



MADISON HEALTHCARE SERVICES

Community Health Needs

Executive Summary Madison Healthcare Services

Lac qui Parle County, Minnesota

January 31, 2025

I. Introduction

Madison Healthcare Services (MHS) is dedicated to assessing and addressing the healthcare needs of the residents of Lac qui Parle County. This Community Health Needs Assessment (CHNA) is designed to evaluate key health concerns, identify priority areas, and outline strategies to improve the overall well-being of the community. By leveraging local resources, partnerships, and public health initiatives, MHS aims to enhance access to essential health services and promote long-term community wellness.

The CHNA process involved a combination of data analysis, stakeholder engagement with Local Public Health, County Social Services and the City of Madison, and public input. This report outlines demographic trends, prevalent health challenges, and MHS's commitment to addressing these concerns through targeted programs. Our primary focus areas include mental health, chronic disease management, and health education.

Madison Healthcare Services has also identified cost of care/insurance issues, transportation and lack of specialty providers as health issues in our community. At this time these issues are outside of our scope or area of expertise to address.

II. Demographic Overview of Lac qui Parle County

Lac qui Parle County, situated in southwestern Minnesota, covers approximately 765 square miles and is characterized by a predominantly rural population. Understanding the county's demographic profile is essential to tailoring healthcare interventions effectively.



Population Trends:

- As of 2022, the county's estimated population is 6,736, reflecting a gradual decline in recent years.
- The median age is 48.7 years, significantly higher than the state median, indicating an aging population that may require increased healthcare services, particularly in geriatrics and chronic disease management.
- The county's population density is low, at approximately 8.8 persons per square mile, posing challenges for healthcare accessibility and service distribution.

Racial and Ethnic Composition:

- 94.1% White (Non-Hispanic)
- 1.96% Two or More Races (Non-Hispanic)
- 1.28% Other (Hispanic)
- 0.86% White (Hispanic)
- 0.70% Asian

Factors:

1. The median household income is \$66,967, slightly below the state median, indicating
2. moderate economic stability but potential financial barriers to healthcare access.
3. The poverty rate stands at 8.67%, highlighting the need for affordable and accessible healthcare services.
4. Health insurance coverage: While a majority of residents have health insurance, disparities exist in coverage quality and affordability, particularly for low-income and elderly populations.

III. Identified Health Priorities



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Based on an in-depth analysis of health data, community feedback from surveys and stakeholder interviews, MHS has identified three key health priorities:

1. Mental Health Current Initiatives:

- MHS collaborates Johnson Memorial Hospital to share mental health providers to deliver counseling and psychiatric services.
- Existing mental health services include outpatient therapy, and referrals to specialized care.

Challenges Identified:

- Limited access to psychiatric specialists.
- Stigma surrounding mental health issues, particularly in rural communities.
- A rising need for adolescent mental health support.

Planned Actions:

- Expand community outreach by organizing mental health awareness events, workshops, and school-based programs.
- Strengthen partnerships with mental health providers to increase service availability, including telehealth options.
- Enhance crisis intervention services and support groups for individuals dealing with anxiety, depression, and substance abuse disorders.

2. Chronic Disease Management Current Initiatives:

- MHS currently provides care coordination services. Disease management programs offer personalized treatment plans, medication management, and lifestyle counseling.

Challenges Identified:

- Higher prevalence of chronic conditions among the elderly population.
 - Barriers to regular monitoring and follow-up due to transportation and financial constraints.
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- Need for enhanced community engagement in preventive health measures.

Planned Actions:

- Expand remote patient monitoring services to ensure continuous oversight of chronic conditions with chronic illnesses such as diabetes, hypertension, and heart disease.
- Provide assistance for rural residents to improve access to providers by offering remote monitoring services.
- Offer community workshops on lifestyle changes, including nutrition and physical activity, to prevent disease progression.

3. Health Education Current Initiatives:

- MHS provides educational programming through monthly radio segments, lunch-and-learn sessions, and collaborations with public health organizations.
- Information on disease prevention, mental health awareness, and general wellness is disseminated through these platforms.

Challenges Identified:

- Limited reach of current educational programs, particularly among lower-income residents.
- Need for interactive and technology-driven educational resources.
- Growing demand for specialized health education on topics such as substance abuse prevention and geriatric care.

Planned Actions:

- Introduce digital health education initiatives, including webinars and online workshops.
 - Expand school and community-based health literacy programs to promote early intervention and preventive care.
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- Strengthen collaborations with local organizations to enhance outreach and engagement.

IV. Implementation Strategy & Partnerships Key Partnerships:

MHS will collaborate with the following organizations to implement its health initiatives:

- Countryside Public Health – For coordinating mental health and disease prevention programs.
- Lac qui Parle Valley Schools – To promote youth mental health awareness and healthy lifestyle programs.
- Community-Based Organizations – For outreach and engagement in underserved populations.
- Telemedicine Providers – To expand remote healthcare services.

V. Monitoring & Evaluation:

To assess the effectiveness of these initiatives, MHS will:

- Track participation rates in educational programs and outreach events.
- Measure health outcomes, such as reductions in emergency room visits related to unmanaged chronic diseases.

VI. Community Health Improvement Planning

Madison Healthcare Services serves residents of Madison, Minnesota and the surrounding communities of Lac qui Parle County and nearby rural areas in western Minnesota. The service area is primarily rural, with residents living in small towns and agricultural communities.





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Like many rural areas, the community faces challenges related to access to healthcare services. These challenges can include travel distance to specialty care, limited healthcare workforce availability, and transportation barriers for some residents.

The population served by Madison Healthcare Services includes individuals of all ages, with a growing number of older adults. This demographic trend increases the need for services related to chronic disease management, rehabilitation, long-term care, and preventive health services. Madison Healthcare Services remains committed to providing high-quality healthcare close to home and working with community partners to address the health needs identified through the Community Health Needs Assessment.

VII. Resources Available to Address Community Health Needs

Madison Healthcare Services offers a variety of services that help address many of the health needs identified in the Community Health Needs Assessment.

Internal resources & services include:

- Primary care
- Preventive health services
- Specialty outreach clinics
- Rehabilitation services
- Long-term care
- Assisted living
- Home health services.

Primary care providers play an important role in helping patients maintain their health through annual wellness visits, health screenings, immunizations, and management of chronic conditions such as diabetes, heart disease, and hypertension.



Rehabilitation services including physical therapy, occupational therapy, and speech therapy support recovery following injury or illness and help patients maintain independence.

Madison Healthcare Services also participates in the Health Care Home model, which focuses on coordinated and patient-centered care. This model supports improved communication between providers and helps patients manage ongoing health conditions. Madison Healthcare Services is a certified HealthCare Home under the Minnesota Department of Health.

In addition to services offered by Madison Healthcare Services, several community organizations contribute to improving health in the region.

These include

- Countryside Public Health
- Local emergency services
- LQPV schools
- Social service agencies
- Regional healthcare providers also support the community through specialty outreach clinics and referral networks.

These partnerships and services help support preventive care, health education, and improved access to healthcare for residents of the area.

VIII. Evaluation of Actions Taken Since the Previous CHNA

Madison Healthcare Services completed its previous Community Health Needs Assessment in 2022. Since that time, efforts have been made to address several of the health needs identified in that assessment.

Madison Healthcare Services has continued to strengthen access to primary care and preventive services. Annual wellness visits and routine health screenings help identify health concerns early and support ongoing management of chronic



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conditions. Access to specialty services has also been supported through outreach clinics and partnerships with regional healthcare providers. These services allow many patients to receive specialized care locally rather than traveling longer distances.

Community education and outreach efforts have also been used to promote healthy behaviors and increase awareness of available healthcare services. While progress has been made, some challenges remain. Workforce shortages, transportation barriers, and limited availability of certain specialty providers continue to affect access to care in rural communities. Madison Healthcare Services will continue to work with community partners to help address these challenges.

IX. Implementation Strategy

Based on the findings of the 2025 Community Health Needs Assessment, Madison Healthcare Services identified several priority areas for continued focus.

- **Mental Health and Behavioral Health Access**
 - Access to mental health services remains a concern within the community. Limited availability of providers and transportation challenges can make it difficult for individuals to receive needed care.
 - Madison Healthcare Services will continue to support access to behavioral health resources through coordination with regional providers and community partners. Efforts will also focus on increasing awareness of available services and encouraging individuals to seek care when needed.
- **Chronic Disease Prevention and Management**
 - Chronic diseases such as diabetes, heart disease, and hypertension continue to impact many residents in the community.
 - Madison Healthcare Services will continue to promote preventive care, regular health screenings, and coordinated care through the Health Care Home model. Patient education related to nutrition,



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physical activity, and disease management will also support these efforts.

- Health Education and Wellness Promotion
 - Community members identified a need for continued access to health education and wellness information.

Madison Healthcare Services will continue to support health education through patient care, community outreach, and collaboration with public health partners. Educational efforts may include information related to preventive care, healthy lifestyle choices, and available healthcare services.

X. Needs Not Directly Addressed

While Madison Healthcare Services recognizes the importance of all health needs identified through the CHNA, some needs fall outside the direct scope of services provided by the organization. These may include broader issues such as housing availability, transportation infrastructure, and regional healthcare workforce shortages. Madison Healthcare Services will continue to support community efforts addressing these issues through collaboration with local organizations and public health partners whenever possible.

XI. Monitoring and Evaluation

Madison Healthcare Services will continue to monitor progress in addressing community health priorities. Leadership and staff will periodically review service utilization, patient outcomes, and community feedback to help evaluate the effectiveness of current programs and services.

This information will help guide future community health planning and will be considered during the next Community Health Needs Assessment process. Madison Healthcare Services recognizes that improving community health is an



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ongoing process that requires collaboration with healthcare providers, public health agencies, community organizations, and local residents. The findings from this Community Health Needs Assessment help guide planning and decision-making to ensure that available resources are focused on the most significant health needs in the community. Madison Healthcare Services will continue to evaluate community health trends and work with partners throughout the region to support programs and services that promote the health and well-being of residents in Madison and the surrounding area.

XII. Conclusion

Madison Healthcare Services remains committed to improving the health and well-being of Lac qui Parle County residents. By focusing on **mental health, chronic disease management, and health education**, we aim to create a healthier, more informed community. Through targeted interventions, strategic partnerships, and ongoing evaluation, we will ensure that all residents have access to the care and support they need.

Moving forward, we invite continued community involvement to refine our programs and maximize their impact. We encourage residents to actively participate in health initiatives, provide feedback on services, and engage with local healthcare resources. Collaboration among healthcare providers, policymakers, and community members will be instrumental in achieving our shared goals.

Together, we can build a stronger, healthier future for Lac qui Parle County, fostering a community where healthcare is accessible, preventive measures are prioritized, and every individual has the opportunity to achieve optimal well-being.





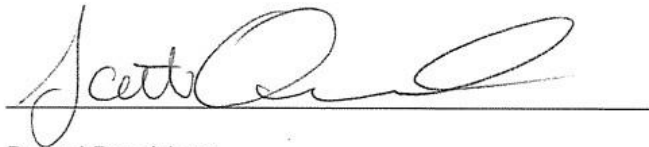
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Board of Directors Resolution

The Board of Directors of Madison Healthcare Services hereby resolves to approve the Community Health Needs Assessment Executive Summary and Implementation Plan for January 1, 2025 through December 31, 2027.

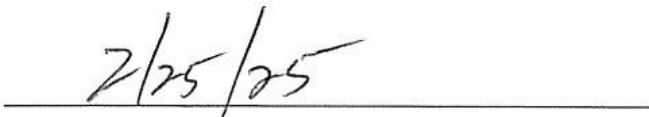
This resolution will continue in effect until December 31, 2027



Board President



MHS Chief Executive Officer



Date

