



Community Health Needs Assessment Report & Implementation Strategy



MEMORIAL
HEALTH CENTER

An Aspirus Partner

Passion for excellence. Compassion for people.

Medford, WI | Published June 17, 2013

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Memorial Health Center, Medford

Introduction

Memorial Health Center is a 25-bed, non-profit, primary health care organization that serves Taylor, Price and Clark counties in north central Wisconsin. Our hospital is accredited by the Joint Commission, and is a Critical Access, Level III Trauma Care Center.

Memorial Health Center's strategic and financial partner is Aspirus. Aspirus is a non-profit, community-directed health system based in Wausau, Wisconsin. Through our collaboration we'll raise the quality level of local care and strengthen your access to specialty care. Our Aspirus partnership ensures physician specialists (Cardiology, Endocrinology, Oncology, Orthopaedics, Pulmonology, Urology and others) in Medford.

Our mission is to provide healthcare services of high value and promote health and wellness so that we are the provider of choice for area residents.

Our vision is to be chosen by area residents because of easily accessible customer-focused services delivered with a personal touch. Through collaboration with our community, physician partners, and Aspirus, services are recognized as being of superior value.

We've embarked on a Journey of Excellence, whereby we will take our organization from 'very good' to 'excellent'. Every patient, family member, and visitor who enters our facility will experience or witness our passion for excellence and our compassion for people. In recent years, Memorial Health Center has received several honors related to excellence in services provided:

- Nationally Certified – Pathway to Excellence organization by the ANCC (2012)
- Richard L. Doyle Award – Innovation & Leadership in Healthcare (2012)
- 5-Star Excellence Award – Patient Safety, Surgical Services, Radiology Services, Nursing Care (2012)
- 4-Star Excellence Award – Emergency Services, Anesthesia Services, Medical Staff Satisfaction (2012)
- Nationally Ranked – Modern Healthcare's Best Places to Work in Healthcare (2011, 2009, 2008)
- 5-Star Excellence Award – Quality of Patient Care – Family Center (2011, 2009)
- 4-Star Excellence Award – Quality of In-Patient Care (2011, 2010)

We take seriously our role as a healthcare provider and steward, promoting health, wellness, and giving back to the community we serve. We, as an organization, and our employees are tremendously active within the communities we serve—volunteering, participating in civic and social organizations, youth sports and academic events, in addition to county services and chamber events.



Memorial Health Center Campus, Medford

In addition to the hospital in Medford, Wisconsin, Memorial Health Center includes:

- Primary care clinic locations in Gilman, Medford, Phillips, Prentice, and Rib Lake;
- Specialists clinic;
- Retail pharmacy
- Therapy centers in Medford and Prentice
- Public fitness center
- Kidney care (dialysis center)
- Outpatient surgery center that also provides chemotherapy and IV therapies
- 99-bed skilled nursing facility
- Two assisted living facilities
- Senior income-eligible apartments

In addition, we are a satellite campus location for the Aspirus Heart & Vascular Institute and the Aspirus Joint Replacement Center.

Memorial Health Center is pleased to submit this Community Health Needs Assessment. We do so both as a matter of compliance with Section 501(r)(3) of the Internal Revenue Code, as mandated in the Patient Protection and Affordable Care Act, and as an obligation to those we serve. As an organization, we have taken this change in law as an opportunity to improve our community service and continuously focus on meeting the changing health care needs of our community.

Consistent with the requirements of Section 501(r)(3) the Memorial Health Center Community Health Needs Assessment Report is organized as follows:

- Community
- Community Health Needs Assessment Methodology
- Prioritized Community Health Needs
- Implementation Strategy
- Health Resources

Our Community

Although Memorial Health Center is located in Medford, Wisconsin, we have historically defined our “community” as a much broader area, including all of Taylor County, the southern area of Price County, the northeast portion of Clark County and the northwest corner of Marathon County. Throughout this document, any reference to “community” is meant to indicate this broad service area.

Within this broader community, our primary service area consists of a 5 to 20 mile radius around Medford. In the last two fiscal years, approximately 60% of our inpatient and outpatient services were individuals who reside in this primary service area. In the same period, approximately 95% of our inpatient and outpatient services were individuals who reside in our community.



In 2010, the U.S. Census Bureau conducted the nation’s most recent census and published that data by county. Similarly the Population Health Institute collects and reports health data and demographic data by county on an annual basis. Although county borders do not exactly align with our community, the data does provide a reasonable approximation of our community. Because our community consists mostly of Taylor and Price counties, this report focuses on those two counties. U.S. census data is as of 2010 while Population Health Institute data is as of 2012.

	Wisconsin	Taylor County	Price County
Population	5,686,986	20,689	14,159
Age < 18	23.6%	24.6%	19.1%
Age 65+	13.7%	16.1%	21.0%
Female	50.4%	49.0%	49.3%
Caucasian	86.2%	97.9%	97.1%
African American	6.3%	0.3%	0.3%
American Indian	1.0%	0.2%	0.4%
Asian	2.3%	0.3%	0.4%
Hispanic	5.9%	1.5%	1.1%
Rural	31.7%	78.6%	100%
Median Household Income	\$51,598	\$44,489	\$41,026
Per Capita Health Care Cost	\$8,153	\$9,504	\$8,705
Uninsured Adults	12.8%	14.2%	11.7%
Free Lunch-Eligible Children	32.1%	24.2%	23.1%
Illiteracy Rate	7.3%	9.1%	8.2%

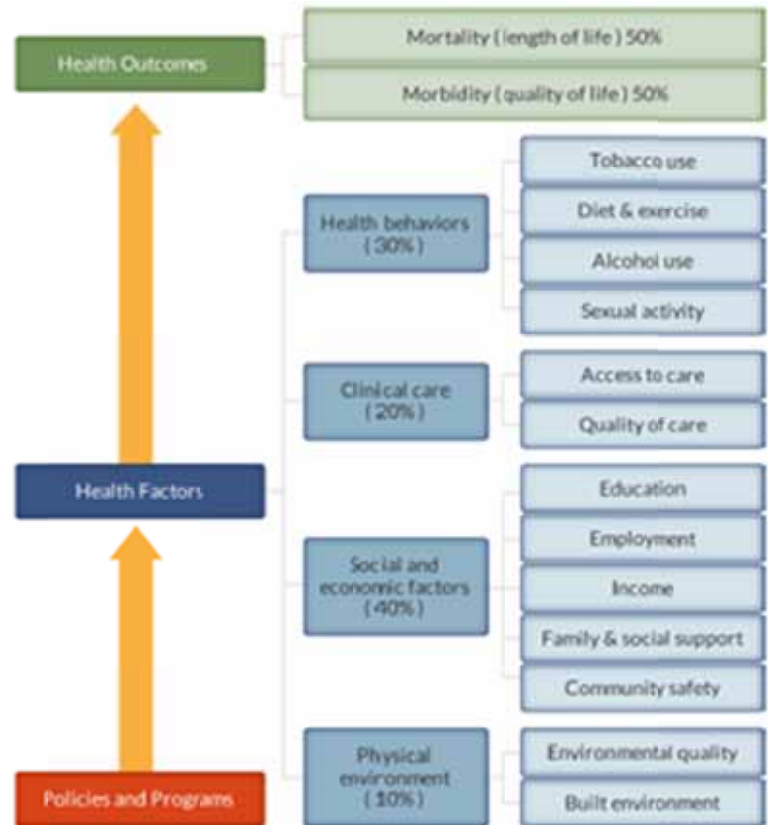
Taylor and Price Counties are largely Caucasian and are almost exclusively rural. 13.2% of adults are uninsured and 23.8% of children are eligible for free school lunches. The median household incomes in Taylor and Price Counties are both below the state average, while the state average is also below the national average. The major occupations in the community are manufacturing, trade/transportation/utilities, education and health, which includes Memorial Health Center.

While the Hispanic population in our community is relatively small and below the state average, we provided special consideration to this minority group for two reasons. First, the Hispanic community consists of both documented and undocumented individuals who frequently have communications challenges. Each of these factors requires special consideration by Memorial Health Center in how to best provide for the health needs of this group. Second, demographic growth estimates indicate that the Hispanic population is likely to grow more rapidly than any other group in our community in the next ten years.

Another small, but important, group within our community is “the Plain People”, consisting of individuals from the Amish, Mennonite, German Baptist and Old German Baptist religions. The Plain People also require special consideration by Memorial Health Center because of their non-mainstream lifestyle. Depending on the group, beliefs may influence their use of preventative healthcare, treatment for illnesses and injuries, use of insurance, electricity, transportation, and various other facets of daily life.

The Population Health Institute (“PHI”) publishes annual health data for every county in the United States. The data is aggregated into *health outcomes* and *health factors*. The PHI separates health outcomes into mortality (length of life) and morbidity (quality of life). Health factors are separated into four factors that largely influence the health outcomes: physical environment, society and economics, clinical care, and health behaviors.

In 2012, Taylor County’s health factors ranked 31st and Price County’s ranked 39th. In the same year, Taylor County’s health outcomes ranked 3rd out of the 72 counties in Wisconsin, while Price County ranked 49th. Because health factors lead to health outcomes, the disparity in Taylor County’s rankings indicates that its residents are currently benefiting from positive health factors in the past while the current health factors are likely to lead to worsening future health outcomes.



Source: University of Wisconsin Population Health Institute

HEALTH FACTORS							
County	Rank	County	Rank	County	Rank	County	Rank
Adams	70	Florence	38	Marathon	29	Rusk	56
Ashland	42	Fond du Lac	33	Marinette	61	Sauk	37
Barron	41	Forest	66	Marquette	64	Sawyer	65
Bayfield	47	Grant	30	Menominee	72	Shawano	54
Brown	23	Green	12	Milwaukee	71	Sheboygan	19
Buffalo	16	Green Lake	43	Monroe	51	St. Croix	9
Burnett	62	Iowa	20	Oconto	55	Taylor	31
Calumet	10	Iron	27	Oneida	18	Trempealeau	40
Chippewa	32	Jackson	48	Outagamie	13	Vernon	44
Clark	63	Jefferson	34	Ozaukee	1	Vilas	25
Columbia	35	Juneau	69	Pepin	14	Walworth	26
Crawford	46	Kenosha	60	Pierce	5	Washburn	36
Dane	3	Kewaunee	22	Polk	24	Washington	6
Dodge	45	La Crosse	4	Portage	7	Waukesha	2
Door	21	Lafayette	28	Price	39	Waupaca	50
Douglas	58	Langlade	59	Racine	68	Waushara	53
Dunn	15	Lincoln	57	Richland	52	Winnebago	17
Eau Claire	11	Manitowoc	49	Rock	67	Wood	8

Source: University of Wisconsin Population Health Institute

HEALTH OUTCOMES							
County	Rank	County	Rank	County	Rank	County	Rank
Adams	69	Florence	15	Marathon	24	Rusk	52
Ashland	59	Fond du Lac	35	Marinette	62	Sauk	36
Barron	34	Forest	67	Marquette	71	Sawyer	51
Bayfield	47	Grant	17	Menominee	72	Shawano	60
Brown	29	Green	20	Milwaukee	70	Sheboygan	18
Buffalo	26	Green Lake	61	Monroe	48	St. Croix	1
Burnett	45	Iowa	4	Oconto	25	Taylor	3
Calumet	14	Iron	28	Oneida	50	Trempealeau	46
Chippewa	31	Jackson	68	Outagamie	16	Vernon	5
Clark	32	Jefferson	33	Ozaukee	2	Vilas	37
Columbia	40	Juneau	65	Pepin	55	Walworth	38
Crawford	44	Kenosha	64	Pierce	8	Washburn	42
Dane	11	Kewaunee	10	Polk	30	Washington	6
Dodge	39	La Crosse	23	Portage	12	Waukesha	7
Door	9	Lafayette	21	Price	49	Waupaca	54
Douglas	53	Langlade	66	Racine	63	Waushara	56
Dunn	13	Lincoln	57	Richland	43	Winnebago	27
Eau Claire	19	Manitowoc	41	Rock	58	Wood	22

Source: University of Wisconsin Population Health Institute

Community Health Needs Assessment Methodology

Memorial Health Center’s executives appointed a Steering Committee with the charge to plan, conduct, and report on the community health needs assessment. The Steering Committee included the following leaders within Memorial Health Center:

- Lori Peck – Chief Financial Officer
- Kaaron Keene – Vice President, Patient Care Services
- Angela Hupf – Vice President, Human Resources & Community Relations
- Susan Courtney – Director of Quality Services
- Catherine Leifeld – Marketing Director
- Melissa Thums – Director of Finance

We contracted with CliftonLarsonAllen LLP, one of the nation’s top 10 certified public accounting and consulting firms, to assist with the community health needs assessment. A team of CliftonLarsonAllen experts assisted the Steering Committee through the community health needs assessment process, including:

- Identified our community
- identified individuals for interviews and conduct interviews
- Led focus groups
- Assisted in understanding and prioritizing identified community health needs
- Drafted the Community Health Needs Assessment Report and Implementation Strategy
- Assisted in making all information widely available to the community

Memorial Health Center began by identifying our community based on inpatient and outpatient services, by zip code. We then gathered both quantitative and qualitative data about the health needs of our community. County health studies of community health needs were collected from the health departments of Taylor and Price Counties.

We also analyzed our own records for patterns in community health needs. Finally, we collected historical quantitative data from the following external resources:

Resource	Maintaining Organization	Website	Date(s) Accessed
State & County QuickFacts	United States Census Bureau	http://quickfacts.census.gov/qfd/index.html	February 2012
County Health Rankings and Roadmaps	The Population Health Institute	www.countyhealthrankings.org	March 2012
Healthy People Taylor County 2009-2013	Taylor County Health Department	http://healthypeopletaylorcounty.org/docs/Healthier%20People.pdf	August 2012
Healthiest Wisconsin 2020	Wisconsin Department of Health Services	http://www.dhs.wisconsin.gov/publications/P0/P00187.pdf	January 2013
2010 Wisconsin Deaths	Wisconsin Department of Health Services	http://www.dhs.wisconsin.gov/publications/P4/P45368-10.pdf	January 2013
Price County Community Health Improvement Plan 2012-2016	Price County Health Department	Not Available	February 2013
Taylor County Workforce Profile 2011	Wisconsin Department of Workforce Development	http://worknet.wisconsin.gov/worknet_info/downloads/CP/taylor_profile.pdf	May 2013
Price County Workforce Profile 2011	Wisconsin Department of Workforce Development	http://worknet.wisconsin.gov/worknet_info/downloads/CP/price_profile.pdf	May 2013
Wisconsin County Unemployment Rates	Wisconsin Department of Workforce Development	http://worknet.wisconsin.gov/worknet/worknetinfo.aspx?htm=map_uRatesCo&menuselection=gp	May 2013

Interviews

We gathered qualitative information and perspectives on community health needs through two rounds of one-on-one and small group interviews with key community stakeholders. The primary goal of these interviews was to ascertain a range of perspectives on the community's health needs. We gathered information from the following specified groups within our community:

- People with special knowledge or expertise in public health
- Federal, tribal, regional, state or local health or other departments or agencies, with current data or other information relevant to the health needs of the community served by the hospital facility
- Leaders, representatives or members of medically underserved populations
- Leaders, representatives or members of low-income populations
- Leaders, representatives or members of minority populations
- Leaders, representatives or members of populations with chronic disease needs

The following individuals participated in the community health needs assessment process by contributing their perspectives, opinions and observations. We thank them for their past and continued assistance.

PERSONS WITH SPECIFIC KNOWLEDGE OR EXPERTISE OF PUBLIC HEALTH				
Name	Title	Affiliations	Qualifications	Participation Date(s)
Amy Falkenberg, MD	Physician, Family Medicine	Memorial Health Center	Physician	March 6, 2012
Scott Perrin	Director of Emergency Services	Memorial Health Center	Licensed RN, Certified Emergency Nurse	March 6, 2012
Nicholine Crick	Nurse Practitioner	Memorial Health Center	Licensed Practical Nurse	March 6, 2012
Pat Schilling	Prenatal Care Coordinator	Memorial Health Center	Licensed RN	March 6, 2012
Janie Grunwald	Occupational Health & Wellness Coordinator	Memorial Health Center	Physical Therapist	March 6, 2012
Robert Leischow	Director	Clark County Health Department	Masters Degree in Public Health, 20 years experience	March 6, 2012
Kaaron Keene	Vice President, Patient Care Services	Memorial Health Center	Licensed RN	March 7, 2012
Karla Huber	Regional Supervisor	Aspirus Visiting Nurses Association	Licensed RN	March 7, 2012
Jill Koenig	Nurse	Medford Area School District	Licensed RN	March 7, 2012
Patricia Krug	Director	Taylor County Health Department	Licensed RN, Masters Degree in Public Health, 22 years experience	March 7, 2012
Susan Carlson	Primary Care Lay Midwife	None	25 years experience	March 7, 2012
Mary Hahn	Director	Price County Department of Health and Human Services	Licensed RN	March 12, 2012
Kathy Billek	Long-term Support and Behavioral Health Services Unit Manager	Price County Department of Health and Human Services	Licensed RN	March 12, 2012
Michelle Edwards	Health Officer	Price County Department of Health and Human Services	Licensed RN	March 12, 2012
Brian Falck	Director	The Counseling and Development Center	Licensed Clinical Social Worker	April 10, 2012

GOVERNMENT AGENCIES WITH COMMUNITY HEALTH NEEDS INFORMATION			
Agency Name	Name of Individual Representing Agency	Title of Individual Representing Agency	Participation Date
Clark County Health Department	Robert Leischow	Director	March 6, 2012
Medford Area School District	Patrick Sullivan	Administrator	March 6, 2012
	Jill Koenig	Nurse	March 7, 2012
Taylor County Medical Examiner	Scott Perrin	Medical Examiner	March 6, 2012
University of Wisconsin – Extension	Peggy Nordgren	Associate Professor	March 6, 2012
	Arlen Albrecht	Professor of Community Development	April 13, 2012
Taylor County Health Department	Patricia Krug	Director	March 7, 2012
Veterans Services of Taylor County	Josh Sniegowski	Administrator	March 7, 2012
City of Medford, Wisconsin	Ken Coyer	Police Chief	March 7, 2012
	Mike Wellner	Mayor	March 7, 2012
Price County Department of Health and Human Services	Mary Hahn	Director	March 12, 2012
	Kathy Billek	Long-term Support and Behavioral Health Services Unit Manager	March 12, 2012
	Michelle Edwards	Health Officer	March 12, 2012
Taylor County Sherriff's Department	Bruce Daniels	Sherriff	April 10, 2012
Price County Sherriff's Department	Brian Schmidt	Sherriff	April 10, 2012
Taylor County Human Services Department	Cheryl Ketelhut	Long-term Support Coordinator, Intake Coordinator, Developmental Disabilities Coordinator	April 10, 2012

Name	Participation Date	Member, Leader and/or Representative of: (R = Representative, M = Member, L = Leader)				Specific Population	Qualifications
		Low Income	Chronically Diseased	Traditionally Underserved	Minority		
Pat Schilling	March 6, 2012	R		R		Children	Pre-natal Care Coordinator at Memorial Health Center
Amy Falkenberg, MD	March 6, 2012			R		Children, Elderly	Physician, Family Medicine at Memorial Health Center and a member of the Wisconsin Senate's Committee on Infant Mortality
Patrick Sullivan	March 6, 2012	R		R		Children	Administrator of Medford Area School District
Rachel Loucks	March 6, 2012	R		R		Children	Executive Director at Parent Resource Network
Renee Voss	March 6, 2012	R		R		Children	Supervised Visitation Coordinator and Parent Educator at Parent Resource Network
Terry Rostberg	March 6, 2012	R	R	R		Elderly	Director of Hope Hospice and Palliative Care
Robert Leischow	March 6, 2012	R	R	R		Children, Elderly	Director of the Clark County Health Department
Susan Carlson	March 7, 2012	R		R	R	Plain People	25 years experience as a Primary Care Lay Midwife for the Plain People
Patricia Krug	March 7, 2012	R	R	R	R	Children, Elderly, Hispanic, Plain People	Director of the Taylor County Health Department
Jill Koenig	March 7, 2012			R		Children	Nurse at Medford Area School District
Josh Sniegowski	March 7, 2012	R	R	R		Elderly	Administrator of Veterans Services of Taylor County
Ken Coyer	March 7, 2012	R	R	R		Children, Elderly	Police Chief of the City of Medford

Name	Participation Date	Member, Leader and/or Representative of: (R = Representative, M = Member, L = Leader)				Specific Population	Qualifications
		Low Income	Chronically Diseased	Traditionally Underserved	Minority		
Mike Wellner	March 7, 2012	R	R	R		Children, Elderly	Mayor of the City of Medford
Vi Marie Nelson	March 7, 2012	R		R		Children	Taylor County Case Worker for Big Brothers / Big Sisters of the North Woods
Mary Hahn	March 12, 2012	R	R	R		Children, Elderly	Director of the Price County Health Department
Kathy Billek	March 12, 2012	R	R	R		Elderly, Mental Health	Long-term Support and Behavioral Health Services Unit Manager at the Price County Department of Health
Cheryl Ketelhut	April 10, 2012	R	R	R		Elderly, physically disabled	Long-term Support Coordinator, Intake Coordinator, Developmental Disabilities Coordinator at the Taylor County Human Services Department
Brian Falck	April 10, 2012		R			Mental Health	Director of the Counseling and Development Center
Bruce Daniels	April 10, 2012	R	R	R	R	Children, Elderly, Hispanic	Sherriff of Taylor County
Brian Schmidt	April 10, 2012	R	R	R		Children, Elderly	Sherriff of Price County
Noreen Turner	April 10, 2012	R			M	Hispanic	Spanish Interpreter at Memorial Health Center
Robin Espino	April 10, 2012	R			R	Hispanic	Human Resources Assistant at Abbyland Pork Pack, Inc., 20 years involvement with the Hispanic community

Name	Participation Date	Member, Leader and/or Representative of: (R = Representative, M = Member, L = Leader)				Specific Population	Qualifications
		Low Income	Chronically Diseased	Traditionally Underserved	Minority		
David Beiler	April 11, 2012	L	L	L	L	Plain People	Deacon of the West District of the Athens Amish Church
Lester Martin	April 11, 2012	L	L	L	L	Plain People	Deacon of the Groffdale Conference Mennonite Church
Dennis Flory	April 11, 2012	L	L	L	L	Plain People	Deacon of the Athens District of the German Baptist Brethren
Edwin Root	April 11, 2012	L	L	L	L	Plain People	Healthcare representative for the White Pines District of the Old German Baptist Brethren
Arlen Albrecht	April 13, 2012	R			R	Hispanic	15 years involvement with the Hispanic community

OTHER PARTICIPATING ORGANIZATIONS			
Organization Name	Name of Individual Representing Organization	Title of Individual Representing Organization	Participation Date
Weathershield Manufacturing, Inc.	Jill Dassow	Benefits Manager, Wellness Coordinator	March 6, 2012
Medford Area Chamber of Commerce	Sue Emmerich	President	March 7, 2012
Medford Cooperative, Inc.	Graham "Chip" Courtney	General Manager	March 7, 2012
Memorial Health Center Board of Directors	Graham "Chip" Courtney	Chair	March 7, 2012

Community Forums

In addition to the interviews listed above, we also conducted three community forums, titled "listening sessions" to get broader input from the general public. The forums were held in the cities of Phillips and Medford, as well as at the A&M Dittrich Mink Farm outside of Medford. The forum at the A&M Dittrich Mink Farm was designed specifically to get input from the Hispanic community, utilizing Spanish interpreters and translations. The forums were advertised through local newspaper, radio, flyers and word-of-mouth. All three forums were held on August 30, 2012. In total, approximately 40 individuals attended the community forums, with approximately 20 attending from the Hispanic community.

Community Committee

At the conclusion of our data-collection activities, we reached out to key community leaders to ask for their input in prioritizing the community's health needs and in developing responses to those health needs. The outcome of our request was a Community Committee consisting of the following individuals. We wish to thank each of these individuals for their time and input in our community health needs assessment and in developing our responses to those needs.

- Patty Krug – Director, Taylor County Health Department
- Pat Sullivan – Administrator, Medford Area School District
- Diane Niggemann – Director, Taylor County Commission on Aging
- Brian Wilson – Editor, Star News
- Noreen Turner – Spanish Interpreter and Community Member
- John Vlach – Supervisor, Price County

Information Gaps

Although we are unable to identify any specific information gaps, we recognize that members of the community representing different organizations, groups, etc., have differing opinions concerning community health needs and priorities and may have provided different input.

Analytical Methods Applied

We applied various analytical methods to the available data. During interviews, we asked participants for their input regarding both health needs and possible solutions to identified health needs. We also conducted a priority-setting exercise with our Steering Committee to prioritize the identified community health needs. Additionally, we analyzed the resources and specialties provided by other healthcare providers in the community.



Amanda and Logan (Medford)

Process and Criteria for Prioritizing Identified Health Needs

To assist in prioritizing identified community health needs, we developed a list of possible criteria for prioritization. Our Steering Committee conducted a Nominal Group Technique exercise, in which each member of the Steering Committee was asked to identify his/her top three criteria. The Steering Committee's top choices were impact on preventative health, coordination with Memorial Health Center's mission, and expected amount of change. Secondary choices were cost, community participation, and proximity with other health factors. Tertiary choices were impact on quality of life, collaborative opportunities, and customer satisfaction.

Wisconsin conducts a statewide health assessment every decade and requires each county to conduct a health assessment every five years. The results of these assessments are community health improvement plans ("CHIP"). These three government documents were given significant consideration in our prioritization process:

- "Healthiest Wisconsin 2020" from the Wisconsin Department of Health Services in 2010.
- "Healthy People Taylor County 2009-2013" from the Taylor County Health Department (Taylor County is conducting a new assessment in 2013)
- "Price County Health Improvement Plan 2012-2016" from the Price County Health Department

Based on the data gathered and our self-identified criteria for prioritization, the Steering Committee was presented with a list of identified community health needs. After reviewing the qualitative and quantitative findings related to each identified health need, the Steering Committee conducted the same Nominal Group Technique exercise, in which each member of the Steering Committee was asked to identify their top three personal choices for the hospital's primary responses. After each Steering Committee member provided his/her initial priorities, a discussion ensued, after which each Steering Committee member was given the chance to redefine his/her priorities. The community's health needs, as prioritized by the Steering Committee, were reviewed and approved by our executive team.

Prioritized Community Health Needs

Based on our interviews and community forums, as well as reviews of hospital, county, state and national health data, we identified the following community health needs, listed by priority.

Community Health Need	Prioritization
Access to Care	Primary
Nutrition	Primary
Physical Activity	Primary
Substance Abuse	Secondary
Cost of Care	Secondary
Health Care for Children	Secondary
Health Education	Secondary
Health Care for the Elderly	Tertiary
Chronic Diseases	Tertiary
Mental Health	Tertiary
Dental Health	Tertiary

Access to Care

Our community members consistently identified access to healthcare—meaning available facilities, professionals, specialties and hours—as a significant need. These results are consistent with state and county studies. Healthiest Wisconsin 2020 encourages 10 “pillar objectives”. While many of these objectives are oriented toward state and local governments and schools, one in particular relates to health care providers:

“Improve Wisconsin’s systems of primary health care; behavioral screening and intervention; services for mental health, alcohol and drug use, oral health, chronic disease management, and reproductive and sexual health...”

Similarly, “access to primary and preventive health care” was identified as one of Taylor County’s top priorities in its 2007 CHIP. This result was based in part on the findings of a survey of over 780 Taylor County residents, as a component of Taylor County’s CHIP. Those individuals rated “access to health care and other services” as the most important factor to define a healthy Taylor County.

Many of the problems in our community relate to geography. Medford is the largest town, with approximately 4,300 residents (July 2011). Because of this, Medford has the most medical resources available. However, our community stretches more than 20 miles to the east, west and south and more than 60 miles to the north. Those individuals who live outside of Medford have more difficulty obtaining reasonably accessible healthcare. The following are examples of access limitations voiced by community members:

- Lack of facilities in northeast Clark County.
- Lack of physician availability at our Phillips clinic
- Lack of specialist availability in outlying clinics, including OB-providing physicians
- Lack of care for youth ages 3 – 5 (between WIC availability and school age)
- Lack of provider availability in evenings and on weekends
- Lack of follow-up for home health treatments
- Overuse and/or inappropriate use of the Emergency Department and urgent care sites
- Appointments too short to address long-term, big-picture health problems

Accessibility problems are enhanced by demographic and economic issues in our community. With the economic downturn, individuals have less money available for prescriptions and non-emergency medical treatments. However, when preventive medical treatments are neglected, the result is an increase in emergency medical cases. Similarly, individuals have less money available for gas and transportation. Our community lacks a public transportation system and the few taxi-type services that do exist are expensive. Price County has a transportation system available for the elderly, but the system is limited to 3 times per week and is not available for emergencies. Related to this, working adults have fewer days off for the necessary travel and appointment time, either for themselves or their children. These transportation and time limitations are even more pronounced for our Hispanic community members. Finally, because of the rural nature of our community, services that are normally available via the Internet may not always be available because of limited Internet availability.

Accessibility is even more of a problem for our Hispanic community. Interpretation services at Memorial Health Center have been problematic. While interpreters are available, demand for in-person interpreters can exceed supply at any given time. As a result, telephone-based interpretation may be required. Similarly, during in-patient stays, in-person interpreters cannot be with the patient at all times. In both situations, telephone-based interpretive services are available. However, community members expressed a dislike for the telephone-based interpretive services. The same problems exist when providing interpretive services in our satellite clinics, as well as for most

other health-related services. Finally, interpretive services may require a long wait when individuals call to make appointments. In addition to these interpretation issues, transportation is also more limited due to single-car households.

Nutrition

Nutritional choices are a significant issue in our community. “Adequate and appropriate nutrition – overweight, obesity and lack of physical activity” was identified as Taylor County’s top priority in its 2007 CHIP. Similarly “chronic disease, physical activity and nutrition” was identified as one of Price County’s top priorities in its 2011 CHIP. The Taylor County CHIP included a survey of over 780 Taylor County residents in 2007. 65% of those residents agreed with the statement “People in Taylor County don’t get adequate nutrition from their daily diets.” Most of the nutritional problems relate to a limited alternatives, high cost of healthy eating, or personal choice.

Restaurants and in-the-box store-bought meals are increasingly popular meal choices in our community. Although Medford is the largest town in our community, it is small enough that there are not many options for restaurant eating. For those restaurants that are available, whether in Medford or any other town, the options for healthy meals are limited. Most communities have one grocery store (Medford has two) or convenience store, meaning that most individuals cannot choose where to purchase their groceries and are subject to the foods provided by their grocery store. Although our community involves a large amount of farming, the crops tend to be feed corn and soy beans or are transported out of the community. Because of size constraints at stores and limited demand, our stores tend to have a relatively small selection of healthy fruits, vegetables and meats.

Physical Activity

Obesity, resulting from both poor nutrition and lack of physical activity, is a major problem in Wisconsin. According to “Healthiest Wisconsin 2020”, Wisconsin ranked 45th among the states in the proportion of children exercising regularly in 2007. The problem is even more severe in our community. In Taylor County and Price County, 25.4% and 26.1% of adults, respectively, report spending no leisure time on physical activity, compared to the state average of 22.6%. In addition, approximately 32.1% of adults in Price County are classified as “obese”, compared to 29.3% across the state (and 27.6% of adults in Taylor County). In other words, Taylor County is doing comparatively well, even though 1 in 4 of its adults is classified as obese.

As stated above, “adequate and appropriate nutrition – overweight, obesity and lack of physical activity” was identified as Taylor County’s top priority in its 2007 CHIP. Similarly, “chronic disease, physical activity and nutrition” was identified as one of Price County’s top priorities in its 2011 CHIP. In the Taylor County CHIP’s survey of over 780 Taylor County residents in 2007, 88% of those residents agreed with the statement “People in Taylor County are overweight.” and 85% of those residents agreed with the statement “People in Taylor County don’t exercise enough.”

The physical activity issues in our community can generally be described as either “a lack of opportunities” or “personal choice to not participate”. The city of Medford generally has more opportunities for physical activities, including fitness facilities and organized sports, than in the outlying rural communities. However, community members expressed concern over the cost of the available facilities, which appears to keep some community members from using them. Occupational changes are also impacting our physical activity. Occupations are increasingly sedentary in nature, leading to less physical activity in the workplace. While various employers offer activities for employees, most employees opt out of participation. Community members feel that we, as a community, have adopted a culture of inactivity in all we do.

The lack of physical activity is similarly a problem for our youth. School districts provide many physical activities for youth, both during school and outside of school. In-school physical activities, like physical education, are offered on a regular basis but some children choose not to participate. After-school activities may be prohibitively expensive, even for those youth that want to participate. Many youth are viewed as choosing leisure activities, such as video games, television, and hanging out, over physical activities.

Obesity is one issue that impacts the Hispanic community less than the rest of our community. Because their jobs tend to be physically demanding and their foods tend to be less processed, the Hispanic individuals appear to have less of a problem with obesity—although it still occurs.

Substance Abuse

Substance abuse covers a broad range of health issues, including tobacco, alcohol, prescription drugs and illicit drugs. Each of these is a health need in our state, counties and community. “Alcohol and other substance use and addiction” was identified as one of Taylor County’s top three priorities in its 2007 CHIP. Similarly, “mental health/alcohol and drug use” was identified as Price County’s top priority in its 2011 CHIP.

Wisconsin leads the country in adult alcohol consumption, binge drinking, and heavy drinking. According to “Healthiest Wisconsin 2020”, Wisconsin recently ranked worst among states for adult binge drinking, worst for current alcohol use among youth, third in binge drinking among youth, and fourth in the incidence of youth riding with a driver who had been drinking. In the Taylor County CHIP’s survey of over 780 Taylor County residents in 2007, 81% of those residents agreed with the statement “People in Taylor County drink alcoholic beverages more than they should”, reflecting the fact that Taylor County has 27.8% of adults reporting excessive or binge drinking, compared to a state average of 24.2% (Price County’s rate is a low 16.2%). The alcohol problem in our community can be summarized in two examples, frequently brought up by participants:

- Children and youth spend time in bars (which is legal in Wisconsin), accompanying a parent or sibling who is drinking alcohol.
- Parents host parties, with alcohol, for their children.

The common justifications for these behaviors were the importance of adult supervision and avoiding drinking and driving. However, such behaviors also teach youth the acceptability of drinking large quantities of alcohol. Although Alcoholics Anonymous operates in our community, we lack the necessary facilities for detoxification and rehabilitation for any substance abuse problems.

Tobacco use is also a common problem in Wisconsin and in our community. According to “Healthiest Wisconsin 2020”, Wisconsin was 32nd among states in the percent of people who use tobacco and Wisconsin ranked 21st (and far below the median) on the percentage of mothers who smoked during pregnancy, compared to 31 states with similar data in 2006. While Taylor County and Price County each have a lower prevalence of smoking adults, 15.7% and 15.3% respectively, than the state average of 20.1%, those rates emphasize how common smoking is in our community. As with alcohol, the behaviors of adults (especially parents), teaches our youth the acceptability of tobacco use.

Abuse of prescription drugs and illicit drugs in our community is concerning. In the Taylor County CHIP’s survey of over 780 Taylor County residents in 2007, 85% of those residents agreed with the statement “People in Taylor County are affected by drug use or abuse.” According to local law enforcement officials, the most abused prescription drugs in our community are Oxycodone and Vicodin. The most abused illicit drugs are marijuana, cocaine and heroin.

Cost of Care

Cost of care is a significant problem in our community. As indicated in the demographic information of our community, both Taylor County and Price County have median household incomes approximately \$3,000 and \$5,500 below the state average, respectively. Further exacerbating the problem, based on 2007 data from the U.S. Department of Health and Human Services' Health Resources and Services Administration, both Taylor and Price Counties have health care costs that exceed the state average by approximately \$1,400 and \$600, respectively. While the higher costs could be due to any of several factors—more frequent medical care, demand for more expensive medical care, higher costs of healthcare, etc.—each possible explanation is indicative of health needs in our community.

According to the Wisconsin Department of Workforce Development, Taylor County and Price County had unemployment rates of 9.2% and 7.2%, respectively in March 2013, compared to a state average of 7.6%. Additionally, Taylor County's percentage of uninsured individuals was 14.2%, compared to a state average of 12.8%, while Price County's was slightly below the state average at 11.7%. Related to this, 11.1% of Taylor County individuals and 18.2% of Price County individuals indicated that they couldn't see a physician due to cost, compared to a state average of 9.3%. The discrepancy between Price County's percentage uninsured and percentage unable to afford the cost of a physician may be indicative of high deductible and/or low-coverage health plans. All of these factors, taken together, emphasize the significant hardship faced by members of our community in paying for healthcare, whether preventive or necessary.

Cost of care is an especially significant issue for the Plain People who, as a general rule, do not use insurance because of religious beliefs and cultural norms. Instead, the Plain People pay for health care using a hospital's self-pay policy, and look to other community members for assistance with large medical bills.



Rebecca and Archer (Brantwood)

Health Care for Children

The health issues facing adults, as discussed throughout this report, also apply to our children (birth to 17 years old). However, the children are even more of a concern because health decisions are frequently made by adults on their

behalf and because our children are still developing their health habits that will impact the rest of their lives. According to “Healthiest Wisconsin 2020”, Wisconsin ranked 23rd among states in a combined measure of infant health in 2007. Similarly, we recognize the impact economic hardship can have on healthcare. In our community approximately 1 in 5 children live in poverty and 1 in 4 children qualifies for free lunch.

Community members indicated several health needs for youth, such as a lack of prenatal care coordination for mothers who are not on Medicaid, smoking mothers (see *Substance Abuse*), lack of understanding related to abnormal pregnancies, a decreased focus on children who are too old for WIC but too young for elementary school, child abuse and substance abuse. The most frequently mentioned concern by community members was that children—including teenagers—generally lack concern for their own physical well-being, primarily regarding nutrition and physical activity.

Health Education

Taylor County and Price County’s high school graduation rates, 97% and 92% respectively, both exceed the state average of 86%, but both counties’ post-secondary education rates (“some college”), 48.6% and 44.7% respectively, fall below the state average of 63.4%. Finally, both Taylor County and Price County have illiteracy rates, 9.1% and 8.2% respectively, higher than the state average of 7.3%. The high illiteracy rate in Taylor County may be partially due to the Hispanic community, which has an especially high prevalence of illiteracy. According to Hispanic community members, their average education is approximately a 2nd grade level, with little reading ability in either English or Spanish. While most organizations provide educational documents, those documents provide little help for individuals unable to read them.

Even educated individuals may not understand medical terms or a doctor’s orders, and they may not know where they can look or who to call to gain an understanding. We refer to these lapses as health literacy opportunities. For example, community members felt the public does not fully understand the repercussions of failing to take adequate preventive health measures. This was true for general health, early-onset health problems, or fully developed chronic illnesses. Even common health problems, such as asthma, ADHD and diabetes are frequently misunderstood in how to live with it, proper treatment, and the effects of mismanagement. The natural result of a lack of health literacy is a failure to obtain and utilize appropriate treatment, leading to even worse health problems. Another example, individuals said they would skip free health screenings because the individual does not want to know if they have a serious problem; their justification being that they cannot afford to deal with a serious problem. Mental health, dental health, nutrition and other health fields appear to have similar health literacy problems in our community.



Rosie (Westboro)

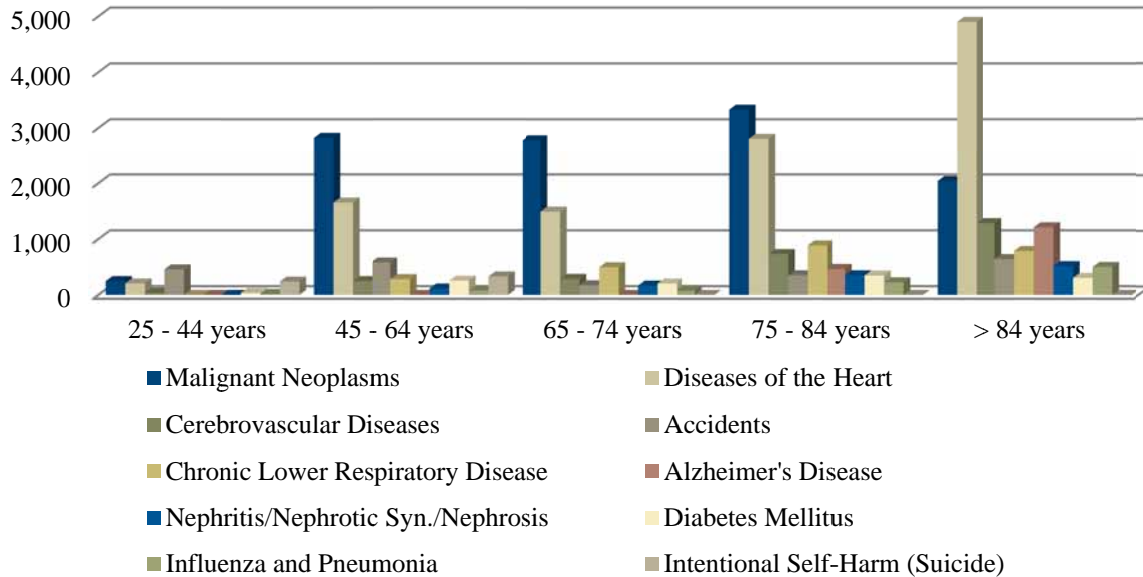
Health Care for the Elderly

Our community has an especially high prevalence of individuals age 65 and over—16.2% in Taylor County and 20.4% in Price County—compared to a state average of 13.4%. There are many facilities available to treat elderly individuals who ask for assistance, but our community members are concerned for the health and safety of those individuals who are living independently and possibly unsupervised. These individuals face several challenges in remaining healthy. First, when an older individual lives alone, they may lack guidance concerning their medical needs or daily living needs. Second, transportation is problematic in our community, as discussed above related to access. Finally, health information is increasingly shared through Internet-based methods that older individuals may not utilize or have access to. Memorial Health Center is very aware of the Internet’s connectivity limitations in our area. We have addressed this by mailing a health and wellness publication, the Wellaware, to all service area households on a quarterly basis. These problems are all heightened for elderly individuals living in rural settings. Mental and physical abuse of the elderly is also seen as a concern, as is the lack of services directed toward military veterans.

Chronic Diseases

According to “2010 Wisconsin Deaths”, published by the Wisconsin Department of Health Services, the two leading causes of death in Wisconsin in 2010 were diseases of the heart and malignant neoplasms (cancer). Other significant causes were diabetes, hypertension (high blood pressure), cerebrovascular diseases (stroke, aneurysm, etc.), chronic lower respiratory diseases, and nephritis (kidney disease). The list of causes is fairly consistent when analyzed by gender and by race. Consistent with this, “chronic disease, physical activity and nutrition” was identified as one of Price County’s top priorities in its 2011 CHIP.

Leading Underlying Causes of Death by Age in Wisconsin in 2010



The chronic health problems in our community tend to mirror those of the state, but treatment is directly connected to affordability of healthcare (see *Affordability of Care*) and health education (see *Health Education*).

Mental Health

As stated above, “mental health/alcohol and drug use” was identified as Price County’s top priority in its 2011 CHIP. Mental health problems, ranging from mild depression to schizophrenia, occur about as often as in other communities. Stress from the economic depression, including unemployment and underemployment, has added to the normal mental health problems, especially in parents.

While the occurrence of mental health problems is not especially high, the lack of accessibility in obtaining professional treatment is a problem. Individuals in our community feel psychiatrists, behavioral health specialists and counselors are all lacking.

Although several options are available in Medford and a few options are available in Phillips, most other areas lack any opportunities. Additionally, the options available in Medford and Phillips generally require insurance, self-pay or focus on low-income individuals. The insurance and self-pay options generally have availability, but many in our community lack insurance and cannot afford to pay. In contrast, the low-income options are affordable, but lack availability. In addition, severe mental health problems require at least 2-3 hours travel, each way, to reach in-patient psychiatric centers.

Dental Health

While several dental health options are available in Medford, access is severely limited elsewhere. According to the Population Health Institute’s county health rankings, Taylor County has approximately 4,100 residents per dentist and Price County has approximately 2,400 residents per dentist, compared to a Wisconsin average of 2,200 residents per dentist. Most of the dentists in Price County are located in the far north portion of our community. Of the

available dentists, the public perception is those dentists will only accept insured or self-pay individuals and are unwilling to engage in cost-reduction contracts. The lack of affordability results in a lack of preventive treatments, leading to more severe and costly future treatments.



Tracy and Annie (Phillips)

Implementation Strategy

Memorial Health Center is responding to the identified community health needs through a series of steps that we collectively refer to as our “implementation strategy”. Because of limited resources, we cannot respond effectively to every identified health need. We have chosen our responses based on analysis of our resources, our mission, our existing specialties, community priorities, and existing community resources. We have chosen to focus our resources on our primary community health needs: access to care, nutrition and physical activity, with access to care receiving more emphasis than the others.

Access to Care

To improve access to health care services, Memorial Health Center is currently undergoing a physical renovation and a patient-process improvement audit. When completed in 2014, the renovation will result in a separate registration desk for urgent care and the emergency department, a surgical waiting area for family members, moving our welcome desk closer to the main entrance, a new community education room, kiosks in our waiting area, an updated family center on the second floor, and an expanded infusion (cancer) center on the second floor. In addition, we are in the process of completing the following actions:

- Actively recruit a half-time physician for our Phillips clinic
- Work with Aspirus to provide a mobile mammography unit at Memorial Health Center-Phillips approximately twice per year

- Add a large monument sign on Highway 13 to emphasize the availability of Memorial Health Center-Phillips
- Implementing an Emergency and Urgent Care RN Navigator program, to provide post-visit follow-up phone calls and educational materials, connecting patients to follow-up care and stressing the importance of having a primary care provider. The program will also encourage using “My Aspirus” and preventive screenings, such as mammograms.

To further improve access to care, we are also considering the following actions:

- Increase availability on weekends and in evenings
- Modify our recruiting and hiring documents to encourage employment by individuals who are fluent in Spanish
- Re-evaluate our procedures to try to shorten wait times across all departments
- Review, evaluate and implement a “lab-on-demand” for certain tests, which would allow patients to request testing without a physician’s recommendation
- Continue to monitor community need for new or additional specialty services, both at Memorial Health Center and at outlying clinics
- Increase the number of community screening events
- Increase awareness of the currently available “call-back” option (similar to a restaurant, the patient receives a call/text to inform them when it is their turn to see a physician, removing the need to wait in the waiting room)
- Evaluate more convenient methods of prescription delivery
- Begin tracking provider cancellations and rescheduling to minimize their occurrence
- Continue to evaluate our physical presence throughout our service area

Nutrition

While individual choice is an important factor in individual nutrition, we see a variety of opportunities to encourage better nutritional choices. We are re-evaluating the snacks, drinks and foods made available to employees at our hospital and clinics. Additionally, Memorial Health Center currently conducts a series of nutritional events for our employees. We plan to expand these activities to include the general public, possibly at our facilities, through large employers, or in community locations. One example of this is a Weight Watchers group that was initially implemented at our hospital for employees, but is now open to the general public; meetings are held every Tuesday and Wednesday.

We are working on a series of educational opportunities related to nutrition. In Heart Healthy Cooking, a Memorial Health Center dietitian presents education and tips about eating healthy for the benefit of the heart. Lessons include how to make smart food choices, how to read nutrition labels to identify healthy foods, and how to set achievable health goals. In April 2013, Memorial Health Center coordinated the first annual Women’s Retreat. It too offered heart healthy eating and cooking sessions, the importance of regular screenings and preventative care, in addition to an open question/answer session that featured three unique health care providers. In June 2013, we also plan to mail a “smart Nutrition” booklet with our health & wellness Wellaware publication.

We believe there are multiple civic, social and/or youth organizations that understand and realize there is an opportunity to assist the public in understanding how important good nutrition and physical activity can be for them and their families, but they lack the financial resources to make their ideas a reality. To assist those organizations, we are working on a program to offer micro-grants. Organizations will be required to submit a proposal. If approved, as a requirement of accepting the grant, the organization will be required to report on the use

of funds and the level of success. When ideas are proven successful, we'll look for opportunities to expand them further.

We recognize the significant effort already put forth by community groups and coalitions, especially within Taylor County. We plan to increase participation in community groups by hospital personnel, looking for opportunities to utilize hospital resources to further the community's best interests.



Linda (Medford)

Physical Activity

In 2011, Memorial Health Center implemented a 12-week Move to Improve program that focused on exercise and healthy eating. The program includes small group training, nutrition sessions, weekly group exercise classes, grocery store tours, cooking demonstrations and other special presentations. Based on successful implementation in Medford, we have expanded the program to Phillips and are considering further expansion to other towns.

We also plan to use several of the same approaches for physical activity as we use for nutrition. We plan to expand current Memorial Health Center employee programs, such as employee wellness, to the general public and we plan to include physical activities in our micro-grant program (see *Nutrition*). We will continue to publish our quarterly Wellaware newsletter to encourage health, wellness and physical activities. We will continue to publish monthly educational and health-related events in local newspapers and on our website. We also plan to increase promotion of currently existing activities and provide educational opportunities related to physical activity.

We firmly support community fitness activities. In the fiscal year ending June 30, 2013, we sponsored numerous activities managed by other community organizations and/or youth groups. This support will be continued.

- Swimming
- Basketball
- Soccer

- Hockey
- Baseball
- Softball
- Snowshoe
- Wrestling
- Jump Roping

During the same period, we also sponsored ten walk/run events within our community. This support will continue.

To encourage youth participation in sporting events, we will continue to offer reduced-fee WIAA sports physicals each summer at all Memorial Health Center Clinics.

Substance Abuse

We are implementing smoking cessation classes aimed at helping people quit smoking. Single sessions and multi-week programs are both likely. Sessions will be taught by trained Memorial Health Center respiratory therapy staff.

Cost of Care

Memorial Health Center offers financial aid to all individuals with limited financial resources and with limited ability to pay. We offer financial assistance to any individual whose annual income is at most 300% of Federal Poverty Guidelines. The Federal Poverty Guidelines are updated annually and published at <https://www.federalregister.gov/articles/2013/01/24/2013-01422/annual-update-of-the-hhs-poverty-guidelines#t-1>. Information about our financial assistance program is available in person at the hospital and on our website at <http://www.memhc.org/communitycare>.

We understand the surprise an individual may experience when opening a medical bill. We currently have a link on our webpage that identifies the average charges for the 75 most common types of hospitalizations. We are working on a method to increase transparency about the cost of services at Memorial Health Center. Possible methods include a website with cost information, a handout, or the ability to speak to a financial counselor.

To assist the Plain People in addressing the cost of care, Memorial Health Center is in negotiations with Immergrun, Inc., a nonprofit organization in Ohio that is operated by Plain People similar to an insurance plan but within their religious and cultural constraints.



Ryan, Melissa and family (Medford)

Health Care for Children

We have offered, and will continue to offer a variety of classes, groups and events to encourage health care for children:

- Baby Fair – Information is provided for the preconception through newborn stages. Topics include nutrition, exercise, relaxation, breastfeeding, infant development, car seat safety, and picking a physician. Those attending also learn about community resources like child care, parenting, county health services, and others. Events sometimes include car seat safety checks.
- Exercise, Comfort & Relaxation – Led by physical therapy staff, this perinatal program provides information on posture and positioning for comfort, body mechanics, and prenatal exercise. Self-treatment techniques common for prenatal pain syndromes are demonstrated. Partners are encouraged to attend to learn massage therapy techniques. Participants also have an opportunity to practice relaxation and diaphragmatic breathing techniques.
- Labor and Delivery – This course covers signs and symptoms of labor and pre-term labor, labor pain management and interventions, breathing and relaxation techniques, medications and the process of birth.
- Care of the Newborn – Class topics include routine infant care, new family dynamics, and postpartum depression. A question-and-answer session with a staff physician and a baby bath demonstration are featured. Community resources are also introduced.
- Breastfeeding – This class provides an in-depth look at the benefits and management of breastfeeding for stay-at-home and working moms.
- Sibling Preparation – This class is designed for siblings three-years-old and older, and their parents. Participants learn to hold, feed, and diaper a new baby. Children are asked to bring a doll or stuffed animal for practice.
- Child Development Days – A series of events and developmental screenings in Medford, Gilman, Rib Lake and Phillips for preschool-age children to:
 - Identify children in need of further assessment in physical, sensory, language, and developmental skills;
 - Provide a wide range of health and wellness information;
 - Educate families regarding normal child growth and development; and
 - Develop community awareness of resources available in areas of education, childcare, medical/health care, and family services.
- Club Scrub – A 3-week course for area 7th and 8th grade students to be onsite to learn about healthcare.
- Holy Rosary – A 5-week course for area 5th and 6th grade students to be onsite to learn about healthcare.
- High School Student Work Study – A continuous and ongoing program that provides mentorship and job shadowing opportunities for area high school students who have an interest in a healthcare career.
- Exploratory Classes – Healthcare professionals visit local middle schools to present on careers in healthcare.
- Memorial Health Center Family Center – a facebook® page we maintain that provides information and support for mothers and infants.

We also organize and operate “A Walk to Remember”, an annual walk dedicated to the memory of infants lost during pregnancy or infancy.



Amy and Clairra (Medford)

Health Education

We recognize the need to provide educational opportunities for our community members. We are striving to find methods (classes, handouts, websites, etc.) that are most easily accessed and understood. Educational opportunities we plan to address for our community include:

- The level of care mid-level providers can provide at clinics, even when physicians are absent
- Available specialties at Memorial Health Center and at clinics
- The patient's ability to change providers at any time, at the patient's discretion
- Medical terminology and similar need-to-know information
- Nutritional issues (see *Nutrition*)

We also plan to continue offering a series of medical educational events and courses:

- Health Trivia Activity – An interactive activity offered at Memorial Health Center's booths at various expos and fairs in Taylor and Price Counties. Trivia questions for kids, adults and senior citizens deal with nutrition, physical activity, heart health, immunizations, osteoporosis and more.
- Snack and Chat: Seasonal Allergies – Education about season allergies and tips for dealing with them, provided by a Memorial Health Center nurse practitioner.
- Don't Let Knee or Hip Pain Stop You! – Education about the causes of knee and hip pain as well as ways to treat such pain.
- Do You Want to Help Children/Adults Who Struggle to Read? – An annual 10-week training course, taught by a Memorial Health Center pediatrician, for adults who wish to help struggling children and/or adult readers. The course focuses on the Orton-Gillingham approach to reading instruction, which has proven very successful for individuals with dyslexia.
- Tissue Donation – Understand what tissue donation is and know how to sign up to be a donor.
- Basic First Aid – This class is for anyone 12 years and older that is interested in learning first aid techniques ranging from bandaging and splinting to treating victims of poisoning or strokes.
- Basic CPR – This class includes training in lifesaving techniques of CPR for adults, children and infants, as well as training for dealing with respiratory distress.

- CPR for Health Care Providers – This class is appropriate for professional health care providers, such as nurses, EMT’s, and CAN’s. The course provides training in lifesaving techniques of CPR for adults, children and infants.
- CPR Renewal for Health Care – a CPR renewal course for people working in health care.

Health literacy opportunities, specifically for the Hispanic community, are being reviewed.

Health Care for the Elderly

We have offered, and will continue to offer as much as possible, a variety of classes, groups and events to encourage healthcare for the elderly:

- Stepping On: Fall Prevention for Seniors – A 7-week fall prevention program for seniors, sponsored by Memorial Health Center and the Taylor County Commission on Aging.
- Falls Prevention Day – A fun and educational event for seniors, including displays, speakers, chair-yoga, senior exercise, and more. Memorial Health Center participates with fall prevention information, a senior exercise session, and more.
- Focus on Health – A course for people ages 60 years and older aimed at helping them understand their health better, learn what they are doing that is good for them, and discover information to help them live better. Topics range from nutrition, exercise fall prevention, dealing with loss, diabetes, eye health, heart health, and more. Each session opens with blood pressure and blood sugar screenings and ends with a question-and-answer period. This course is currently on hold, but is likely to start again in the future.
- Osteoporosis Screening – Free screenings for adults ages 40 and older provided as part of Memorial Health Center’s presence at the Taylor County Expo and the Senior Health, Wellness & Safety Fair, an event for senior citizens.
- Diabetes Screening – Free screenings provided at the Senior Health, Wellness & Safety Fair.
- Blood Pressure Screening – Free screening offered as part of Memorial Health Center’s presence at a home and business expo in Price County.
- Free “Red Medication Bags” to individuals with several medications to keep their medications in one consistent place. The cloth cooler-bags include patient identification with physician names, medication safety tips, a flyer on safe medication disposal and a magnet to post on the home refrigerator to indicate emergency medical providers.

Chronic Diseases

We have offered, and will continue to offer as much as possible, a variety of classes, groups and events related to chronic diseases:

- Look Good, Feel Better – Cosmetology professionals teach beauty techniques to women undergoing cancer treatment, designed to overcome the appearance-related effects of cancer treatment. This is an American Cancer Society program.
- I Can Cope® - An educational offering and support group for people facing cancer. Topics include nutrition, exercise, dealing with a cancer diagnosis, financial planning, stress relief, and more. This is an American Cancer Society program.
- Prostate Health and Cancer – Educational sessions for men ages 40 and older designed to help them take control of their prostate health. Topics include prostate issues, cancer, medical screenings, and treatments.
- Heart Health Cooking
- Does Atrial Fibrillation Limit Your Life? – Information about atrial fibrillation and treatments that can reduce peoples’ reliance on medications, prevent strokes, and help people live longer.

- Stroke Support Group – An uplifting support group for stroke survivors, their family members, and caregivers. Classes are held on the 3rd Tuesday of every month.

Mental Health

Memorial Health Center generally does not provide mental health services, with the exception of Memorial Health Center Clinic-Medford. The Medford clinic is developing telemedicine psychiatric services, allowing individuals to consult with a professional psychiatrist over the Internet. Depending on the success of this program and available Internet bandwidth, the telemedicine program could be expanded to other health services in the future. We offer an Alzheimer's Support Group, meeting on the 4th Monday of every month, for friends and families of those afflicted with Alzheimer's Disease and other dementias.

Dental Health

We currently offer our surgical suites to dental professionals for oral surgeries. The primary beneficiaries of this practice are low-income community members. We do not provide preventive dental health services. As a result, we do not anticipate taking any measures in the foreseeable future to address identified preventive community dental health needs.

Health Resources

The Taylor and Price county Departments of Health and Human Services provide support to our community members in numerous ways, including nutrition, physical activity, mental health, substance abuse, violence prevention, and financial support. For a complete list of their activities, we recommend visiting their offices or websites:

- Taylor County Department of Health Services – 224 South Second Street, Medford
 - www.co.taylor.wi.us/departments/hd
- Taylor County Human Services Department: 540 East College Street, Medford
 - www.co.taylor.wi.us/departments/hs
- Price County Public Health – 104 South Eyder Avenue, Phillips
 - www.co.price.wi.us/government/HealthDepartment/Default.htm
- Price County Human Services Department – 104 South Eyder Avenue, Phillips
 - www.co.price.wi.us/government/HumanServicesDepartment/Default.htm



Justin and Jackson (Medford)

In addition to governmental support, the following health care facilities and related organizations are currently available within our community.

Primary Care

- Memorial Health Center Hospital – 135 South Gibson Street, Medford
- Memorial Health Center Clinic – 143 South Gibson Street, Medford
- Memorial Health Center Clinic – 320 East Main Street, Gilman
- Memorial Health Center Clinic – 1121 Highway 102, Rib Lake
- Marshfield Clinic Athens Center – 729 Pine Street, Athens
- Marshfield Clinic Colby/Abbotsford Center – 111 Dehne Drive, Colby
- Memorial Health Center Clinic – 625 Peterson Avenue, Phillips
- Marshfield Clinic Phillips Center – 104 Trinity Drive, Phillips
- Memorial Health Center Clinic – 1511 Railroad Avenue, Prentice

Physical Activity

- Medford Therapy and Fitness – 103 South Gibson Street, Medford
- Electric Fitness Center – 330 South Whelen Avenue, Medford
- Medford Area Senior High School Gym – 1015 West Broadway Avenue, Medford
- Prentice Therapy and Fitness – 619 Bridge Street, Prentice

Our community also has many outdoor opportunities, both inside the cities and in the surrounding country.

Mental Health

- Memorial Health Center Clinics-Behavioral Health – 143 South Gibson Street, Medford
- Counseling Connection – 123 West State Street, Suite 4, Medford
- North Central Counseling Center – 136 West Broadway Avenue, Medford
- Parent Resource Center – 133 West State Street, Medford

- Mental Health Clinic of Taylor County – 540 College Avenue, Medford
- Courage to Change Recovery – 880 East Perkins Street, Medford
- Courage to Change Recovery – 188 North Lake Street, Phillips
- Counseling & Development Center – 171 Chestnut Street, Phillips
- Safe Haven Counseling – 548 North Lake Avenue, Phillips
- North Central Counseling Center – 1511 Railroad Avenue, Prentice
- Courage to Change Recovery – 106 Galvin Road, Abbotsford
- Almost Home Again LLC – Elder Drive, Gilman
- Center for Human Development – (800) 236-3792

Dental Health

- Marshfield Clinic Medford Dental Center – 843 West Broadway Avenue, Medford
- Cosmetic & Implant Dentistry – 1034 West Broadway Avenue, Medford
- Medford Dental Clinic – 309 East Broadway Avenue, Medford
- Robert Kay Orthodontic Clinic – 210 Central Avenue, Medford
- First Impression Dental – 124 South Main Street, Medford
- Gelhaus Dental Clinic – 1155 West Broadway Avenue, Medford
- Lonnie G. Melbinger, DDS – 915 Casement Court, Medford
- Dean R. Hussong, DDS – 827 McComb Avenue, Rib Lake
- N.O. Jackson – 607 North Second, Colby
- Murphy & Weddle – 605 Peterson Drive, Phillips
- Prentice Dental Clinic – 1209 Railroad Avenue, Prentice

Care for the Elderly or Disabled

- Memorial Nursing and Rehab Center: 135 South Gibson Street, Medford
- Aspirus VNA Home Health Inc.: 109 South Gibson Street, Medford
- Cedar Lane CBRF – 135 South Gibson Street, Medford
- Country Gardens RCAC – 635 West Cedar Street, Medford
- Hope Hospice & Palliative Care – 537 West Broadway Avenue, Medford
- Centennial Apartments – 132 South Seventh Street, Medford
- Deerview Meadows Assisted Living LLC – 509 Lemke Avenue, Medford
- Our House Assisted Living – 1014 West Broadway Avenue, Medford
- Care Partners Assisted Living – 955 East Allman Street, Medford
- Meridian Group – 346 South Main Street, Medford
 - Operates facilities in Medford, Rib Lake and Gilman
- The Homeplace of Dorchester – 300 West Washington Avenue, Dorchester
- Woods Edge – 600 East Second Avenue, Dorchester
- Gilman Care Center LLC: 600 West Hickory Avenue, Gilman
- Golden Living Center: 650 Pearl Street, Rib Lake
- Prairie Village – 517 West Blackhawk Avenue, Stetsonville
- Aspirus Pleasant View Nursing Home – 595 Peterson Drive, Phillips
- Minnow Lake A.F.H. – W7320 County Road F, Phillips
- Regency House – 615 Peterson Drive, Phillips
- Primrose Corner – 541 South Lake Street, Phillips
- Rosewood Terrace – 538 Peterson Drive, Phillips
- Duroy Terrace – 585 Peterson Drive, Phillips
- Flambeau Home Health and Hospice – 133 North Lake Avenue, Phillips

- Linda's Home Adult Day Center – 1107 Railroad Avenue, Prentice
- Veterans Service Office: 224 South Second Street, Room 140, Medford
- Taylor County Housing Authority – 224 South Second Street, Medford
- Taylor County Commission on Aging: 845B East Broadway Avenue, Medford
- Price County Aging – 104 South Eyder Avenue, Phillips

Other Health Needs

- Aspirus Cardiovascular Associates – 135 South Gibson Street, Medford
- Bone & Joint Clinic – 724 South Eighth Street, Medford
- Eye Clinic of Wisconsin – 101 South Gibson,
- Family Planning Health Services – 153 South Second Street, Medford
- Indianhead Community Action Agency – 225 South Wisconsin Avenue, Medford
- Medford Food Buyers Club (Co-op) – W5380 Jolly Avenue, Medford
- Parent Resource Center of Taylor County – 172 South Main Street, Medford
- Stepping Stones, Inc. – P.O. Box 224, Medford
- Victim Witness – 224 South Second Street, Medford
- Wisconsin Well Women Program – 224 South Second Street, Medford
- Aspirus Outpatient Therapies – 603 Peterson Drive, Phillips
- Sports Plus Physical Therapy – 102 Beebe Street, Phillips
- Marshfield Therapy Center – 729 Pine Street, Athens

Counseling services are available in our community for various health-related issues, including Alcoholics Anonymous, Alzheimer's Support Group, Cardiac Support Group, Diabetes Support Group, Families & Children with Autism Group, Parents of Children with Special Needs Group, terminal illness and loss, parents with adult children with developmental disabilities, and Miscarriage, Ectopic Pregnancy, Stillbirth & Infant Death.

Various organizations in our community have similarly identified available resources and published those listings for the community. These resources include:

- [Taylor County Opportunities for Physical Activity](#)
- [Directory of Services for Residents of Taylor County](#)
- [Aging and Disability Resource Center of the North](#) (including Price County)



**MEMORIAL
HEALTH CENTER**

An Aspirus Partner

Passion for excellence. Compassion for people.

135 South Gibson Street, Medford WI 54451

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