



Dr. Alison Davis

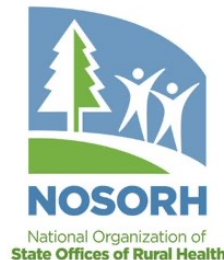
H.B. Price Professor of Agricultural Economics

Executive Director, CEDIK

University of Kentucky



Presented in partnership with the National
Organization of State Offices of Rural Health



CEARH

Center for Economic Analysis of Rural Health

Economic Development for Health Care Leaders

Session 2

What CEARH does

- **Responds to pressing issues facing rural communities** that are identified through the Federal Office of Rural Health Policy, the Center's advisory council, and other partners.
- **Creates timely, relevant, and useful research-based tools** that health care leaders, elected officials, economic development professionals, and community leaders can use to sustain their rural health economy.
- **Provides face-to-face and online trainings and workshops**, as well as widely disseminates resources nationally through its advisory council, rural health conferences, and rural health online repositories.

1) First Session - Understand what economic development (ED) is & why it is important for health care leadership to be aware of ED initiatives.

2) Today - Identify success stories where health care leadership have played an active role in local or regional ED initiatives and understand the implications for the local health care sector.

SESSION GOALS

Today's Guest Facilitator



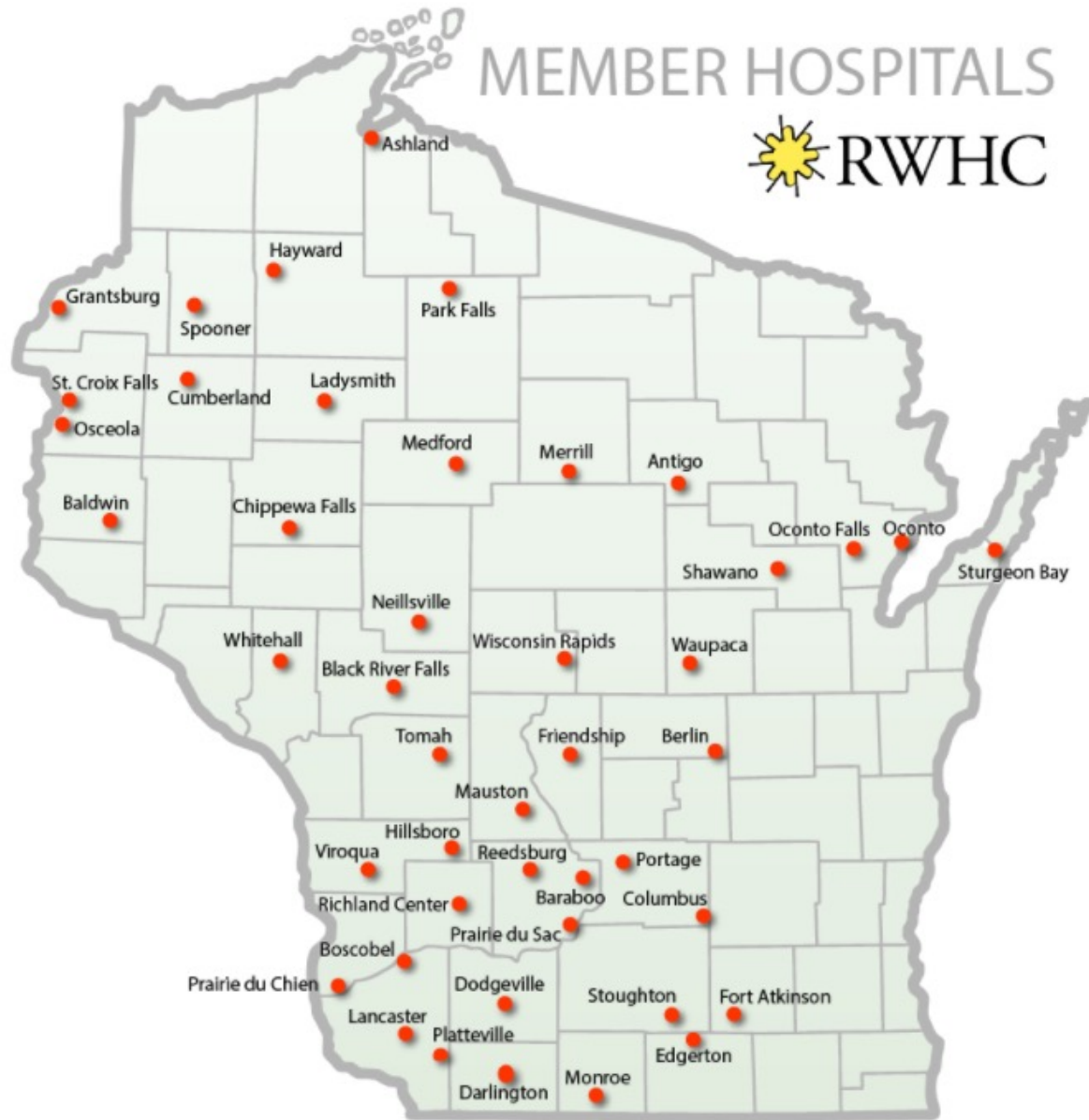
Marie Barry

Director of Community Economic
Development, Rural Wisconsin
Health Cooperative

**RWHC
COMMUNITY
ECONOMIC
DEVELOPMENT**



MEMBER HOSPITALS





GRANT REGIONAL
HEALTH CENTER

2022

Growing Lancaster

Inclusivity Initiative

Where it began...

2022



It started with a conversation about a workforce need and continues to grow into a community wide effort.



Our vision is to be a more welcoming and inviting place to live and work.



Grant Regional Health Center, Lancaster, WI

SPANISH LANGUAGE TRANSITION



Dr. David Casillas
Coming September 2022

In preparation for Dr. David Casillas joining our team in September 2022, Grant Regional Health Center plans to create a more inclusive environment for Spanish-speaking patients and families.

INTERNAL INITIATIVE INCLUDES

2022



Document Translation

A committee is in the process of translating policies, documents and patient forms



Staff Training

Goal to offer Spanish in the Workplace language training in addition to training to learn more about the Hispanic culture



Communication

Continuing to review and adjust any areas that need translation including signage, language line, patient education materials, website, etc.



Recruitment

Goal is to recruit bilingual nursing staff to provide Spanish-speaking patients with an easy way to navigate appointments or hospital stays



Patient Experience

A comprehensive audit of all patient touchpoints to ensure a positive patient experience



Accommodations

Looking at aspects of the patient experience to make them more comfortable including food choices, reading material, TV channels, etc.

External/Community Committee

A committee has been formed to work on inclusivity within Lancaster and area communities.

Committee members include:

Grant Regional Health Center

Four large employers

Three financial institutions

Three educational institutions; Lancaster School system, UW-Platteville and SWTC

City of Lancaster

Grant County Economic Development

Local Church rep

Wisconsin Economic Development Corporation

Anyone who wishes to join this committee is welcome!

EXTERNAL INITIATIVE

2022

The community group is working in three sub-committees:



Spoken Language

This committee is looking at ways to assist businesses with training: Spanish in the workplace or English as a second language



Written Language

This committee is working together with UW-Platteville to assist with translating of documents or needed materials to better communicate with Spanish-speaking population



Funding

This committee is focusing on identifying grants or available funding to assist with training, events or other projects

Our goal is to:



Attract new potential workers to improve workforce shortages



Stimulate economy and bring new businesses to our community



New ideas/initiatives to encourage acceptance and support diversity.



Increase enrollment in our area schools

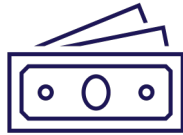


Spark housing market



Enhance cultural opportunities

Initiatives so far:



Financial literacy programs

Latino Chamber of Commerce-Madison
and UW-Platteville is planning a
“Grow your Business” Seminar in June



Language Training:
Spanish in the workplace




Workforce Recruitment

GRHC video



Festivals and Celebrations
Salsa and/or mariachi bands



Our group continues to grow, and we continue our commitment to making changes to help grow Lancaster.

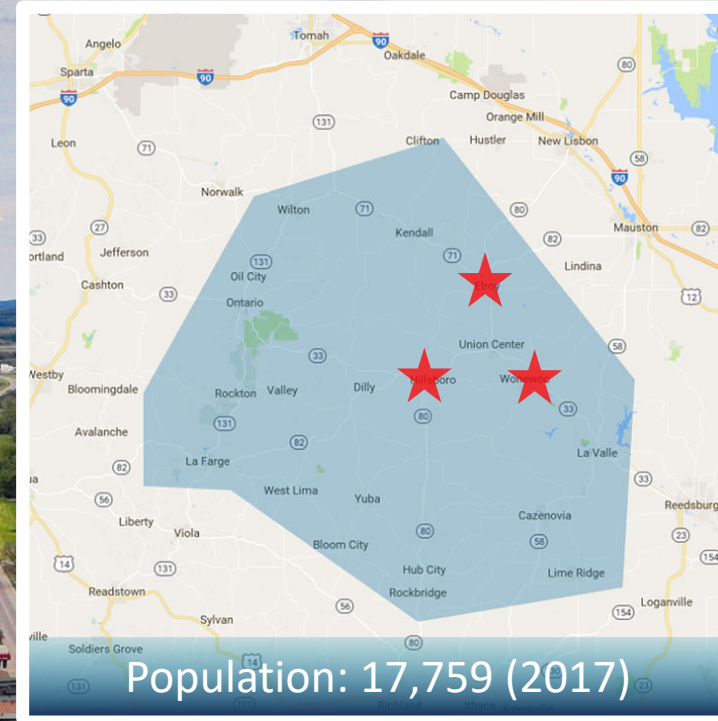


Grant Regional Health Center, Lancaster, WI



HEALTHCARE'S ROLE IN ECONOMIC DEVELOPMENT

GUNDERSEN
ST. JOSEPH'S
HOSPITAL AND CLINICS



Population: 17,759 (2017)

Our Service Area

GUNDERSEN
ST. JOSEPH'S
HOSPITAL AND CLINICS

The Elroy Community

- City Population: 1,442
- ZIP Population: 2,837
- Major Industries: Manufacturing, Construction, Agriculture.
- 20% households in poverty
- 25% below ALICE
- Struggling Downtown.

GUNDERSEN
ST. JOSEPH'S
HOSPITAL AND CLINICS

Our Current Elroy Clinic

- 20 years old
- 1.5 miles north of the center of town.
- Modular building
- Despite the appearance, the clinic's patient experience rating is 91%

Patient Experience Rating **Elroy Clinic**

How likely would you be to recommend this provider to your family and friends?

91%

Rated 9 or 10

GUNDERSEN
ST. JOSEPH'S
HOSPITAL AND CLINICS





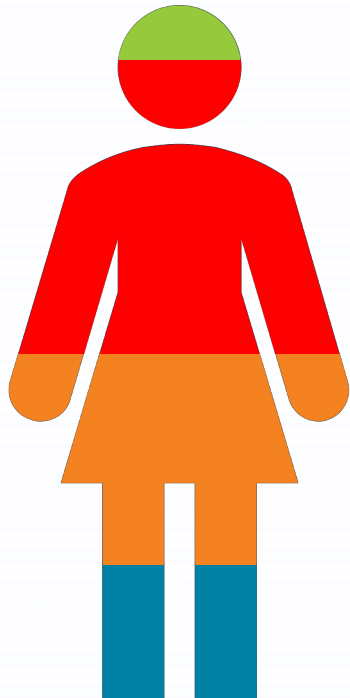
Gundersen Health System Strategic Plan

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HOSPITAL AND CLINICS

How do we make sure our project has the biggest impact on the health of our community?

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ST. JOSEPH'S
HOSPITAL AND CLINICS

Determinants of Population Health



10% Physical Environment

Pollution, water quality, etc.

40% Socioeconomic Factors

Education, employment, family structure and income

30% Health Behaviors

Tobacco use, diet, exercise, etc.

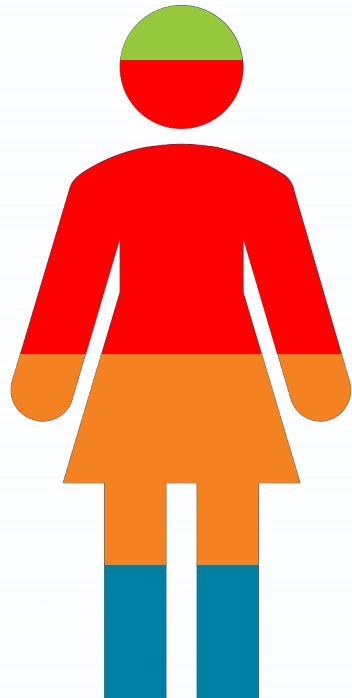
20% Healthcare

Quality and access of services

To have the greatest impact on population health we must positively influence all determining factors.

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HOSPITAL AND CLINICS

Determinants of Population Health



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20% Healthcare

Quality and access of services

What
can we
do
here?

We already do this
and we do it well.

We're Going Downtown

We're building
right here!

- Redevelop an area of downtown.
- Provide a spark of economic development to renew interest in downtown.

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HOSPITAL AND CLINICS

We're Going Downtown



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HOSPITAL AND CLINICS

love + medicine
in the **HEART**
of **DOWNTOWN**



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HOSPITAL AND CLINICS



Main street inspired design



3 Family practice providers



**First Gundersen
Telepharmacy**



Downtown green space



Community room



**100% site-generated
green energy**



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HOSPITAL AND CLINICS

Economic Development is Population Health Development

Downtown districts are the economic heart of a community.

*Vibrant, flourishing communities
grow vibrant, flourishing community members.*

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HOSPITAL AND CLINICS



Broadband for Economic Development

Dr. Chris Plaisance



BRMH – At a Glance

- Black River Memorial Hospital is a not-for-profit, 25-bed critical access hospital in west-central Wisconsin offering the best in patient care since 1968.
- Over 360 staff and providers in addition to visiting specialists in more than 20 specialties
- Key services include a family medicine and behavioral health clinic, emergency care, rehabilitation, obstetrics, transitional care, surgical services, and respiratory care.
- Provides over \$104 million in community benefits annually.
- Recipient of the 2020 Women's Choice Award as one of America's 100 Best Hospitals for Patient Experience
- 9-Time Recipient of Modern Healthcare's Best Places to Work Award

Jackson County Broadband Project



A little bit of background.....

- Rural areas lag urban-suburban areas for access to the internet and true broadband speeds.
- The majority of the Jackson County land mass is considered “underserved” for access to broadband. Ranked 71st in the state by the Forward Analytics' study.
- The COVID Pandemic has made this painfully obvious
 - Work from home
 - Virtual K-12 education
 - Telemedicine Access

Stake Holders

- **Rural business owners**
- **Students and School Districts**
- **Residents seeking healthcare**
- **Summer home owners**
- **Healthcare providers**
- **Remote workforce seeking to move to rural environment.**
- Not only do we want to make access available, but it needs to be equitable.

Jackson County Broadband Strategic Goal

- Bring a minimum internet speed of 100 Mbps download and 100 Mbps upload to all residents of Jackson County

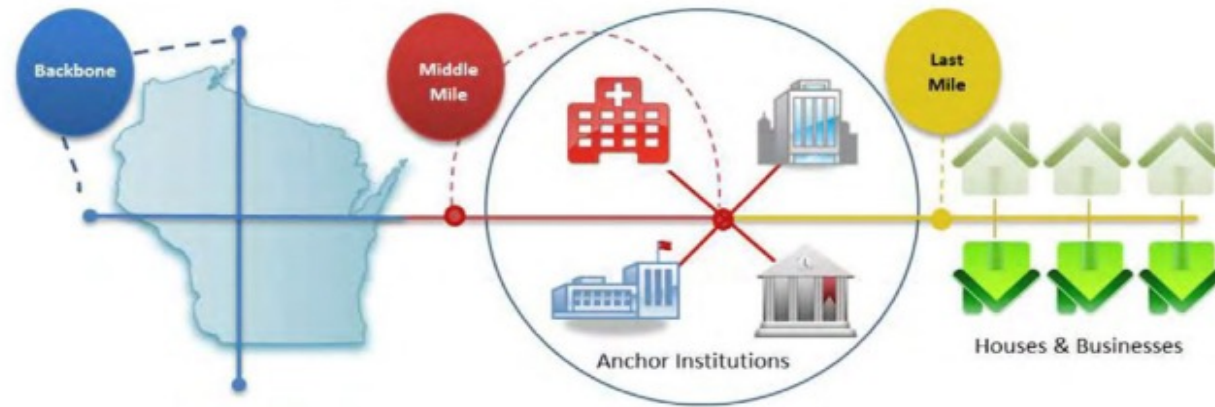
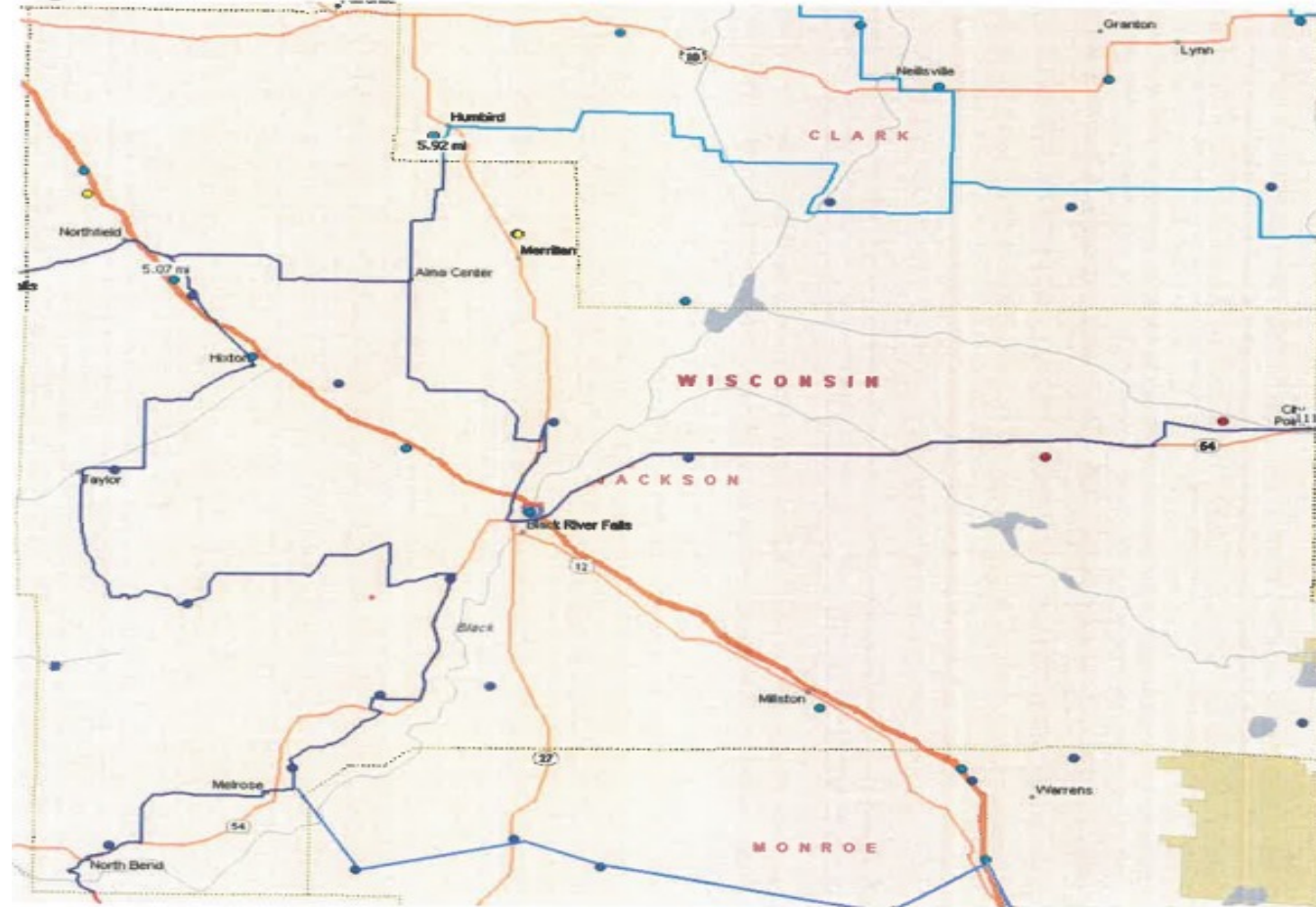


Figure reproduced from "Broadband Reference Guide: A Digital Resource for Stakeholders." Broadband & E-Commerce Education Center, University of Wisconsin Extension Madison, January, 2014. <https://cced.ces.uwex.edu/files/2018/07/007010.2014-Broadband-Reference-Guide.pdf>

Partners – Bug Tussle (Middle Mile)

Figure 1.



Black River
MEMORIAL HOSPITAL

Town of Alma Project

- Bring fiber-to-the-premise to all residential and business addresses in the Town
- Received ARPA grant funds from the State to help complete the project.
- Town ARPA funds were allocated.
- School District assisting in funds as well at the private sector.



Thank you!

Feel free to email questions to me at: plaisancec@brmh.net





Questions for Panelists

- What tip would you give a new health care leader interested in engaging in activities to create economic opportunities in the community you serve?
 - How do you convince your board and/or staff that these activities align with the mission and vision of the facility you lead?
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