



Community Health Needs Assessment FY14-FY15

Introduction

The Patient Protection and Affordable Care Act (PPACA) includes language instructing non-profit hospitals to complete a Community Health Needs Assessment (CHNA) every three years, with the first plan due by the end of Fiscal Year 2013. This assessment is to be completed in partnership with other community agencies and organizations, and should serve as the basis for the hospital's Community Benefits Strategic Plan.

In this case, the Aspirus Wausau Hospital CHNA is based on key community health issues as identified by the *Marathon County LIFE Report*. The *LIFE Report* is spearheaded by the United Way of Marathon County, and involved a broad group of community businesses, government entities, organizations and service agencies (including Aspirus Wausau Hospital). The *2013-2015 Marathon County LIFE Report* was released January, 2014. While PPACA requires hospitals to complete a CHNA every three years, the *LIFE Report* is produced every two years; the next report will be released January 2016, and likely will be the basis for the Aspirus Wausau Hospital Community Health Needs Assessment FY16-FY17.

Community

A description of the community served by the hospital facility

According to the U.S. Census Bureau, Marathon County had a population of 135,416 as of 2013. For the purposes of this Community Health Needs Assessment, we will focus on Marathon County as the "community" served by Aspirus Wausau Hospital.

While there are demographic and population data for specific markets (primary, secondary, Upper Peninsula of Michigan, for example) Marathon County bears special attention, as Aspirus Wausau Hospital and many of the system's corporate functions reside there. In fact, Marathon County in many respects is the "home" of Aspirus and is the single largest source of patients among the counties Aspirus serves.

The importance of Marathon County to the business of Aspirus Wausau Hospital cannot be overstated.

From May 2011 through April 2012:

- 80 percent of patients treated and released at the Aspirus Wausau Hospital Emergency Department were Marathon County residents.

- 53 percent of non-newborn inpatient discharges were patients who live in Marathon County.

Aside from Wausau, the county seat classified by the U.S. Census Bureau as a “Metropolitan Statistical Area,” Marathon County is largely rural. With a total area of 1,576 square miles, it is the largest county in Wisconsin by land area. Here are some details about its population.

About Marathon County (2013):

Persons per square mile	86.8
Persons under 5 years old	6.2%
Persons under 18 years old	23.7%
Persons 65 years and over	15.4%
White persons	91.8%
Asian persons	5.6%
Persons per household	2.50
Persons below poverty level	10.4%
Median household income	\$53,762

Source: US Census Bureau

The Largest Employers in Marathon County:

Employer	Number of Employees
Aspirus Wausau Hospital	3,000
Greenheck Fan Corp.	1,500
Wausau School District	1,476
Footlocker.com/Eastbay	1,300
Kolbe and Kolbe Millworks	1,122
Wausau Papers	984
Prime Healthcare (UMR/Wausau Benefits)	800
Marathon Cheese	800
Marathon County	740
North Central Health Care	685

Source: Comprehensive Annual Financial Report Marathon County, Wisconsin for the Year Ended December 31, 2012.

Much of Aspirus Wausau Hospital’s broader service area (north central and central Wisconsin and the Upper Peninsula of Michigan) is defined by the U.S. Department of Health and Human Services as a health professional shortage area and medically underserved area. Marathon County specifically is designated by the Health Resources and Services Administration as a **health professional shortage area**, **health professional shortage area for mental health**, and **medically underserved area**.

Method

A description of the process and methods, plus gaps, as well as collaborating organizations

Aspirus Wausau Hospital's CHNA is built largely on the United Way's *Marathon County LIFE Report*, which has been produced every two years since 1997. LIFE stands for **Local Indicators For Excellence**, and the report seeks to:

- Acknowledge community strengths.
- Identify community challenges.
- Encourage a community agenda for action to address present challenges.
- Leverage community strengths to assure a strong quality of life for Marathon County.

Throughout the planning and production of the 2013-2015 *LIFE Report*, a Steering Committee of community leaders and subject matter experts met regularly to direct the report process, which included the creation and distribution of a survey to a random selection of residents, plus an additional population of minority residents.

The key data element in the *LIFE Report* was the 2013 Community Survey, which sought to assess important issues regarding the quality of life in Marathon County that were not being measured.

The 33-question survey was mailed April 2011 to 4,100 randomly selected Marathon County residents using U.S. mail zip codes. In addition, 150 surveys were issued to The Neighbors' Place (a multi-faith, multi-cultural agency that serves the community through a food pantry, emergency relief, youth services, cultural and language programs, and other services) and the Wausau Area Hmong Mutual Association to ensure that minority populations had a strong voice in the data.

Eight-hundred fifty-four mailed responses were returned and 29 client interview responses to the survey yielded a 20.8 percent survey response rate (883 survey responses/4,250 surveys issued). The response rate resulted in a low 2 percent to 3 percent margin of error allowing the LIFE Steering Committee to tailor the *LIFE Report* to the community's concerns and priorities.

The 2013-2015 *LIFE Report* was broken into the following sections:

1. Basic Needs and Supports
2. Health and Wellness
3. Community Safety
4. Environment and Energy
5. Education
6. Economic Environment

The survey data associated with these sections were analyzed by subcommittees, which consisted of members of the Steering Committee and other interested community members and subject matter experts.

It is important to acknowledge that the 2013-2015 *LIFE Report*, which was the ninth such publication, included some changes to previous reports. As a result of that process, some previous indicators were eliminated, while other indicators deemed more currently relevant were added. Over the history of the report there has not been a perfect or truly scientific way to determine the priorities, or Calls to Action.

The LIFE Steering Committee acknowledges:

1. The data do not completely document a need and sometimes are limited. Community experts apply their judgment, knowledge and the community perception survey to help determine the Calls to Action.
2. In selecting priorities (Calls to Action), community experts recognize that they must look at the big picture and cannot show personal biases. Together, they review and discuss data and rationale for identification of Calls to Action and then vote when necessary to achieve consensus.
3. It is a challenge to narrow the list of Calls to Action to the most critical. Selection of the top Calls to Action is based on worsening data, the community survey, number of people impacted, whether it is a core safety net or survival need, and if action would get to the root cause so we could improve the issue.

Other supporting information

The LIFE Report findings are supported by two other key information sources:

As a part of Marathon County government’s strategic planning process, the county conducted in 2012 a survey to gather opinions from Marathon County residents about the current importance of various county functions and future spending levels for those functions. Here are the data relating to health programs. Among the top concerns was “Programs that promote healthy lifestyles.”

Health Programs – Marathon County Public Opinions:

	Importance			Future Spending		
	Not	Somewhat	Very	Shrink	No Change	Increase
Programs that promote healthy lifestyles (e.g. nutrition)	20%	57%	23%	25%	50%	25%
Programs that ensure access to mental health services	10%	58%	31%	14%	60%	26%
Programs that provide information on health threats (e.g. food safety)	15%	46%	39%	16%	59%	25%
Programs that inform residents how to get help with health concerns	20%	51%	29%	22%	58%	21%
Programs that limit the spread of communicable disease	13%	49%	37%	16%	63%	21%

Source: Marathon County Resident Survey Report, 2012

The Marathon County Health Department spearheads a report called *Healthy Marathon County*, which is the result of a partnership of community organizations working together to make a healthier community. This exercise is required every five years, according to Wisconsin statute.

The report released in 2006 identified the following health priorities in Marathon County:

- Obesity
- Prenatal care
- Health care for the elderly
- Alcohol misuse
- Tobacco
- Suicide and mental health
- The cost of health care

The newest priorities identified for 2012 – 2016, which were informed in part by the LIFE Report findings, include:

- Alcohol misuse
- Overweight/Obesity
- Access and Affordability of Health Care
- Tobacco Use
- Oral Health Care

In addition to the health priorities, health concerns were identified. These are:

- Healthy Aging
- Suicide Prevention

Sources

A description of sources providing input from “broad interests of the community”

The *Marathon County LIFE Report* is an exercise in community collaboration that involves a broad cross-section of viewpoints and interests. One prime example is the Steering Committee itself, which includes diverse viewpoints and interests.

The 2013 – 2015 LIFE Steering Committee included:

- Rick Nevers, LIFE Project Chair, ***Aspirus Wausau Hospital***
- Roger Lucas, Past Chair, ***Aspirus Wausau Hospital***
- Karen Katz, LIFE Project Vice Chair, ***EO Johnson Business Technologies***
- Michael Beck, ***Wausau Daily Herald***
- Laurie Borowicz, ***Northcentral Technical College***
- Julie Burmesch, ***Wausau School District***
- Sandi Cihlar, ***Rural Health Care Advocate***
- Dean Dietrich, ***Ruder Ware***
- Becky Frisch, ***Marathon County Planning and Zoning Dept.***
- Deb Hager, ***Marathon County Administration***
- Jeff Hardel, ***Wausau Police Dept.***
- Ralph Ilick, ***Marathon County Library***
- JoAnn Janikowski, ***United Way of Marathon County***
- Susan Jirgl, ***United Health Group***
- Joanne Kelly, ***United Way of Marathon County***
- Ann Lucas, ***Marshfield Clinic***
- James McCluskey, ***University of Wisconsin – Marathon County***
- Andy Napgezek, ***Aspirus Wausau Hospital***
- Mary Radke, ***Volunteer and former LIFE project staff***
- Jeff Sargent, ***North Central Community Action Program***
- Joan Theurer, ***Marathon County Health Department***
- Mai Neng Xiong, ***Ministry Saint Claire’s Hospital***
- Rachel Yaron, ***Ministry Health Saint Clare’s Hospital***
- Jeff Zriny, ***Wausau Region Chamber of Commerce***

These Steering Committee members participated in subcommittees described above in **Part II: Method** of this document. The subcommittees provided another valuable level of community involvement and participation.

For example, the Family Subcommittee included representatives from Aspirus Wausau Hospital, UW-Marathon County, Energy Assistance, Salvation Army, The Women’s Community, United Way of Marathon County, Aging & Disability Resource Center, North Central Community Action Program,

marathon County Social Services, The Neighbor's Place, Catholic Charities, community members, Wausau Community Development and Wisconsin Public Service.

In the report, each section included a summary page that brings attention to Community Success and Progress, and Challenges and Opportunities. The report included a dialogue written by the subcommittee and subject matter experts, who were charged with explaining the data to more fully clarify the implications for the community.

Priorities

Prioritized description of community health needs identified

The *Marathon County LIFE Report 2013 – 2015* is by definition an assessment of community strengths and challenges. It seeks to identify key issues and monitor trends that affect the quality of life in Marathon County. The *LIFE Report* identified a Long-term Call to Action, two immediate concerns, and four Issues to Watch.

A Great Start for kids: A Long-term Call to Action:

- Educational Investments
- The Impact of Childhood Trauma

Immediate Concerns:

- A Challenged Economy
- Alcohol and Drug Use, Misuse, and Abuse

Issues to Watch, not in order of importance:

- Unmet Basic Needs
- Obesity
- Healthy Aging
- Intimate Partner Violence

The entire 2013-2015 LIFE Report is available at
<http://www.unitedwaymc.org/lifereport.htm>

Existing Resources

Description of existing health care facilities and resources available to meet these health needs

Aspirus Inc. – Because this CHNA is a hospital document, most of the above discussion has revolved around Aspirus Wausau Hospital. The Aspirus system, however, is much larger than the regional tertiary center in Wausau. With more than 6,000 employees, Aspirus serves people in Wisconsin and Upper Michigan through an extensive hospital and clinic network, home health and hospice care, pharmacies, critical care, medical goods, nursing homes, a philanthropic and research foundation, and an affiliated physician network. Here are some key components of the system:

- **Aspirus Clinics** is a vast group of more than 35 community-based clinics and 150 providers.
- **Aspirus Network** is a regional network of primary and specialty care physicians, hospitals and allied health care professionals. We have integrated the delivery of health care services between network members, health plans, payers, and businesses in the communities we serve.
- **Aspirus VNA Home Health** – Sponsored by Aspirus, Langlade Hospital and Memorial Health Center, Aspirus VNA Home Health is a nonprofit, Medicare-certified agency that serves 14 north central Wisconsin counties. Professional staff is available 24 hours a day, seven days a week to meet home health needs.
- **Aspirus Comfort Care and Hospice Services** - A nonprofit program founded in 1979, Aspirus Comfort Care and Hospice Services was one of the first hospice programs in the United States. We partner with physicians, churches and local community groups to provide compassionate hospice, palliative and grief care for people in their homes, in the hospital and in other living facilities.
- **Aspirus Trauma Center** - Aspirus Wausau Hospital is verified as a Level II Trauma Center by the American College of Surgeons-Committee on Trauma. A trauma center is not only an emergency department, but a dedicated facility capable of highly specialized and timely treatment for the most critical of injuries. Designation as a Level II Trauma Center guarantees that the hospital has adequate resources to deal with severely injured patients at all times. And because Aspirus MedEvac provides emergency ground and air transport serving 14 counties in Wisconsin and seven counties in the western Upper Peninsula of Michigan, the Aspirus Trauma Center is a regional health care resource.

Aspirus is one of three major not-for-profit health care providers in the region. The other two are:

Marshfield Clinic – The largest private group medical practice in Wisconsin and one of the largest in the United States, with more than 775 physicians representing 86 different medical specialties, 6,600 additional employees, and 54 locations in northern, central and western Wisconsin. Marshfield Clinic is active in research, agricultural health and dentistry.

Ministry Health Care – A catholic health system founded by the Sisters of the Sorrowful Mother, this large organization includes 16 hospitals, more than 50 clinics and robust home care services. Headquartered in Milwaukee, Ministry has a large workforce and an extensive network of care centers throughout north central Wisconsin.

Additional resources

While not an exhaustive list of the foundations, providers and service agencies in the county, the following entities justified inclusion in this list either because of the populations they serve or because of recent collaboration to address a key community need.

Bridge Community Health Clinic – This FQHC is located in Wausau and was founded in 1995 to provide comprehensive medical care to the underserved, underinsured, self-pay and insured population of Marathon County. The Dental Department opened in 1996 to provide dental care in Marathon County. Today, Bridge Clinic provides the following services:

- Primary Health and Dental Care for all ages
- Counseling Services
- Child Health Care
- Pregnancy Care
- Lab and X-Ray on-site
- Prescription Drug Assistance
- Transportation Services
- Translation Services (Hmong, Spanish, and Laotian)
- Care Management
- Physicians on call after hours and on weekends
- Diabetes and prenatal case management

Aging & Disability Resource Center of Central Wisconsin - As a Marathon County department, the Aging and Disability Resource Center of Central Wisconsin has a long history of providing quality services to disabled and older adults throughout Marathon County. The Aging and Disability Resource Center of Central Wisconsin promotes choice and independence through personalized education, advocacy, and access to services that prevent, delay, and lessen the impacts of aging and disabilities in the lives of adults.

Community Care of Central Wisconsin – The Managed Care Organization contracted and certified by the State of Wisconsin to provide eligible residents of Marathon, Portage, Wood, Lincoln and Langlade Counties the benefits, services and goods associated with the Family Care program. The Family Care program serves persons with physical and/or developmental disabilities and the elderly.

United Way's 2-1-1 phone line – Through this info line, the United Way helps answer questions and connect residents to existing community services such as financial assistance, counseling, services for youth or elderly, volunteer opportunities, health care and much more.

Marathon County Health Department – This is a progressive department with an active staff that seeks to forge partnerships with community organizations and agencies.

North Central Health Care – Based on current community need, NCHC offers mental health, addiction, skilled nursing, developmental disability, water therapy and adult protective services for North Central Wisconsin.

UW-Wausau Family Medicine Residency Program – For decades, this collaboration between Aspirus and the University of Wisconsin School of Medicine and Public Health has provided a steady stream of well-trained primary care physicians who serve as residents and often establish practice in the region.

Northcentral Technical College – NTC has strong ties to local health care providers, and collaborates with health professionals to build curriculum and train future generations of the health care workforce.

University of Wisconsin-Marathon County – Like NTC, UWMC works closely with health care providers. Recently, UWMC introduced a Physician Assistant education program that will accept four students in 2014 and expand after that.

The Women’s Community – This is a non-profit organization serving victims of domestic abuse and sexual assault throughout Marathon County. We welcome victims of all races, religions, genders and sexual orientations. We serve everyone, including special populations that may face additional cultural or gender pressures — Hmong, Hispanic, gays/lesbians/transsexuals, the elderly, men and those with hearing disabilities.

Wausau Area Hmong Mutual Association – Created to lead Southeast Asian families towards social stability, educational opportunities, economic self-sufficiency and community integration.

Nursing Homes/Home Care Providers – Marathon County offers a broad range of nursing homes and home care services.

Charity and Service Agencies – Food pantries, the Neighbors Place, Salvation Army, Goodwill and other charity organizations provide basic needs and more to a growing population in Marathon County.

Faith Community – Marathon County has a robust and active faith community consisting of many faiths.

Other – Marathon County, like other counties, contains a litany of health and wellness providers ranging from counselors to fitness centers to massage therapists.

Community Benefits Strategic Plan FY14 – FY15

Based on the findings of the CHNA, Aspirus Wausau Hospital is committed to addressing the high-priority health issues where appropriate.

Here is the LIFE Report's Long-term Vision for Greatest Impact:

- A Great Start for Kids
 - Educational Investments
 - The Impact of Childhood Trauma

Here are the Immediate Concerns:

- A Challenged Economy
- Alcohol and Drug Use, Misuse, and Abuse

Here are the Issues to Watch:

- Unmet Basic Needs
- Obesity
- Healthy Aging
- Intimate Partner Violence

Because AWH is a health care provider, it cannot meaningfully impact all issues identified by the CHNA. The following is a list of the issues this Community Benefits Strategic Plan will not address, and the reasons:

1. **A Challenged Economy.** While AWH is the largest employer in Marathon County, and provides good salaries and wages, as well as competitive benefits, to its workforce, the company is not in the business of job creation.
2. **Alcohol and Drug Use, Misuse, and Abuse.** While AWH counsels patients when appropriate regarding the dangers of alcohol and drug misuse, the company does not specialize in the creation of specific programs to address these issues on a preventive community-wide scale.
3. **Unmet Basic Needs – Food and Shelter.** Although AWH has participated, and will continue to participate, in appropriate ad hoc programs to address this vital need, it does not have the capacity to address food and shelter as a core service. AWH will continue to evaluate participation in events such as the United Way's "United We Can" food program and other similar events in its role as a good corporate citizen.
4. **Intimate Partner Violence.** Through the SANE nursing program and other organized efforts to identify, treat and report victims of abuse, AWH will continue to address this issue in its capacity as a conscientious and progressive health care provider. AWH is not equipped, however, to organize the social and law enforcement programs to address the root causes of this ongoing problem.

Priority Issues and AWH's plan to address them

A Great Start for Kids: Development of Young Children – Ages 0 to 6

Health care providers have an obligation and opportunity to give children a good start before they are even born. While AWH cannot address certain social concerns or ensure that all children have access to quality, affordable child care, we do provide a broad range of services to children and parents. Here are some of them:

- **Programs and Education.** Aspirus Women's Health Birthing Center offers a broad range of classes for parents and parents-to-be (many at no charge), including:
 - Baby Care Basics
 - Baby Fair Open House
 - Boot Camp for New Dads
 - Breastfeeding Class
 - Car Seat Safety Class
 - Childbirth Education: The Lamaze Method
 - Infant Safety/CPR Class
 - Mommy and Me - Out & About
 - Sibling Connection

AWH will continue to offer these programs and where appropriate will evaluate the addition of new programs and classes that help give children a good, healthy start at life.

- **Newborn Intensive Care Unit.** As the only NICU in Marathon County, AWH offers a vital service to families whose birthing experience might not have gone as planned. The Aspirus Women's Health Birthing Center offers world-class care for the Wausau area's most vulnerable patients in the Anya Marie Jackson Newborn Intensive Care Unit (NICU). Our state-of-the-art on-site NICU makes it possible for you and your baby to remain together through the first critical days after birth. As a Level 3A NICU, we provide infant care for babies over 27 weeks gestation, or 2.1 pounds.
- **Reach Out and Read.** Aspirus pediatricians use books as a tool to assess a child's cognitive development and introduce parents to the importance of engaging with and reading to their children during a critical window of time for brain growth that does not occur at any other time in a child's life. This program builds on the unique and powerful relationship between parents and medical providers to develop early literacy skills, effectively shrinking the achievement gap and helping children succeed from the start.
- **Online Resources.** Experts at the Aspirus Women's Health Birthing Center have developed a wonderful online resource that is free to the public. The Developmental Milestones video series is available on the Aspirus website (<http://www.aspirus.org/ourServices/index.cfm?catID=1&subCatID=3&pageID=3&pageTitle=Birthing-Center/Newborn-ICU>) along with a series of links to reputable and helpful resources that help children get the health start they deserve. Aspirus will continue to build these online resources as appropriate.

- **Aspirus Children’s Safety Center.** AWH provides resources that help keep young children health and safe. The Aspirus Children’s Safety Center has four convenient locations in north central Wisconsin and offers safety items for children at discounted prices. The following chart details FY12 sales and losses.

	Quantity	Payments received	Our cost	Loss
Car seats sold	76	\$3,235.00	\$3,235.00	-
Car Seats given away	62	-	\$2,104.00	\$2,104.00
Car seats sold at partial payment	49	\$1,042.00	\$3,052.00	\$2,010.00
Bike helmets sold	147	\$1,029.00	\$1,029.00	-
Bike helmets given away	377	-	\$2,660.00	\$2,660.00
Lifejackets sold	3	\$45.00	\$45.00	-
Lifejackets given away	43	-	\$720.00	\$720.00
Ski helmets sold	69	\$1,365.00	\$1,365.00	-
ski helmets given away	9	-	\$180.00	\$180.00
multi-sport helmets sold	7	\$70.00	\$70.00	-
multi-sports helmets given away	6	-	\$60.00	\$60.00
Swim lessons	52	-	\$1,682.00	\$1,682.00
Totals	900	\$6,786.00	\$16,202.00	\$9,416.00

- **Safe Kids Wausau Area.** Aspirus Wausau Hospital is the leader of this local coalition that seeks to prevent childhood injury and death. AWH provides funding and organizational support for this group, which holds safety education and events, including free bi-weekly **car seat safety checks** and free summertime water safety classes called **Splash Into Safety**.

Aspirus will continue to offer these services, with the goal of expanding its reach and helping more children in the region.

Overweight/Obesity

As a health care provider, AWH sees firsthand the devastating effects of obesity and its related issues many times every day. Because of the widespread impact of this health problem on people’s longevity and quality of life, and because of the attendant health costs associated with it, Overweight/Obesity is a priority for the Community Benefits Strategic Plan. Here is how AWH will address this issue:

- **Bariatric Program.** For those who have been unsuccessful in managing their weight and have exhausted other avenues for weight loss, AWH has developed a leading weight-loss (bariatric) surgery program. Aspirus Bariatrics at Aspirus Wausau Hospital is a bariatric center of excellence, as designated by the American Society for Metabolic and Bariatric Surgery (ASMBS), and offers the latest surgical techniques for patients. But the program offers much more than surgery.
 - Patient screening is important and rigorous. Potential patients must complete a history of a weight loss program, nutritional, fitness, and psychological screenings before undergoing surgery at a center for bariatric surgery.

- On the Aspirus website (<http://www.aspirus.org/ourServices/index.cfm?catID=1&subCatID=46&pageID=328&pageTitle=Aspirus-Bariatrics>), AWH provides a broad range of health tools and information, as well as links to authoritative and reputable resources for health living and weight loss.
 - Free support group. AWH organizes a free ongoing support group called A Lifetime Of Healthy Achievement (ALOHA) that helps people deal with the challenges of obesity. This program generates a free newsletter.
 - Community support. Aspirus Bariatrics also maintains a Facebook page visited regularly by more than 140 “friends.” This resource, moderated by a clinician, helps connect people with others who can support and advise visitors looking for information and input regarding weight loss.
 - Affordable access. All aspects of the Aspirus Bariatrics program are available through AWH’s community care program.
 - The program also supports events that encourage patients to give back to the community through healthy food drives and clothing drives.
- **Farmers Markets.** Aspirus Wausau Hospital has collaborated with Marshfield Clinic to hold regular farmers markets throughout the growing season. This program makes healthy food available to employees and the public and encourages wellness and healthy eating. AWH will continue to hold these events and seek to increase participation. In 2010 the average attendance through 4 markets was 283. In 2011, the number of markets grew to 14 with average attendance of 300. In 2012, 16 markets were held, and the plan is to continue to grow this program to reach more people.
 - **Heart Healthy Grocery Store Tours.** AWH offers free grocery store tours guided by a registered dietitian, where members of the public can explore how to can make choices that help them lead a healthier lifestyle. Participants learn how to:
 - Read food labels.
 - Pick healthy items for your cart.
 - Cook tasty nutritious meals at home.
 - Discover the variety of healthy foods available.
 - Choose the right foods for your eating plan.
 - Understand the facts about fat, sugar, sodium, calories and fiber.
 - **Ideal Protein.** This program is a medically supervised, four-phase, partial meal replacement weight loss protocol that targets fat loss while preserving muscle mass. Participants get one-on-one personalized weight loss coaching along with education for post diet maintenance.
 - **ADAPT Program (Aspirus Diabetes Assessment Prevention & Treatment).** ADAPT teaches participants about healthier eating and exercise habits to improve their health and reduce their chance of having Type 2 Diabetes. There are 16 core sessions over 4 months, followed by 8 post core sessions over 8 months. Participants pay an initial fee, and are refunded up to 100% if attendance and participation requirements are met. They also get 1 hour of exercise in Cardiac Rehab gym for each session they attend.

- **Nutrition Counseling & Community Presentations.**
- **Fitness Classes.** Fitness classes are offered through Outpatient Therapy and are open to the community. Classes offered include Zumba, Yoga, and Pilates.
- **Run/Walk Events.**

Aging Issues

The Marathon County LIFE Report 2013-2015 pointed out that 14.2 percent of the county's population is age 65 or older. Because seniors use health services at a much higher rate than others, and because they experience specific health issues, AWH is committed to filling this key community service role.

Throughout FY12 and FY13, AWH will offer:

- **Senior Health.** AWH recognizes the special needs of every stage of life and is committed to helping seniors to maintain healthy and independent lifestyles. From screening tests to disease treatment to joint replacement, Aspirus Senior Health provides a complete system of care that seniors and their family members can depend on. This focused service line provides free online resources to seniors and their families (<http://www.aspirus.org/ourServices/index.cfm?catID=1&subCatID=13&pageID=856>), such as videos on topics related to senior needs, and a long list of health tools and links.
- **Online Community.** Aspirus Senior Health has created a Facebook community where those affected by senior health issues can find resources and support, and connect with others. The Facebook community has 33 "fans" and is committed to increasing its reach in the future. In addition to the Facebook community, Aspirus Senior Health provides informative blog posts and a free e-newsletter.
- **Falls Prevention.** AWH offers two separate free community programs addressing the important issue of accidental falls. **Falls Prevention Friday** is a monthly program that features a presentation and discussion that include information about how to be proactive and minimize your risk or your loved one's risk of falling. In addition, Aspirus Senior Health is offering **Stepping On**, a free seven-part community program for reducing falls in collaboration with the Aging & Disability Resource Center of Central Wisconsin. AWH will continue to offer these vital programs to the community, and will explore new avenues to expand its reach as appropriate.
- **Thoughtful Thursday.** Aspirus offers free clinics on the first Thursday of each month to assist in completing Advance Directives, or to simply ask questions.
- **Living Well with Chronic Conditions.** Aspirus is partnering with the Aging and Disability Resource Center to offer classes for adults with an ongoing health condition. Participants will get the support they need, find practical ways to deal with pain and fatigue, discover better nutrition and exercise choices, understand new treatment choices, and learn better ways to talk with their doctor about their health. Participants with conditions such as diabetes, arthritis, high blood pressure, heart disease, chronic pain, or anxiety will learn to take charge of their life and feel better.

- **Memory Clinic.** Aspirus developed a Memory Clinic targeting its services to older adults in the north central Wisconsin area who are experiencing memory difficulties which may be the result of Alzheimer's disease or other forms of dementia. The Aspirus Memory Clinic is affiliated with the UW-Madison Wisconsin Alzheimer's Institute, and its network of 37 Memory Clinics throughout the state. This affiliation provides Aspirus with ready access to the latest in dementia research and practice, which is a tremendous resource for the community.
- **Medication Mondays.** This is a monthly free community service designed to help adults self-administer medications and help prevent medication errors in the home. The program allows people to meet with a pharmacist for a 45-minute, one-on-one medication consultation to get a better understanding of their medications. During a consultation, a pharmacist will review a person's medications, help them understand how they work and help make an updated medication list. Participants will also receive tips for organizing their medications to ensure they are taken in the correct doses and at the correct times.