



COMMUNITY HEALTH NEEDS ASSESSMENT

2024





3. Message to the Community
4. RAMC Organizational Overview
5. RAMC's Mission, Values & Vision
8. Acknowledgements
9. Our Community
 - Service Area
 - Demographics
10. Giving Back to Our Community
11. CHNA Summary of Data
 - Background
 - Data Collection
 - Analyzing Results
 - Survey Responses
 - Focus Groups
 - Focus Group Results
 - Health Outcomes
15. Identified Health Priorities
16. Sauk County Wellness Coalition
 - Results

A MESSAGE TO OUR COMMUNITY

Reedsburg Area Medical Center has been a healthcare leader since 1902, “always there, going beyond the expected to provide compassionate, quality and efficient healthcare.” As a healthcare leader, we serve over 25,000 people in Reedsburg and surrounding areas. As an employer, we provide jobs for more than 600 people. As your neighbor, we sponsor a wide variety of education classes and health screenings.

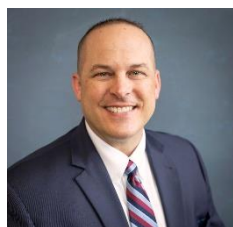
This document represents the outcome that we can proudly say is the result of Sauk county hospitals sharing resources to form the Sauk County Health & Wellness Coalition. The individual members of this coalition demonstrated a strong commitment to assessing health needs and to working collaboratively with the goal of improving the health of Sauk County’s entire population. The goal of this report is to provide residents with a deeper understanding of the health needs of our community, as well as guide RAMC in its development of an implementation strategy to address the needs described in this document.

Our sustained community commitment can be seen through our collaborative partnerships with residents and organizations. We rely on these relationships to help us identify and develop plans to address high-priority community health needs. We are grateful for the opportunity to partner with the following organizations: Sauk County Health Department, Sauk County Health & Wellness Coalition, Reedsburg Area Chamber of Commerce, Reedsburg, Baraboo, and Wisconsin Dells area school districts, Ho-Chunk Nation, Hope House, County and Local Emergency Response Teams, Local Law Enforcements, Sauk County Aging and Disability Resource Center, The City of Reedsburg, Boys and Girls Club, and others.

This Community Health Assessment (CHA) represents a point-in-time view of the health of Sauk County. This document is intended to serve as a guide for the development of the Community Health Improvement Plan (CHIP) and is also intended help the community understand how certain factors, including the social determinants of health (SDOH), impact the health status of some community members more than others.

Our sincere hope is this assessment serves as a tool for organizations serving Sauk County to identify how they can influence the health of our community. This effort could be utilizing the data provided to strengthen existing programs and services or working towards addressing policies and systems that contribute to the disparities and less than ideal health outcomes that we see.

From the assessment and a process of prioritization **Housing, Mental Health and Substance Use** have been identified as the topics for the Community Health Improvement Plan (CHIP). We know that addressing these topics will require collective action to not just improve housing, mental health and substance use at the individual level, but to improve at the population level through addressing systems, policies, and environments. We look forward to taking actions together.



Sincerely,

Robert Van Meeteren
President & CEO
Reedsburg Area Medical Center

RAMC ORGANIZATIONAL OVERVIEW

Reedsburg Area Medical Center has a long tradition of service to the community. The first hospital in Reedsburg was founded in 1902 by Dr. Adelbert Edwards. It was housed in a former residence. Once remodeled, the two-story building provided 11 rooms, serving both medical and surgical patients. As the community grew, its healthcare needs expanded until the first hospital no longer proved adequate to serve the community's growth. Below is a timeline of events since then:

1933: A new hospital, located on North Park Street, opened. This hospital held 31 adult beds and had a nursery capacity of 12. 20 years later, in 1953, this hospital added 20 beds.



1969: The hospital purchased 72 acres of undeveloped land on Reedsburg's north side. This was later to become the site of the present facility.

1972: The Edward Snyder Memorial Nursing Home, a 50-bed long-term care facility, was opened.

1976: Our present hospital opened its doors, and within three months, the adjacent clinic opened.

2005: RAMC opened Reedsburg Area Senior Life Center, a state-of-the-art 50-bed long-term care unit and 24-apartment assisted living facility.



2007: The new Surgery Center and Specialty Group opened.

2014: RAMC and Reedsburg Physicians Group officially affiliated and the Physicians Group began operating under the name Reedsburg Area Medical Center Physicians Group.

2020: Reedsburg Area Medical Center completed their major construction program of private inpatient rooms, remodeled Birth Center, new registration, laboratory, sleep study rooms and gift shop.

2020: Reedsburg Area Senior Life Center opened their new assisted living facility to consist of 24 Long Term Care beds, 22 Community Based Residential Living (CBRF) rooms and 23 Residential Care Complex (RCAC) rooms.

2025: Coming January 2025 the Reedsburg Area Medical Center Physicians Group replacement clinic.



RAMC MISSION, VALUES & VISION

MISSION Reedsburg Area Medical Center, always there, **Going Beyond The Expected** to provide compassionate, quality and efficient health care.

VALUES **Service Excellence** – we will pursue superior quality health care and service for our patients, residents, tenants, neighbors, their families and our community, by going beyond the expected.

Integrity – we will be good listeners and communicate openly, truthfully and respectfully. We will adhere to the organization’s standard of conduct and service excellence.

Respect – we will treat all patients, residents, tenants, neighbors, their families, co-workers and our community with dignity at all times.

Caring – we are committed to caring for each other to support a compassionate healing environment for our patients, residents, tenants, neighbors, their families and our community.

DIVERSITY – WE WILL VALUE DIFFERENCES; INCLUDING DIFFERENCES IN OPINIONS, KNOWLEDGE, CULTURE AND RELIGIOUS BELIEFS.

STEWARDSHIP – WE WILL CREATIVELY AND OPTIMALLY UTILIZE ALL RESOURCES TO MAINTAIN THE FINANCIAL ABILITY TO SUPPORT OUR MISSION AND VISION.

VISION RAMC is a non-profit, non-stock corporation, which exists for the benefit of the people of Reedsburg and surrounding areas. The governance of the corporation shall be charged with fulfilling the directive and obligations imposed by our mission statement and corporate by-laws.

RAMC will provide management, clinical and support services to campus based organizations to the extent requested and within the scope of its mission, values and visions.

The main function of RAMC is to provide primary care services. Primary care services consist of but are not limited to; acute care, long-term care, emergency care, diagnostic services, rehabilitation, community outreach, and wellness. Diversification and expansion of primary care services will be considered in response to the needs of the population. Determination of need will be made through professional judgment and, at times, through conducted surveys of the community. Within economic limitations and operational priority, RAMC will creatively utilize technologies of proven value. In doing so, we seek to remain current and competitive within our service fields.

RAMC will strive to insure that all needed services are available. To this end, RAMC will expand in accordance with the needs of the community and will work with legislative bodies to insure that regulation of health care does not compromise the health of its community.

RAMC's growth is a natural consequence of expanded services. Such growth will occur within the limits of Reedsburg Area Medical Center's capabilities and resources. However, in response to demonstrated need, RAMC commits itself to obtaining the resources necessary for the provision of new services. To this end, RAMC will support the efforts of Reedsburg Area Medical Center Foundation, Ltd. with fund development. RAMC will also consider affiliations as an alternative means of obtaining needed resources. Such associations will be made in the best interest of the community without compromising the integrity, clinical decision-making, or image of RAMC or any of its campus related organizations.

RAMC's medical staff will continue to emphasize the specialties of family practice, pediatrics, and surgical specialties. The addition of secondary medical staff specialties will be considered in response to identified needs. To this end, RAMC will collaborate with our medical staff in recruitment efforts.

RAMC is firmly committed to a teaching role. Provision of health education to the medical staff, employees, patients, and the community will remain a high priority.

We recognize that our human resources are essential to the organization's operation and will provide opportunities for them to improve clinical/professional skills and knowledge. RAMC will provide financial, educational, and personal benefits to promote recruitment, retention, development and satisfaction.

RAMC will abide by applicable standards and regulations for health care delivery.



Reedsburg Area Medical Center Administration Team

**Left to right: Ryan Shear, Vice President/Chief Compliance Officer;
Melissa Southworth, Chief Nursing Officer; Teresa Field, Chief Operating Officer/RN;
Bob Van Meeteren, President/Chief Executive Officer; Dr. Elizabeth Baker, Chief Medical Officer/DPM;
Barry Borchert, VP Finance/Chief Financial Officer.**

ACKNOWLEDGEMENTS

The Community Health Assessment (CHA) Health and Wellness Planning Partnership Committee, consisted of representatives from four community organizations in Sauk County.

Members of the Community Health Assessment Planning Partnership Committee included:

Jen Baird	Ho-Chunk Nation
Carey Craker	Reedsburg Area Medical Center
Megan Timm	SSM Health
Tammie Jamiska	SSM Health
Siobhan Allen	Sauk County Public Health
Hannah Erdman	Sauk County Public Health
Kate Hansen	Sauk County Public Health
Sarah Jesse	Sauk County Public Health
Jodie Mblitor	Sauk County Public Health
Jessie Phalen	Sauk County Public Health
Rebecca Szydlowski	Sauk County Public Health
Jennifer Weitzel	Sauk County Public Health
Ken Carlson	Sauk Prairie Healthcare
Brenda Hunbracht	Sauk Prairie Healthcare

In addition, we benefited from the assistance of several other organizations and individuals who helped publicize and distribute information.

Finally, we could not have completed the assessment process without the active involvement of the members from the community – including those who completed the Community Health Survey and engaged in Community Conversations.

OUR COMMUNITY

Service Area

Zip codes define our service area; the highest areas that use RAMC for primary and specialty care define Reedsburg Area Medical Center's service area.



Demographics¹

	Reedsburg	Sauk County	Wisconsin
Population	10,190	65,920	5,910,955
% 65 and older	17.6	20.6	19.1
% below 18 yo	27.3	22.1	21.1
% White Non-Hispanic	89.9	94.8	86.4
% Hispanic	10.1	6.9	8.1
% African American	.6	1.4	6.6
% Native American or Indigenous	.3	1.6	1.2
Median Household Income	\$66,026	\$72,930	\$72,458

¹ United States Census Bureau: <https://www.census.gov/>

GIVING BACK TO OUR COMMUNITY

Non-profit hospitals like Reedsburg Area Medical Center exist to serve our city & surrounding communities.

We believe everyone deserves access to quality health care, regardless of his or her income level. We also believe that being a non-profit medical center is both a privilege and an obligation. Being a community partner is an important responsibility and one we feel privileged to uphold.

RAMC's total investment in our community for fiscal year ending September 30, 2024 was \$2,403,686.

Financial Contributions ~ We actively support a large number of community groups. Some of the contributions Reedsburg Area Medical Center provides are:

- Emergency Assistance to those in need
- Food for the local Food Pantry and Boys & Girls Club
- Mental Health Awareness support
- Non-Profit Organizations such as the Boys & Girls Club of Reedsburg, The Reedsburg United Fund, Forward Health, Area 5k fundraisers, Reedsburg Area Helping Hands & Homeless Shelters to name a few
- Provides an onsite Consumer Advocate
- Provides First Aid kits for Reedsburg Area Youth Sports
- Tuition reimbursement programs

Education for Staff, including Student Facilitation ~ We are pleased to be a site for:

- Medical, Nursing and Physician Assistant students that come for multiple weeks of on-site training & mentoring
- Clinical Adjunct Faculty for Rural Psychiatry Residency Rotation

Education & Services for the Community ~ We are proud to help educate and serve the community. Some of the education programs we provide are:

- Advance Directives
- Breast Feeding Education
- Car Seat checks
- Teddy Bear Clinic
- Health & Fitness Education

In-Kind & Community Building Activities ~ We encourage our employees to give back to our community on their staff time. Some community groups our employees are involved in are:

- Blood Drives
- Boys & Girls Club of Reedsburg
- Rural Safety Days
- Farmer Angel Network
- Reedsburg Chamber of Commerce
- Meals on Wheels
- The Reedsburg United Fund
- Sports injury prevention
- Soup for the Soul speakers on Mental Health

CHNA SUMMARY OF DATA

Background

Reedsburg Area Medical Center is pleased to present the 2025 Community Health Needs Assessment (CHNA). This CHNA report provides an overview of the health needs and priorities associated with our service area.

The goal of this report is to provide a deeper understanding of the health needs in the communities we serve, as well as a guide to help the hospital in its community health improvement implementation planning efforts and development of a strategy to address evaluated needs. The RAMC Governing Board approved this CHNA on November 19, 2024

RAMC last conducted a CHNA in 2022. The Affordable Care Act (ACA) requires 501(c)(3), tax-exempt hospitals to conduct a CHNA every three years and adopt a strategic implementation plan to address the identified needs.

Data Collection:

The primary data consisted of a community perception survey including key stakeholders within the Sauk County communities.

The Sauk County Health & Wellness Coalition created the survey and all questions underwent a health literacy review. The community perception survey was conducted over a four (4) month period from February 5, 2024 to May 1, 2024, in the following manner:

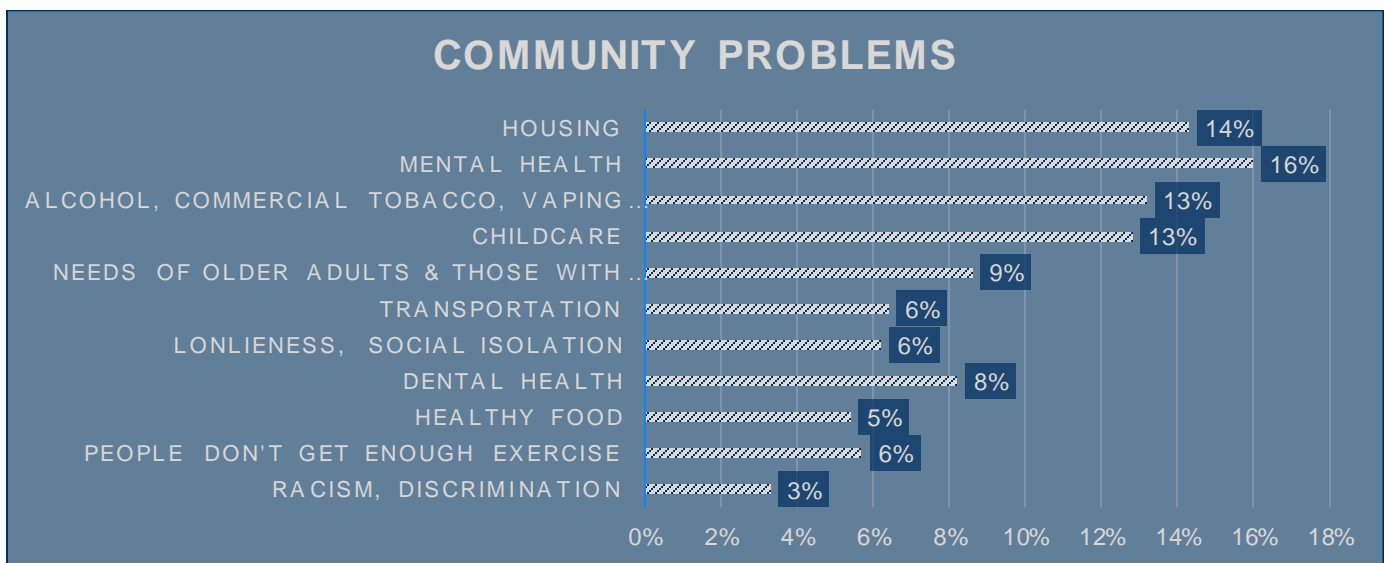
- The coalition made the survey available both online and in written format. Diverse populations had access to translators to complete the survey form.
- The survey covered a wide range of topics from access to care, quality of life, chronic disease, demographics, community health perceptions, health care access, physical activity, nutrition, abuse, safety, alcohol and drug use, community resiliency and lifestyle factors.
- The survey database (Survey Monkey) used skip logic to only show questions relevant to the survey respondent in regards to their answers to previous questions.
- With the help of the entire coalition, RAMC advertised the survey in various ways:
 - Newspaper ads in the Baraboo News Republic, Reedsburg Independent, Wisconsin Dells Events and the Sauk Prairie Eagle
 - Online advertisements on websites and social media sites for each entity in the Health and Wellness Coalition
 - Media articles sharing purpose and information surrounding the survey
 - Internal communications within the Coalition entities
 - Flyers were also handed out to local organizations including libraries, food pantries, schools, Aging and Disability Center (ADRC), Veteran's Office, The Department of Human Services, grocery stores and local businesses.

Analyzing Results:

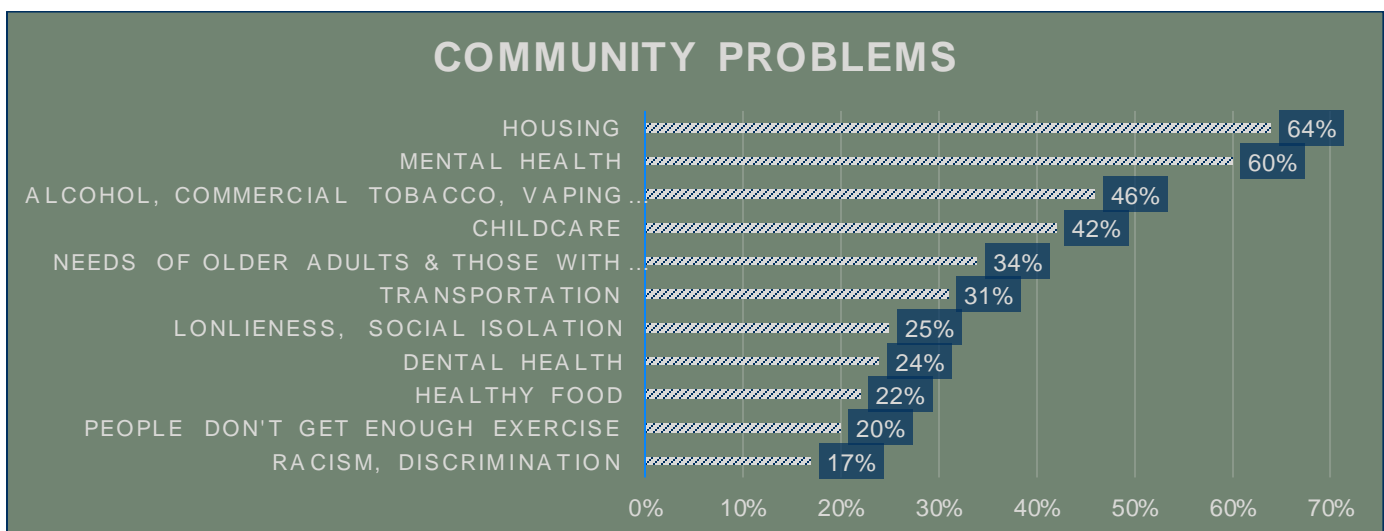
- We collected 1,106 responses through Survey Monkey.
 - Of those responses, 372 were from the Reedsburg Area Medical Center Service Area.
- Once the survey responses were tabulated, the survey results were evaluated and analyzed for health and demographic trends.
- The full results were distributed to and discussed by the coalition in bi-weekly meetings.

Survey Responses:

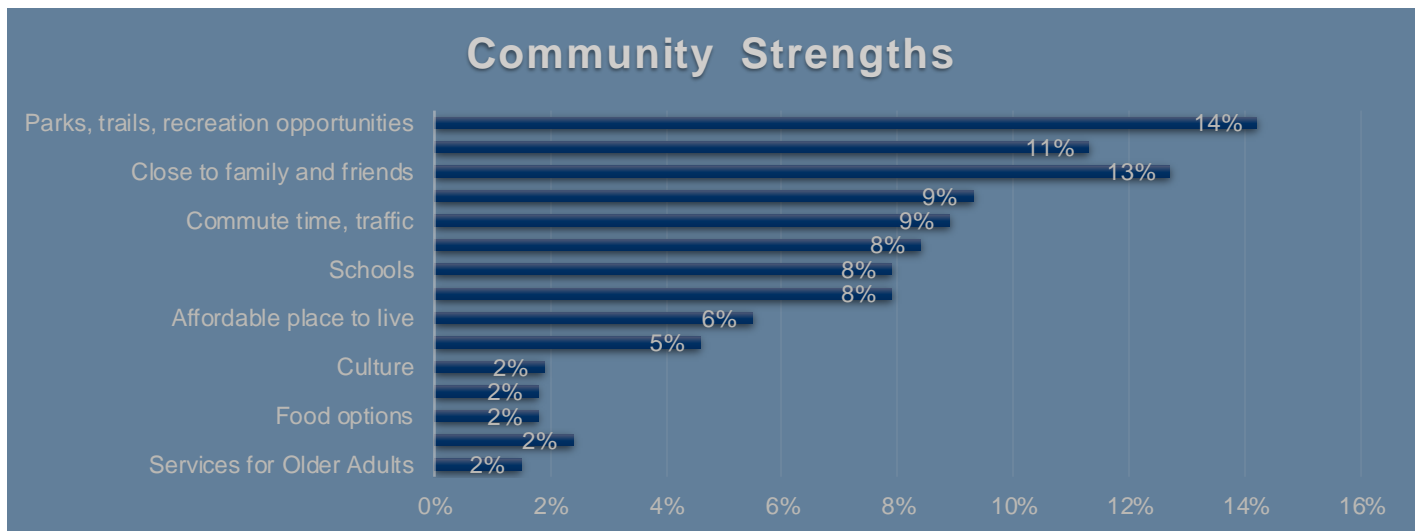
RAMC Service Area



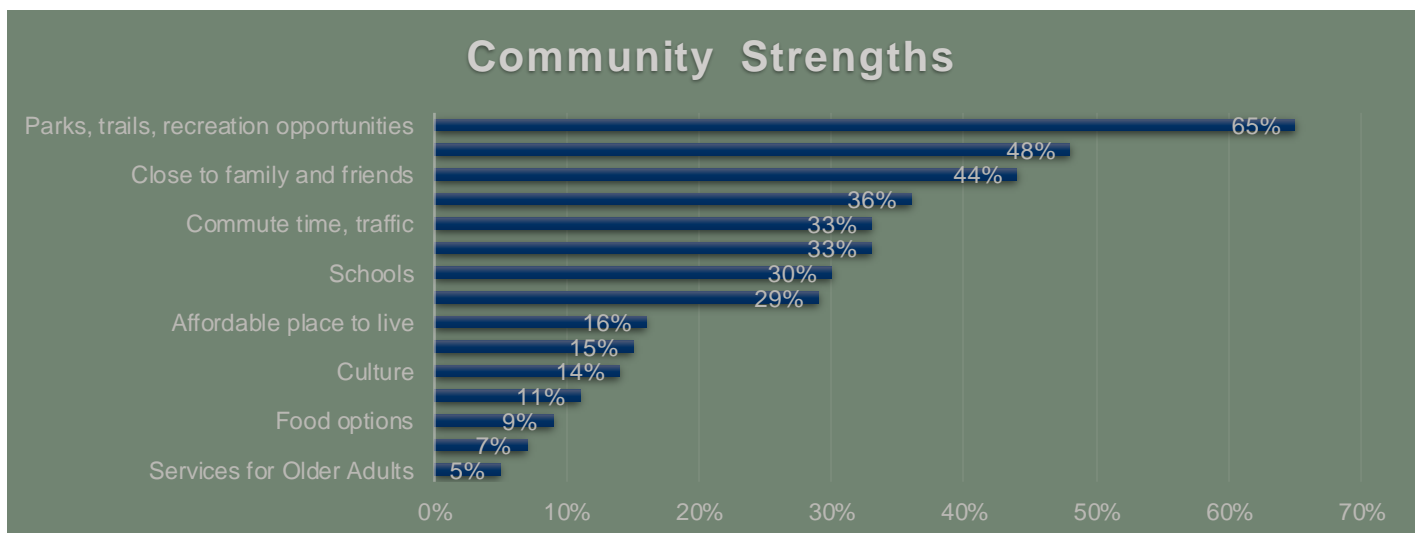
Sauk County



RAMC Service Area



Sauk County



Focus Groups RAMC Service Area:

RAMC had a total of 11 people participating in the RAMC service area specific focus groups. These focus groups were used to gain information from the community regarding their perceptions of the community's health. Four (4) Focus Group meetings were held at the following locations: The LaValle Public Library on May 13, 2024, Pineview Elementary School on May 23, 2024 and two (2) online focus groups, the first on May 21, 2024 and the second on May 22, 2024, both via Zoom. The meetings were scheduled at varying times of day to accommodate all schedules. The elderly, Hispanic, Amish, LGBTQ+ and Native American populations were not well represented in the survey or focus groups.

Service Area Focus Group Responses:

What makes your community healthy?	What would make your community healthier?	What prevents your community from being healthier?	What prevents people from being healthier or accessing healthcare?	What strengths does your community have?	What do you think are the top 5 health issues are in your community?
Farmer's Markets	Better Food Access	Viable tax base	Transportation	Recreation	Mental Health
Recreation	Increased wellness options	Affordable healthy food options	Financial	Library	Transportation
Library programs	Public transportation	Lack of good paying jobs	Alcohol	Health care	Obesity
Internet service for resources	Community meals	Housing/rent costs	No telehealth options	Community Groups	Housing
Churches	Mental Health	Lack of social opportunities	Lack of healthy opportunities	Volunteerism	Alcoholism/drugs

Health Outcomes²

Health Factors	Sauk County	Wisconsin	United States
Adult Smoking	15%	14%	15%
Adult Obesity	37%	34%	34%
Excessive Drinking	23%	25%	18%
Alcohol Impaired Driving Deaths	34%	35%	26%
Severe Housing Problems	13%	13%	17%
Poor Mental Health Days	4.8	4.8	4.8
Access to Exercise Opportunities	74%	84%	84%
Drug Overdose Deaths	28	26	27

² County Health Rankings & Roadmaps: <https://www.countyhealthrankings.org/>

IDENTIFIED HEALTH PRIORITIES

Reedsburg Area Medical Center determined priorities for the 2025-2027 CHNA and strategic implementation plan. Priorities chosen include:

1. Housing

2. Mental Health

3. Substance Use

Housing - Across Wisconsin, there is a shortage of rental homes affordable and available to extremely low income households (ELI), whose incomes are at or below the poverty guideline or 30% of their area median income (AMI). Many of these households are severely cost burdened, spending more than half of their income on housing. Severely cost burdened poor households are more likely than other renters to sacrifice other necessities like healthy food and healthcare to pay the rent, and to experience unstable housing situations like evictions³.

Mental Health – Mental illness is a medical condition that disrupts a person’s thinking, feeling, mood, ability to relate to others and daily functioning. Just as diabetes is a disorder of the pancreas, mental illnesses are medical conditions that often result in a diminished capacity for coping with the ordinary demands of life. Mental illnesses can affect persons of any age, race, religion or income. Mental illnesses are not the result of a personal weakness, lack of character or poor upbringing⁴. 1 in 4 of Sauk County adults have been told by a health professional that they had depression. Currently in Sauk County, the ratio of population to mental health providers is 510:1⁵.

Substance Use – In Sauk County, 15% of adults are current cigarette smokers. 25% of adults reported binge/excessive drinking. 34% of motor vehicle crash deaths involved alcohol. There were 44 visits to the Emergency Room for Opioid Overdoses and there were 1.5 Heroin deaths, 4.6 Prescription Opioid deaths and 16.7 Synthetic Opioid deaths per 100,000 people.⁶

³ National Low Income Housing Coalition: <https://nlihc.org/housing-needs-by-state/wisconsin>

⁴ NAMI|Wisconsin: <https://namiwisconsin.org/resources/about-mental-illness/>

⁵ County Health Rankings & Roadmaps: <https://www.countyhealthrankings.org/>

⁶ Wisconsin Department of Health Services: <https://www.dhs.wisconsin.gov/>

SAUK COUNTY WELLNESS COALITION RESULTS

The Sauk County Community Health Needs Assessment can be found by visiting Sauk County Public Health or by scanning the QR Code below.

