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Executive Summary

Enterprise Overview:

Mayo Clinic is a not-for-profit, worldwide leader in patient care, research and education. Each year Mayo Clinic serves more than one million patients from communities throughout the world, offering a full spectrum of care from health information, preventive and primary care to the most complex medical care possible. Mayo Clinic provides these services through many campuses and facilities, including 23 hospitals located in communities throughout the United States, including Arizona, Florida, Georgia, Minnesota, Wisconsin and Iowa.

A significant benefit that Mayo Clinic provides to all communities, local to global, is through its education and research endeavors. Mayo Clinic reinvests its net operating income funds to advance breakthroughs in treatments and cures for all types of human disease, and bring this new knowledge to patient care quickly. Through its expertise and mission in integrated, multidisciplinary medicine and academic activities, Mayo Clinic is uniquely positioned to advance medicine and bring discovery to practice more efficiently and effectively.

In addition, through its Centers for the Science of Health Care Delivery and Population Health Management, Mayo Clinic explores and advances affordable, effective health care models to improve quality, efficiency and accessibility in health care delivery to people everywhere.

Entity Overview:

Mayo Clinic Health System - Franciscan Healthcare provides community-based care at 10 locations across southwestern Wisconsin, southeastern Minnesota and northeastern Iowa:

- **Wisconsin**: La Crosse (clinic and hospital), Sparta (clinic and hospital), Holmen, Onalaska, Tomah, Prairie du Chien and Arcadia.
- **Minnesota**: La Crescent and Caledonia
- **Iowa**: Waukon and Decorah

Our care and services encompass:

- **Clinical care** includes hospitals in La Crosse and Sparta, 10 community clinics and related clinical services (senior housing options, behavioral health, business health, health/wellness programs, hospice and medical equipment)
- **Education** affiliations include:
  - Franciscan Healthcare School of Anesthesia (Wisconsin’s only program, in conjunction with UW-La Crosse)
  - La Crosse-Mayo Family Medicine Residency (family medicine training with an emphasis on community-based care)
• **Research**: Clinical trials in numerous areas such as cancer and nicotine use, most conducted in partnership with Mayo Clinic, member of Mayo Clinic Practice-Based Research Network
• **Provider-owned health plan**: Health Tradition Health Plan is licensed in Wisconsin and offers insurance plans for individuals and businesses
• **Community service**: Participation in broader community partnerships that improve health and wellness include:
  o Host for the St. Clare Health Mission (La Crosse and Sparta) campus
    ▪ An all-volunteer staff provides care for uninsured individuals who are not eligible for government-funded medical assistance programs
  o Founding partner of the La Crosse Medical Health Science Consortium
    ▪ Initiatives include building a strong local health care workforce, supporting healthy foods/active lifestyles, promoting mental health and well-being, preventing violence and decreasing communicable diseases
  o Collaboration with Hillview Urban Agriculture Center and Western Technical College
    ▪ Promotes local, sustainable food production and addresses issues of obesity, chronic conditions and food availability concerns

**Summary of Community Health Needs Assessment**:

The COMPASS NOW Community Health Needs Assessment is a collaborative community effort. Partners include Mayo Clinic Health System – Franciscan Healthcare, Great Rivers United Way, other area health care organizations and county health departments. This is the fourth COMPASS NOW assessment implemented by the United Way. Previous assessments were completed in 1995, 2001 and 2007.

COMPASS NOW gathered information in three ways:
• A random household survey
• Focus group discussions with community members
• An analysis of key socio-economic indicators

Widespread community involvement is the most important element of the COMPASS NOW needs assessment. More than 1,900 people contributed to the results of this report, either by completion of the household survey, participation in a focus group or serving as a COMPASS NOW team member.

The COMPASS NOW process does not end with this report. The information collected must be the foundation for action plans that not only respond to needs but also help solve problems long term. With limited resources and increasing needs, now is the time to reimagine how we collaborate efficiently and effectively to solve our most profound problems. Our action plans must have solutions that have a lasting impact on our communities so all members may reach their full potential. [http://www.greatriversunitedway.org/our-community/community-needs-assessment](http://www.greatriversunitedway.org/our-community/community-needs-assessment)
Our Community

Overview

Franciscan Healthcare’s Sparta Hospital is located in west-central Monroe County. The Sparta hospital is a Critical Access Hospital and offers emergency services, as well as general surgery and a Transitional Care Unit. Clinical and administrative support is provided by the Mayo Clinic Health System-Franciscan Healthcare in La Crosse. Patients of the Sparta Hospital come from Monroe County. The largest employer in the area is Fort McCoy.

Description

Monroe County, Wis.
Population: 44,673
Population in poverty: 12.2 percent
Unemployment rate: 7.2 percent
Uninsured ages 18-64: 13.9 percent
Uninsured under age 19: 7.2 percent
Adults 25+ years with a high school education or less: 53.1 percent

The racial make-up for the Great Rivers Region is predominately white with the largest ancestry groups in the region being German, Norwegian, and Irish. The two largest ethnic populations are Hispanic/Latino and Asian.

A survey was mailed to 5,000 randomly selected household in the five-county area which included Monroe County to ensure that every household in the region had an equal chance of being selected to receive a survey. Ninety-eight percent of the survey respondents were Caucasian compared to about 94% of the general population in the region who is Caucasian.
Thirty-seven focus groups were conducted in five counties. Three hundred and twelve community members participated. Recruitment of focus groups ensured that seven target groups were represented. Diverse population was one of the seven target groups. Based on demographics, not every county held focus groups with their larger minority populations, the Hmong and Latino. Bilingual facilitators as well as an interpreter were used to translate the data from those group discussions.
Assessing the Needs of the Community

Community Input:

Data for the Mayo Clinic Health System-Franciscan Medical Center, In. in Sparta in community health needs assessment was obtained through a partnership with the Great Rivers United Way-COMPASS NOW coalition. This coalition includes:

- Great Rivers United Way
- Mayo Clinic Health System – Franciscan Healthcare in La Crosse
- Mayo Clinic Health System – Franciscan Healthcare in Sparta
- Gundersen Lutheran Health System
- St. Joseph’s Health Services-Gundersen Lutheran
- Tomah Memorial Hospital
- Tri-County Memorial Hospital
- Vernon Memorial Hospital
- Houston County Public Health Department
- La Crosse County Health Department
- Monroe County Health Department
- Trempealeau County Health Department
- Vernon County Health Department
- La Crosse Community Foundation

This is the fourth COMPASS NOW assessment implemented by the United Way. Previous assessments were completed in 1995, 2001 and 2007.

Thirty-seven focus groups were conducted across the five counties from April to June 2011. Participants were sampled by convenience, often recruited from existing community groups such as Rotary clubs, various councils, student groups, college classes, volunteer groups, governmental entities, social service staff and board members. A total of 312 community members participated in the focus groups. Participants varied by age, gender, occupation, ethnicity and income.

During recruitment, the focus group team ensured the following target groups were represented:

- Youth
- Experienced people/senior citizens
- Limited resource individuals and families
- Business and financial representatives
- Service providers
- General population
- Diverse populations
La Crosse and Monroe counties held focus groups with their larger minority populations — Hmong and Latino. Bilingual facilitators, as well as an interpreter, were used to translate the data from those group discussions.

The focus group sessions were held in a variety of settings based on convenience to the participants including community centers, churches, health centers, conference rooms, county offices, restaurants, youth centers and at service agencies. Meetings also were scheduled at convenient times from early morning to late evening, depending on the group.

**Process and Methods:**

COMPASS NOW gathered information in multiple ways:
- A 90-item household survey mailed to 5,000 randomly selected households in the five counties
- Key stakeholder meetings to identify priority issues in the community
- Focus groups to gain insight on key issues
- An inventory of community resources

Over 1,900 community members contributed to the results of the COMPASS NOW report. The data collected guided the development of four pillar profiles that create the building blocks to a better life. They are: Health, Income, Education and Community.

Excess alcohol use and obesity, while high in Monroe and Trempealeau counties, are especially high for all adults in the Great Rivers Region and for adults in Wisconsin. This issue has a significant impact on chronic diseases and motor vehicle crashes in our region. The behaviors of our youth also are shown to mirror that of our adults. However, our youth’s overall health habits are better than the state averages. Tobacco use is greater in Monroe County; risky alcohol use is higher in Vernon and Houston counties. Marijuana and Ecstasy use is high in La Crosse County. Physical activity and proper diets are generally poor throughout the majority of the Great Rivers Region. Bullying and cyber bullying is escalating on a local and national level and should be monitored in all of our schools.

Please see the detailed, comprehensive report at [http://www.greatriversunitedway.org/our-community/community-needs-assessment](http://www.greatriversunitedway.org/our-community/community-needs-assessment). This includes appendices for random household survey report/results and the focus group report.

**Information gaps:**

Data surrounding the issues of mental illness are scarce. However, Mayo Clinic Health System – Franciscan Healthcare and Gundersen Health System did provide mental health patient data (with identities removed) from their respective emergency, clinical and hospital settings for a report, “The Burden of Mental Illness for La Crosse and the Surrounding Area,” that helps illustrate the picture of mental illness in the Great Rivers Region.

Although state data on oral health exists, there is little information available on the overall oral health of children and adults in the Great Rivers Region.
Addressing the Needs of the Community

**Overview:**

Using a summary of health indicator data, as well as integration of the COMPASS NOW random household survey and focus group results, the COMPASS NOW health profile report looked at:

- How healthy are we?
- What is making us ill?
- What are the underlying risk factors or causes of illness?
- What are we doing to manage health?

**Identified Health Needs:**

Based on this COMPASS NOW health profile, the COMPASS NOW leadership team identified these four current health issues facing the Great Rivers Region (in alphabetical order):

- Alcohol use
- Health care access and cost
- Mental health care access and cost
- Obesity

Issues determined to be emerging or areas to watch included:

- Dental care access and cost
- Illegal drug use

**Prioritization Process and Criteria:**

Based on survey results, input from the community focus groups, and an analysis of indicators data, the COMPASS NOW Leadership Team identified the top ten health issues. These top ten issues were then rated by a survey to identify the most important issues. Using a scale from 1 to 3, all ten issues were rated on how widespread the issue was in the community. Using a scale from 1 to 5, all ten issues were then rated on how serious the effects of this issue are in the community and how important is this issue to the community.

The Leadership Team then met to discuss total scores for all ten health issues. The highest scoring issues were determined to be the four key issues. Based on total scores, two emerging issues were also identified.

**Other Available Resources**