

Assessing and Addressing Community Needs

REQUIREMENTS, REGULATIONS AND OPPORTUNITIES
OF CHNA'S

Prepared for CHAW's #ForKidsHealth Summit

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Today's objectives

1. Learn about the federal and state requirements for community health needs assessments.
2. Learn about the models associated with the assessments and specifically how community health priorities are identified.
3. Be able to identify some of Wisconsin's top community health needs.
4. Learn about three approaches/strategies to addressing local needs.

Audience Participation

Please stand if you...

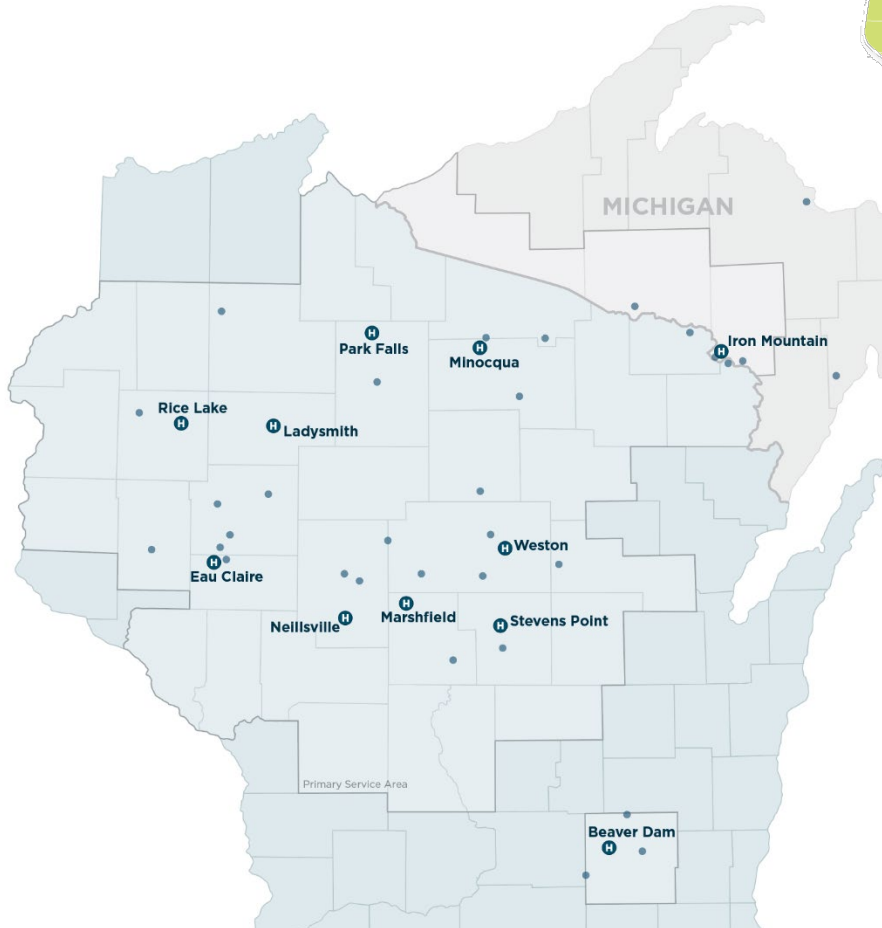
- Have actively participated in a community health assessment (CHA) or a community health needs assessment (CHNA).
- Know where to find a health department CHA or hospital CHNA.
- Represent an organization that is noted as a community partner and/or asset in your community's CHA/CHNA.

Healthcare Systems

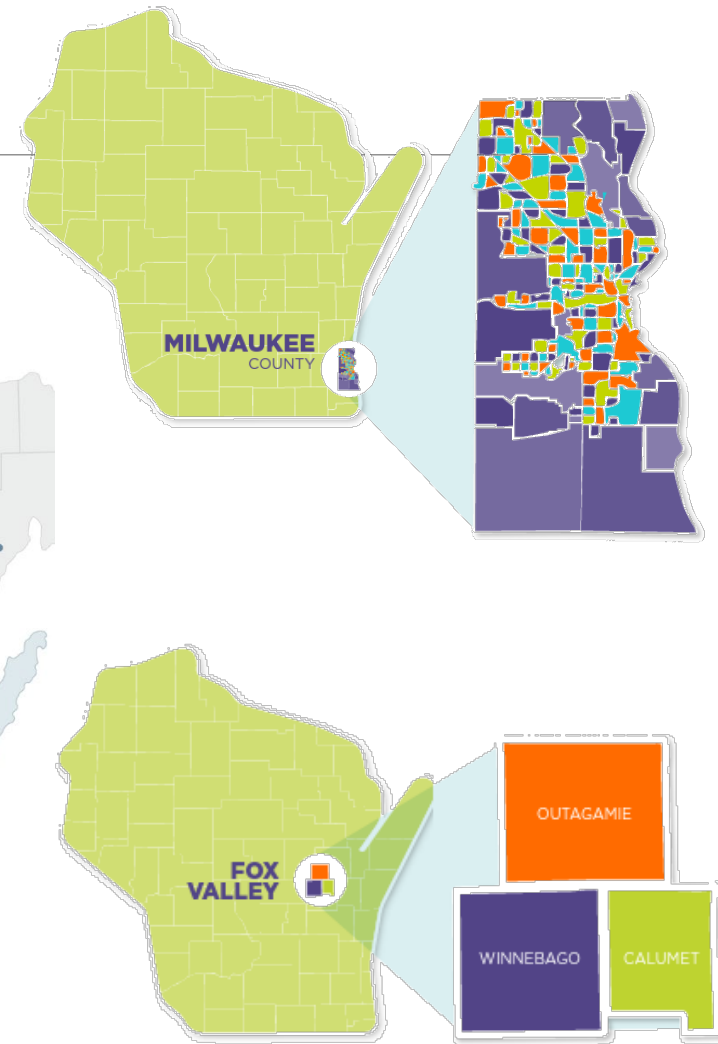
Aspirus Health Service Map



Aspirus Health



Marshfield Clinic Health System



Children's Wisconsin

CHNA: Origins and Intent

The U.S. Patient Protection and Affordable Care Act (PPACA) of 2010 includes a provision requiring all non-profit hospitals to conduct a Community Health Needs Assessment (CHNA) and a corresponding Implementation Strategy (IS) .

- CHNA: Identify needs, gaps, assets and resources as they relate to the health of the community.
- IS: Outline how the hospital proposes to address unmet needs in the coming years

The CHNA is a form of community benefit and is designed to improve the health of communities and increase access to needed care.

The Internal Revenue Service (IRS) is responsible for regulating and enforcing the CHNA section of the PPACA. The IRS provides general guidelines to not-for-profit hospitals regarding fulfilling the requirement.

CHNA Cycle Example

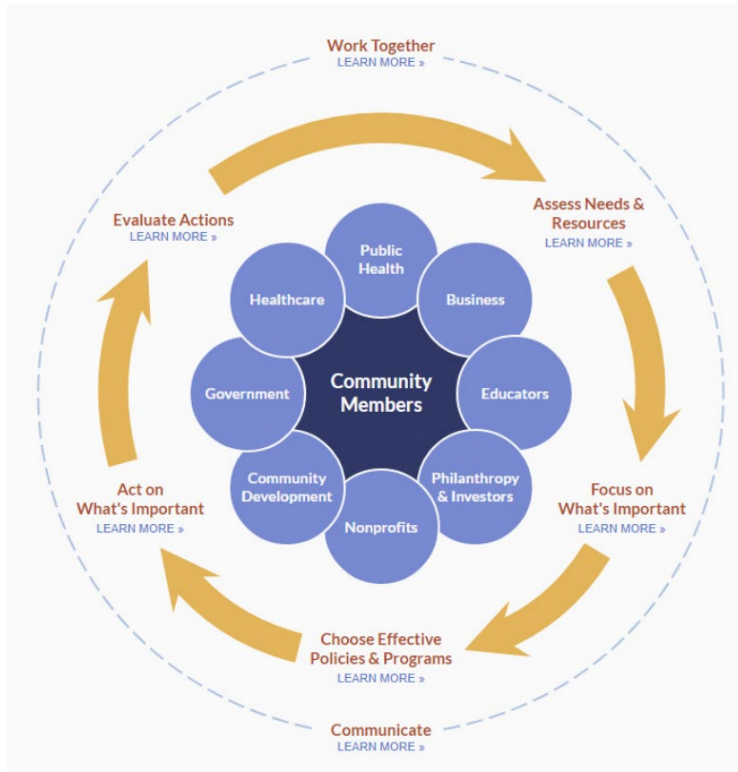
	2024	2025	2026	2027	2028	2029
Implementation						
Assessment – Community Input						
Assessment – Secondary Data						
Assessment – Prioritization						
Plan Development						

Not-for-profit hospitals are required to conduct a CHNA **every three years** and implement strategies to address identified priority needs before next assessment.

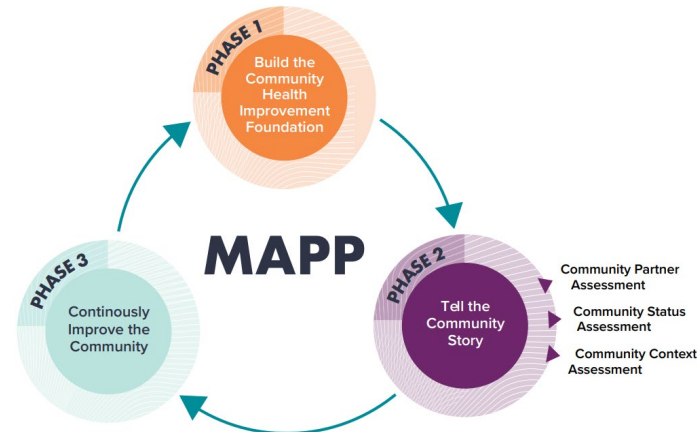
**Aligning the community health needs
assessment and implementation plan with
strategy to advance community health and
reduce health disparities.**

Models and Approaches

Many Models



Take Action Cycle. County Health Rankings and Roadmaps.

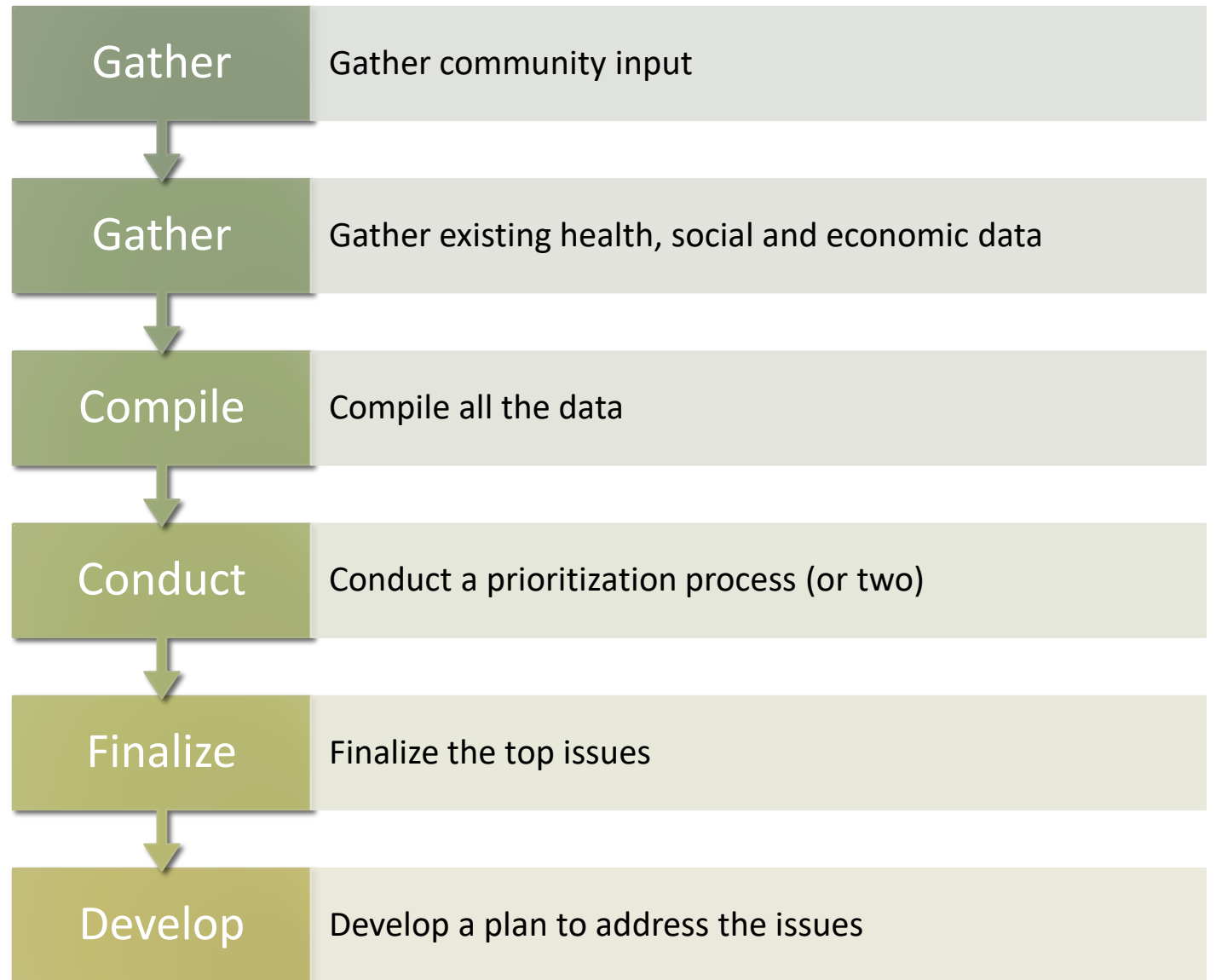


Mobilizing for Action through Planning and Partnerships. National Association of County and City Health Officials.



Community Health Assessment Toolkit. AHA Community Health Improvement.

Consistency Across Models



Variability Across Communities

WHO

Individual hospital

Multiple hospitals

Hospital(s) + LHD(s)

Multiple hospitals and LHDs

HOW

Community input

- Surveys
- Key informant interviews
- Focus groups
- Other

Secondary data

- Public, pre-populated sources
- Hunt and peck
- Contracted data platform
- Other

CHNAs amongst communities are like snowflakes

1. From a distance, they all look alike
2. Resources, knowledge, and capacity vary
3. Formal vs more informal processes and structures (e.g. complexity, sophistication, structures, timelines)
4. Philosophical difference (e.g. let's spend less time assessing and more time doing)
5. The role of the health system can vary community to community (leader, co-leader, follower, funder, ...)



Audience Participation: Discussion

- What forms of community input have you used to gather community input?
- What has worked best for you and your organization?

Top Needs in Wisconsin: High Level

Mental health

Alcohol use

Drug use

Chronic disease

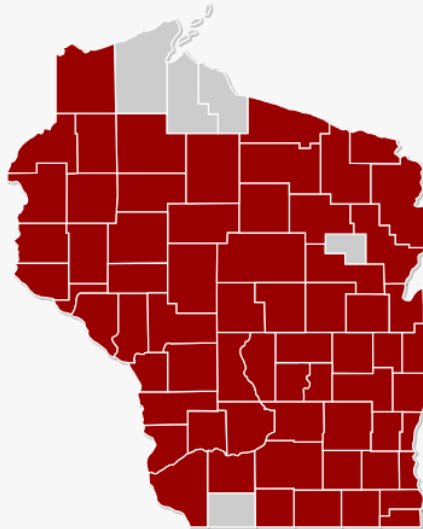
Likely increasing:

Social & economic factors

Health Priorities

About the Project Advancing Health

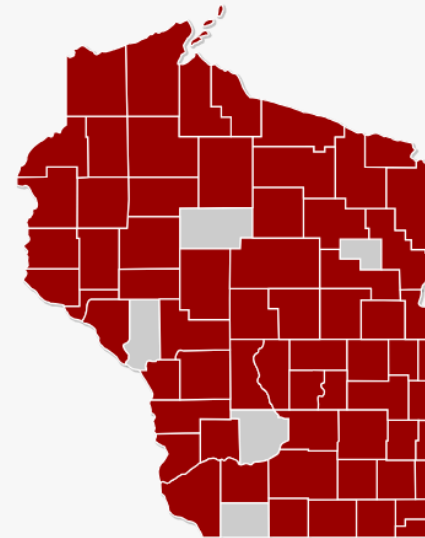
Priority: Mental health



Health Priorities

About the Project Advancing Health

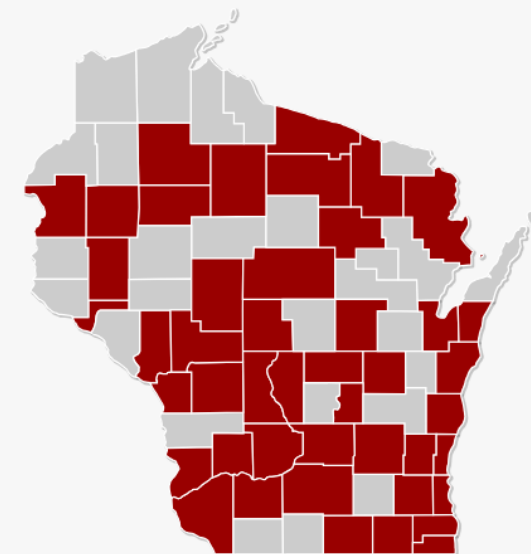
Priority: Alcohol use



Health Priorities

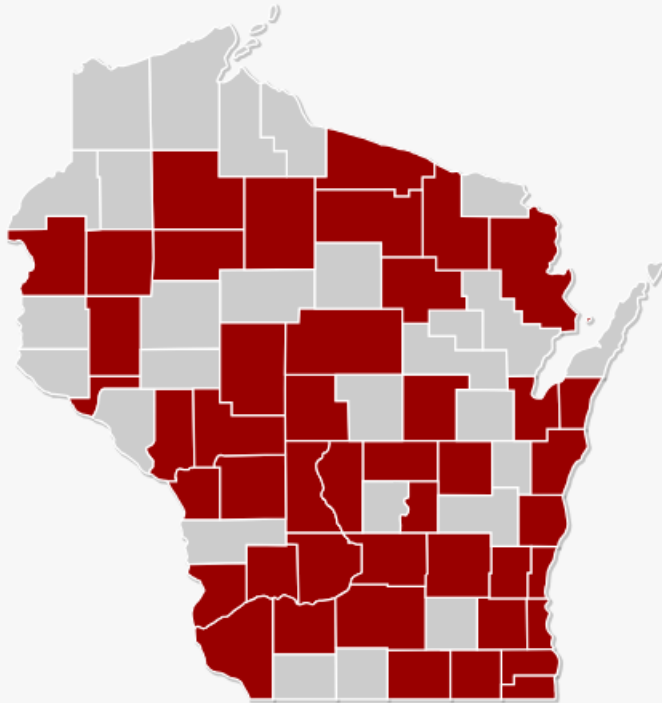
About the Project Advancing Health Equity

Priority: Chronic disease



Top Needs in Wisconsin: High Level

Priority: Chronic disease



Hospitals

AdventHealth Durand
Ascension Columbia St Mary's Hospital
Milwaukee
Ascension Columbia St. Mary's Hospital
Ozaukee
Ascension Eagle River Hospital
Ascension SE Wisconsin Hospital-
Elmbrook Campus
Ascension SE Wisconsin Hospital-Franklin
Campus

Local Health Departments

Barron County Health and Human Services
Department
Central Racine County Health Department
Dunn County Health Department
Forest County Health Department
Green Lake County Department of Health
& Human Services
Greendale Health Department
Greenfield Health Department
Iowa County Health Department

Wisconsin State Health Improvement Plan

Foundational Shifts

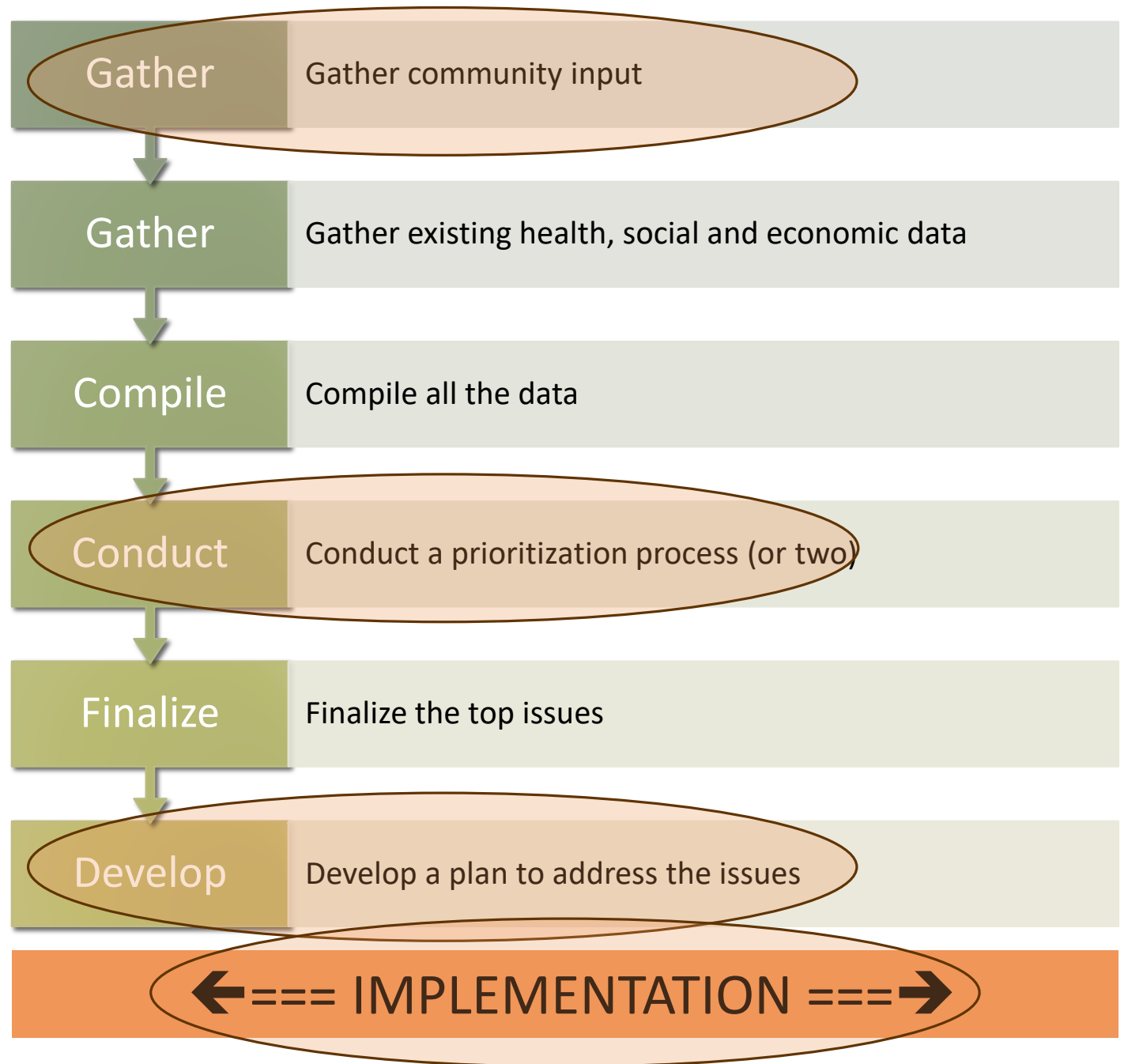
- Institutional and systemic fairness
- Representation and access to decision-making
- Community-centered resources and services

Priority Areas

- Social and community conditions
- Physical, mental and systemic safety
- Person and community centered health care
- Social connectedness and belonging
- Mental and emotional health and well-being



Opportunities to Connect



Community Input Opportunities

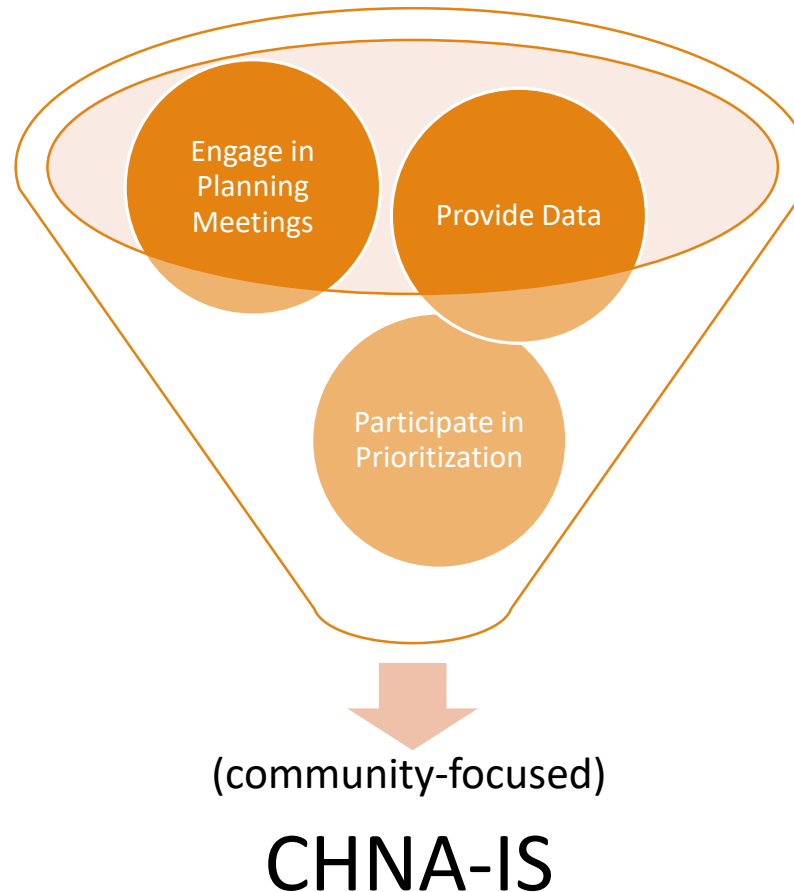
Community survey

Focus groups

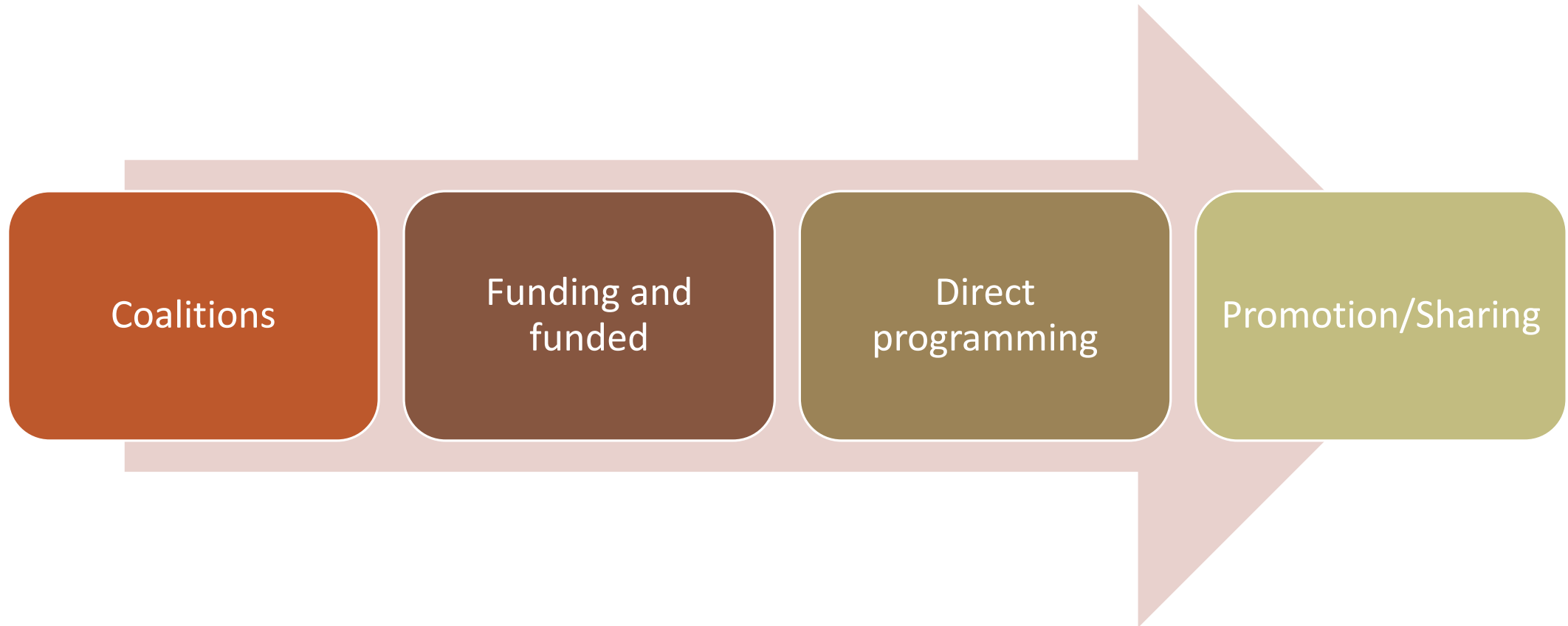
Key informant interviews

Feedback on existing/previous CHNA and IS

Prioritization & Planning Opportunities



Implementing Opportunities



Marshfield Clinic Health System



OUR MISSION

we enrich lives

...to create healthy communities through accessible, affordable, compassionate health care.

OUR VISION

we will innovate

...and define the future of health care for generations and will be the consumer's first choice for health care.

OUR VALUES

PATIENT-CENTERED: We listen, serve and put the needs of the patient first.

TRUST: We earn trust through honesty, integrity, respect and compassion.

TEAMWORK: We work together, respecting each other and our professional roles.

EXCELLENCE: Through research, education and best practice, we deliver exceptional quality.

AFFORDABILITY: We are accountable as we manage resources and deliver value-based care.





65 Clinical Locations *in* **45 Communities**

170+ Specialty Services

225,000
Security Health Plan
members
across all 72 Wisconsin counties

Home to the area's only
Children's Hospital
1 of only 4 in Wisconsin

Marshfield Clinic Research Institute
With **5 research centers**, it is one of the largest private medical research institutes in Wisconsin.

3.7 million
Patient Encounters

\$601.4 million
Community Benefit
*Data as of CY2021

Academic Location *for the*
University of Wisconsin
School of Medicine & Public Health

10 Dental Centers

350,000
Unique Patients

1,600 Providers

91% of providers
with **4.5 Stars** or higher

We collaborate with
400 Community Organizations
on Community Health Initiatives

11 Hospitals

19 Pharmacies

13,000
Employees

36 Clinical Laboratories



marshfield
children's

For the love of kids.

The only comprehensive network of expert pediatric care in the heart of Wisconsin.

Primary Care



25 pediatric primary care centers



46,000 annual
well-child visits a year

Specialty Care



40+ pediatric specialties



15+ multispecialty clinics



Conducting research

on cancer, vaccines, rare and genetic disorders, rural disease and injury prevention and oral health. Member of the Children's Oncology Group.

Children's Hospital



1 of 4
accredited children's hospitals in WI



56 dedicated pediatric beds
24 Level III NICU beds
8 pediatric intensive care unit beds



Level II
Pediatric Trauma Center



CARF-accredited
pediatric rehabilitation



A **Children's Miracle Network** hospital

Care Beyond Treatment



- **Care coordination** for children requiring complex care.
- Certified Child Life specialists providing emotional support

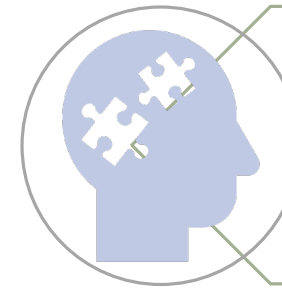
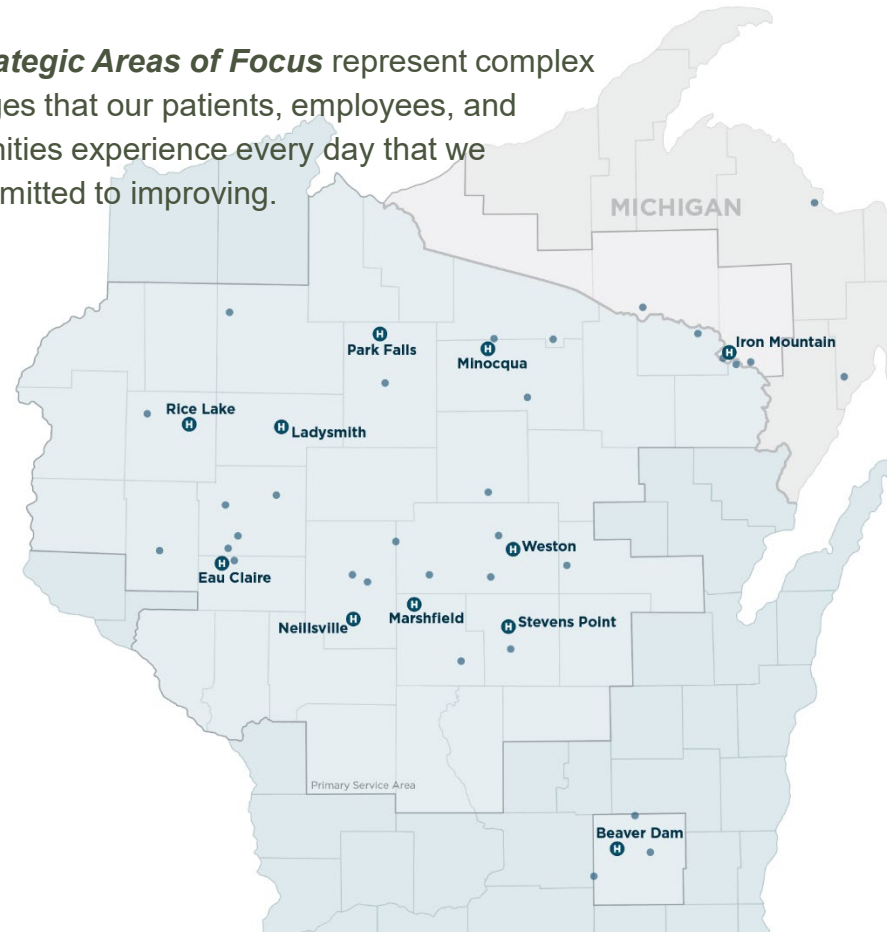
Community Impact and Social Accountability (CISA)

As an **anchor institution** in the communities we are honored to serve, Marshfield Clinic Health System believes that we have a moral and corporate responsibility and obligation to address the health and social needs of historically marginalized and under-resourced communities.

Our mission is: *We Enrich Lives ... to create healthy communities.*

We live our mission through collective impact, collaborative partnerships, and innovation to address policy, system and environmental health disparities that advance health equity, especially in rural communities.

The **Strategic Areas of Focus** represent complex challenges that our patients, employees, and communities experience every day that we are committed to improving.



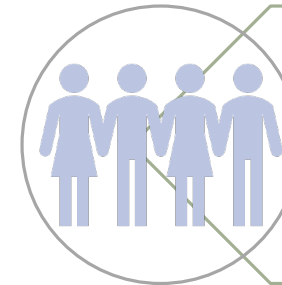
Behavioral Health

Rural communities face many challenges to behavioral health including access, availability, affordability, and acceptability.



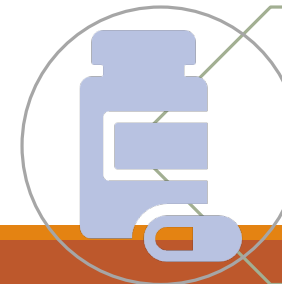
Community Capacity, Engagement and Infrastructure

Rural communities face serious social, economic and health challenges.



Health Equity

Health inequities in rural communities are numerous and vary by region including transportation, food insecurity, and many other health related social needs.



Substance Use

Substance use can be especially hard to combat in rural communities due to limited resources for prevention, treatment and recovery.

STRATEGIC



Marshfield Clinic
Health System

Caring for Communities



Examples of MCHS youth related Community Efforts

Identified Need	Effort	Description	Reach and Impact
Youth Behavioral Health	Behavioral, Emotional, Social Traits (b.e.s.t.)	Screen students for 26 risk behaviors, train teachers and administrators	55 School Districts, 60K students screened, 1200 teachers trained annually
Youth Behavioral Health	Life Tools	Led by MCHS Child Psychologist, Life Tools is a Social and emotional learning programming for high risk youth delivered in afterschool programs	43 schools participating;
Substance Use	Botvin		
Safe and Affordable Childcare	YMCA Childcare partnerships	3 MMCs lease YMCA facilities for \$1 per year to provide affordable and safe childcare in the community	
Community Capacity	MCHS AmeriCorps Community Corp	Provide needed support and capacity to community organizations serving youth	13 AmeriCorps members placed



Aspirus Health

Cross-System Efforts – Overview



Hospital A



Hospital B



Hospital C



Common
Health
Issue(s)

The diagram illustrates the process of cross-system collaboration. On the left, three groups of small green circles (representing Hospital A, B, and C) point towards a large central green circle labeled "Common Health Issue(s)". From this central circle, a horizontal line of four medium-sized green circles extends to the right, leading to a cluster of seven small green circles. An orange box on the right contains text describing the development of a cross-system effort.

Development
of cross-
system:
- Programs
- Support
- Funding

Cross-System Efforts – Example



Merrill Hospital



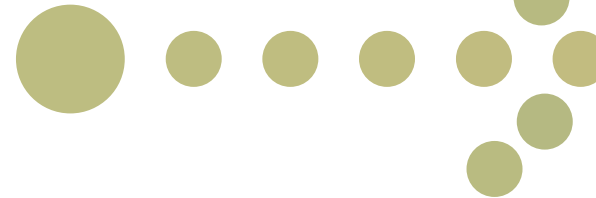
Stevens Point
Hospital



Wausau Hospital



Mental
Health



Local Raise
Your Voice
Clubs
- Funding
- Logistical
support

Results





Kids deserve the best.

Children's Wisconsin



Kids deserve the best.

Quick facts

Children's Wisconsin is a private, independent, not-for-profit health care system dedicated solely to the health and well-being of children. Each year, our interactions with kids and families include:

706,618 Specialty care visits, including virtual visits

4,844
Visits to Child Advocacy Centers throughout the state

72,545
Visits to our Emergency Room/Level I Trauma Center

20,342 Surgeries

450,022
Primary and urgent care visits

26,144 Hospital visits

149,951
Visits to mental and behavioral health providers

413
Families supported by the Healthy Start program

3,534,600 Community health and safety program touchpoints

167,928
Kids and adults enrolled in health plans

The more you do something, the better you become at it. Every year, Children's makes **6.5 million connections** with kids and families in Wisconsin and beyond.

Care closer to home

All kids should have access to high-quality care, no matter where they live. That's why Children's offers care in:

65+

More than 65 medical specialties in the Milwaukee Hospital and clinics across Wisconsin, with more than 755 specialty care providers

20

20 primary care locations with more than 100 pediatricians

4

6 urgent care locations
4 dental clinic locations

6

41

41 mental and behavioral health care locations

65

Mental and behavioral health services in 65 elementary through high schools across Wisconsin

18

Over 18 community services locations across Wisconsin

Strengthening Wisconsin communities

Families, communities and schools affect the health and well-being of kids, so we partner with and support Wisconsin communities in many ways. Here are just a few:

Children's is a partner of the Sojourner Family Peace Center, a **54-bed shelter** that provides safety and support services to thousands of victims and families impacted by family violence.

Every year, Children's invests more than **\$171 million** in community programs and services with the long-term goal of keeping all children healthy, happy and safe. This includes providing more than **\$91.2 million** in unreimbursed care.



96,743
course enrollments in health education e-learning



14,298
annual school nurse encounters



39,562
calls to the Wisconsin Poison Center annually



18,087
kids and families positively impacted by Children's Wisconsin community services



1,060
families benefitting from our Community Health Navigators

945
parents and caregivers supported through the Triple P parenting program



Guiding the CHNA-IS Process

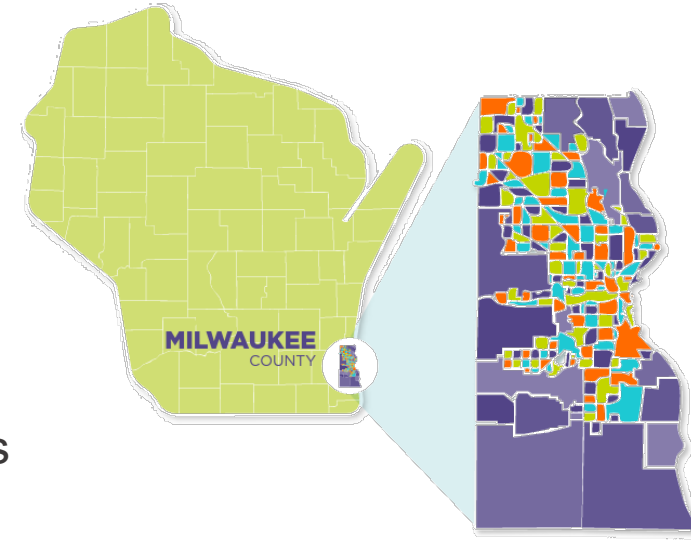


- *Map Your Development Process*
- *Identify Stakeholders and Build Trusting Relationships*
- *Develop a Community Health Profile*
- *Increase Equity through Data*
- *Prioritize Community Health Needs and Assets*
- *Document and Communicate the Results*
- *Plan Strategies to Accelerate Health Equity*
- *Develop an Action Plan*
- *Evaluate Progress*

Collaborative Partners

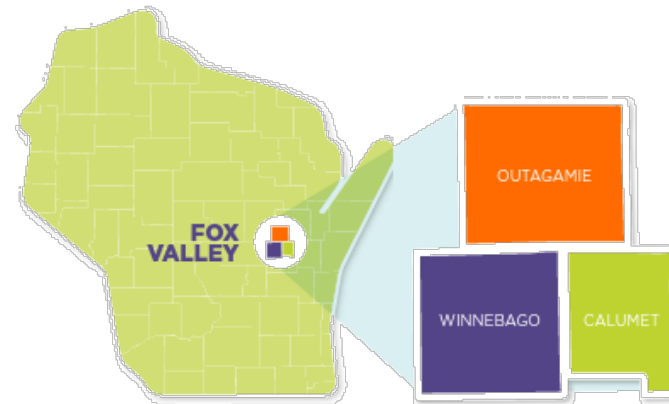
- **Milwaukee Health Care Partnership (MHCP)**

- Ascension Wisconsin
- Advocate-Aurora Health
- Children's Wisconsin
- Froedtert Health
- 14 Health Departments representing Milwaukee County
- Milwaukee-based Federally Qualified Health Centers
- Milwaukee County Department of Health & Human services



- **Tri-County Community Health Improvement Coalition**

- Appleton Health Department
- Ascension Wisconsin
- Aurora Health Care
- Calumet County Public Health
- Children's Wisconsin
- Menasha Health Department
- Outagamie County Public Health Department
- ThedaCare
- Winnebago County Public Health Department



Both collaborative efforts also work with external partners/consultants to commission data analysis and reporting on behalf of the collaborative.



2022-24 community health priorities



Infant health

- Prenatal care
- Preventive care such as oral health, immunizations, lead testing
- Developmental screening

Mental & behavioral health

- Accessing and navigating mental health resources
- Levels of anxiety and depression
- Feeling disconnected

Safety & Violence

- Maltreatment and victimization
- Bullying
- Firearm injuries
- Unintentional injuries

SDoH

- Food insecurity
- Housing instability
- Transportation barriers

Health equity is intentionally integrated across all priorities.

Impacts reported



1,097
Fox Valley students
enrolled in Mission: Health
between 2019-2021

20,000+

emails to legislators sent via Children's Advocacy
Network between 2019-2021, including

16,800+

emails sent on 2019 CHNA priority issues



10,218

Milwaukee County
students enrolled in
It's UR Choice
between 2019-2021



Housing is the biggest need:

Between 2019-2021, Children's Wisconsin community health navigators handled 2,966 requests related to housing, including evictions, infestations, safety and landlord/tenant concerns.

1,105

families referred to Project Ujima
between 2019-2021, serving more
than 6,250 people



9,207 services provided
to children at the Milwaukee
CAC between 2019-2021

(including services provided by a forensic
interviewer, nurse practitioner, physician,
interpreter and community interviewer)

10

schools with a
full-time nurse

More than

5,000

students served

12,944

In-person visits to
the health room
between 2019-2021



of students
have a chronic
condition
managed by the
school nurse



Children's
Wisconsin

Emerging Trends and Requirements

- Financial constraints
- Increasing scrutiny
- Political dynamics / post-covid
- Increasing attention to social and economic factors
- Health equity, health disparities and data stratification
- Healthy aging
- Social needs screening

Where to find your community's CHNA & CHIS

Hospital and/or healthcare system website



Services & Specialties Patients & Visitors Appointments Search

Hospital reports

Select a hospital below to access the latest Community Health Needs Assessment (CHNA) reports, Implementation Strategies and annual Community Benefit reports.

[Aurora BayCare Medical Center](#)

[Aurora Lakeland Medical Center](#)

[Aurora Medical Center – Bay Area](#)

[Aurora Medical Center – Burlington](#)

[Aurora Medical Center – Grafton](#)

[Aurora Medical Center – Kenosha](#)

<https://www.aurorahealthcare.org/about-aurora/community-benefits/>



[Get Care Today](#)

[Doctors](#)

[Services](#)

Community Health Needs Assessment

Every three years, Froedtert Health aligns resources with JKV Research, LLC, other local area health systems and Health Departments to participate in a shared data collection process called the Community Health Needs Assessment (CHNA). This CHNAs serve as the foundation for each hospital's implementation strategies to improve health outcomes and reduce disparities. Learn more about Community Health Needs Assessments and Implementation Strategies at the following locations:

- [Froedtert Hospital](#)
- [Froedtert Bluemound Rehabilitation Hospital](#)
- [Froedtert Menomonee Falls Hospital](#)
- [Froedtert West Bend Hospital](#)
- [Froedtert Community Hospital](#)
- [Froedtert Holy Family Memorial Hospital](#)

<https://www.froedtert.com/community-engagement>

<https://healthcare.ascension.org/chna>



[FIND A DOCTOR](#)

[LOCATIONS](#)

[SERVICES AND SPECIALTIES](#)

[Home](#) > [Community Health Needs Assessments](#)

Community Health Needs Assessments

To provide input on the Community Health Needs Assessment or receive a hard copy of any CHNA, please [click here](#).

*"Alone we can do so little; together we
can do so much."*

– Helen Keller