierce County	14.44%
Chippewa County	21.89%	Polk County	22.70%
Douglas County	24.09%	St. Croix County	13.20%
Dunn County	21.53%	Washburn County	26.97%

2021 Poverty Comparison by County. Income Maintenance includes” Medical Assistance, Food Share, and Child Care Assistance. Source: Barron County Economic Support Programs.

Below Poverty Level: Race & Hispanic Origin	Barron County Percent Below Poverty Level	Wisconsin Percent Below Poverty Level
White alone	11.6%	8.5%
Black or African American alone	5.4%	29.5%
American Indian & Alaska Native alone	34%	19.2%
Asian alone	20.8%	13.2%
Native Hawaiian & Other Pacific Islander alone	-	-
Two or more races	25.7%	16.7%
White, Hispanic or Latino origin (of any race)	23.0%	18%
White alone, not Hispanic or Latino	11.3%	8.4%

- Insurance affordability, cost and high deductible, cost of health overall and cost of medications.
- Language/communication barriers of Spanish and Somali as primary languages needing interpreters. Literacy levels, inability to understand how insurance works and how to get. Mental health stigma



Healthcare Barriers & Gaps

- A lack of public transportation and living in a rural community.

GAPS

- Some difficulty recruiting providers and/or their spouses to a rural community.
- Migration of some young, college educated professions out of Barron County.
- Reimbursement rates for inpatient and emergency mental health are unable to sustain programs. There is no inpatient mental health or crisis beds in Barron County.
- Low dental medical assistance reimbursement
- Lack of access to psychiatry, mental health for children, inpatient and emergency mental health, inpatient substance abuse treatment. A lack of dental providers and those that accept medical assistance.



Implementation Plan

Mental Health

We hired a psychiatric nurse practitioner in 2021 to work alongside our behavioral health counselor. This allowed referrals to mental health and med management services in our community and surrounding area. We helped with ADD, ADHD, and behavioral issues in children as well as schizophrenia, bipolar and other mental illness in children and adults. We had a visiting psychiatrist to help with onsite testing of dementia, ADD, ADHD, etc.



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.

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

Chronic Diseases

Chronic diseases include heart disease, stroke, cancer, diabetes, and asthma. These are preventable with appropriate diet, physical activity, and not smoking or using tobacco. Chronic diseases treated can prevent more serious complications later.



Know Your Numbers Health Fair

Cumberland Healthcare has been offering the Know Your Numbers Health Fair (KYN) every May to the community for over thirteen 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 KYN Health Fair at both our Cumberland and Turtle Lake clinic locations. In 2021 (175 participants), in 2022 with over 300 participants and in 2023 over 400 participants. Participant numbers have dropped since the COVID-19 pandemic.

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 notify patients of their results and offer support to them as needed (weight management, diabetes, etc.)

We have an RN chronic care coordinator that partners with a patient's primary care provider and focuses on patient-centered care and looks at mental health needs, including prevention and wellness, acute care and chronic care. This care is coordinated between the patient, RN and provider. This program helps aid in the reduction of 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.

We offer transitional care as a resource to our patients to assist them with home health needs to help create a stable environment once discharged to home with a goal to alleviate readmission to the hospital.

We continue to hold diabetic prevention classes for Barron County. Our providers identify patients' risk factors and strongly encourage them to participate. The program is approved by the CDC. The program is covered by Medicare to those at risk.



Implementation Plan

Alcohol, Tobacco, and other Drug Abuse (ATODA)

Substance abuse and alcohol misuse is more than 1 drink per day for women and 2 drinks per day for men, on average.

We no longer have resources for our smoking cessation classes called “kickin butts”.

Barron County Public Health keeps a mental health resource list which has 14 private Barron County behavioral health counseling services listed. There are an additional 20 sites within 1.5 hours.

Northlakes Community Clinic provides mental health services on a sliding fee scale.

Rice Lake Area Free Clinic provides free counseling services one night a month.

Barron County Behavioral Health provides access to qualified persons for programs.



Recurring Themes & Health Needs Identified

Barron County's top concerns, as evidenced through the 2021 Community Health Needs Assessment survey results, revealed that there is a high need to combat alcohol, tobacco and other drug abuse, mental health and chronic diseases in our communities.

Being located in rural Northwestern Wisconsin, there is a need for greater access to behavioral health services and concerns related to alcohol consumption and drug abuse in Barron County. Currently, 12.1% of Barron County residents are living in poverty. Additionally, the median household income in Barron County is \$52,346, versus the state average of \$63,293 and the US average of \$74,580. Lower income levels have led to the inability to meet basic family needs for food, clothing and shelter.

Community members of all ages, children and adults alike have been affected as seen by exacerbated need for greater access to mental health services such as counseling, psychiatric care and social support since the pandemic. In July, The Wisconsin Department of Health Services implemented the 988 Suicide and Crisis Lifeline Line, a 24/7 call, text or chat. Wisconsin is ranked #4 in the state for mental health services. The greatest challenge to provide mental health in rural areas is the 4 A's-accessibility, availability, acceptability, affordability, and stigma. Medicaid is more prevalent in rural areas making it harder to retain providers and billing restrictions apply (according to RHlhub).

In January 2023 we formed a partnership with NorthLakes Community Clinic. The clinic offers mental health counseling, patient support and psychiatry.

Analysis of public health data found that chronic disease and poor health behaviors (i.e. tobacco use, heart disease, hypertension, depression/anxiety disorder, lack of physical activity and diabetes) are highly prevalent among Barron County residents, and lead to many of the health issues in our communities. Other findings from the health assessment indicate that the leading causes of death in our county ranked in order are heart disease, cancer, chronic lower respiratory disease (emphysema, asthma, pneumonia, bronchitis) and cerebrovascular disease stroke). Mortality rates for three of the four causes of death are greater than both Wisconsin and national averages. A recent health screening of Barron County residents indicated that 35.1% of adults were either overweight or obese.

While Barron County faces serious health concerns, it is our job to make sure that these issues are recognized and combatted in our community. Thrive Barron County, along with Cumberland Healthcare, is committed towards reducing these numbers and creating a healthy and safe place for our residents.



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.

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-Barron and Barron County Public Health. For questions regarding the Community Health Needs Assessment, please call (715) 822-7500.