



Community Health Needs Assessment

May 2025





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Overview



In the spring of 2025, Madelia Health conducted a Community Health Needs Assessment (CHNA) for the residents (approximately 16,000) of its community.

A CHNA is a tool used to help communities assess their strengths and weaknesses when it comes to the health of the community. It is also the foundation for improving and promoting community health.

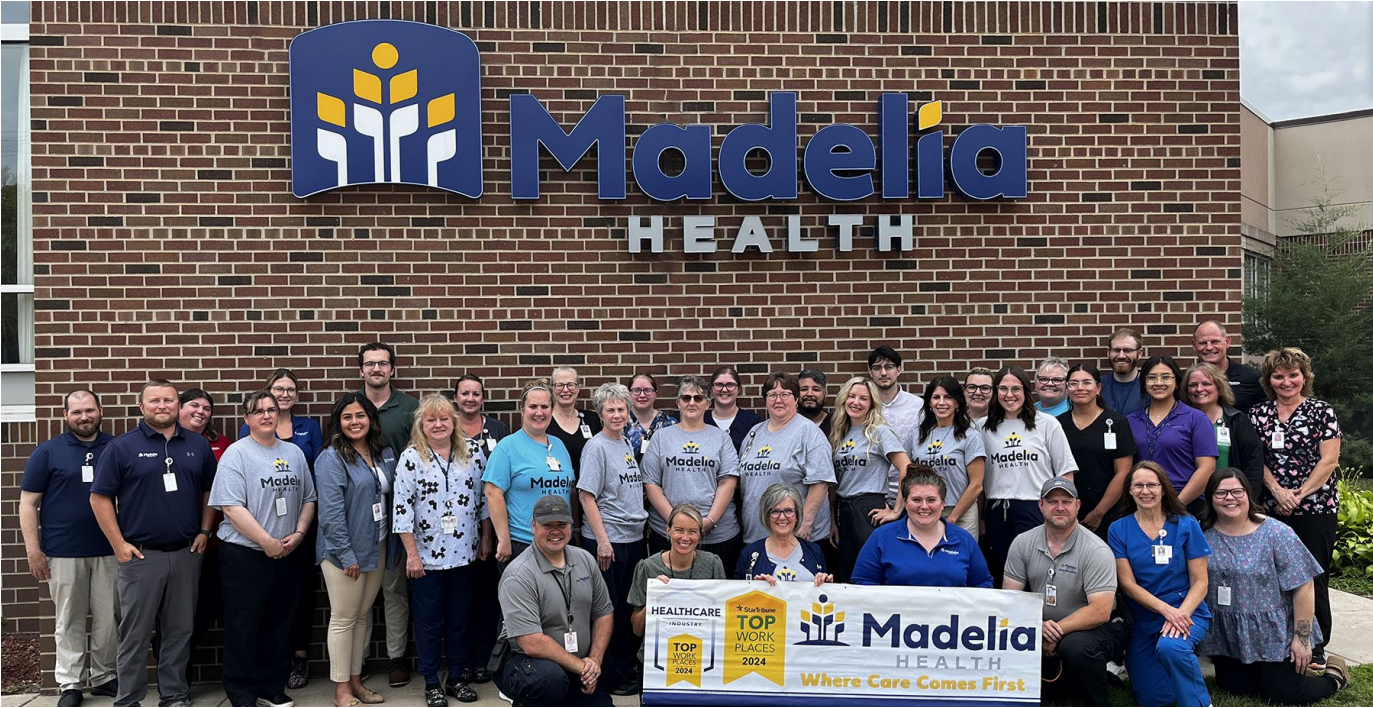
The process helps identify factors that affect a population's health and determines the availability of resources within the community to adequately address these factors and any additional health needs.



Overview



The CHNA process fulfills the requirements set forth by Internal Revenue Code 501(r)(3), a statute established within the Patient Protection and Affordable Care Act, which requires not-for-profit hospitals to conduct a CHNA every three years. This report includes qualitative and quantitative information from local, state, and federal sources. In addition, input was received from persons that represented a broad range of interests in the community, persons with public health knowledge and expertise, and persons representing medically underserved and vulnerable populations.



Organization Overview



Madelia Health is an independent, non-profit health system located in Watonwan County and provides services to surrounding rural communities in Southern Minnesota. Madelia, MN is home to its hospital, including 24-hour emergency department. Additional locations include the Lake Crystal Clinic, Truman Clinic, and St. James Clinic.

Madelia Health offers inpatient, outpatient, and 24-hour emergency care services with comprehensive medical, surgical, radiological, advanced clinical testing, and therapy capabilities. It is accredited by the Joint Commission and is a federally designated critical access hospital.

Madelia Health utilizes a “wellness environment” room design to aid the healing and recovery of the patient as well as increase the efficiency and lessen the fatigue of medical staff members. Partnerships with other regional clinics and hospitals provide a full spectrum of health services, including helicopter transfer capability.

The provider-based clinics offers complete family care and includes Spanish-speaking providers. Services include urgent care, disease management, preventive medicine, injury and illness care, pediatrics, and prenatal care, primarily serving a 30-mile radius.

Organization Overview



Madelia Health's services include:

- Ambulance
- Advanced Clinical Testing
- Clinic
 - Disease Management
 - Preventive Medicine
 - Illness & Injury Care
 - Pediatrics
 - Mental Health
 - Veteran Services
 - Telehealth
- Emergency Room
- Laboratory
- Pain Management
- Physical & Occupational Therapy
- Radiology
- Surgery
- Swing Bed
- Podiatry & Wound Care
- Ear, Nose & Throat
- Dermatology



Organization Overview



Madelia Health and its 170+ employees are dedicated to providing patient-centered health care with excellence in quality, service, and access.

Vision:

To be the premiere rural health system in Southern Minnesota.

Values:

- Inclusive
- Progressive
- Integrity
- Compassion
- Entrepreneurship



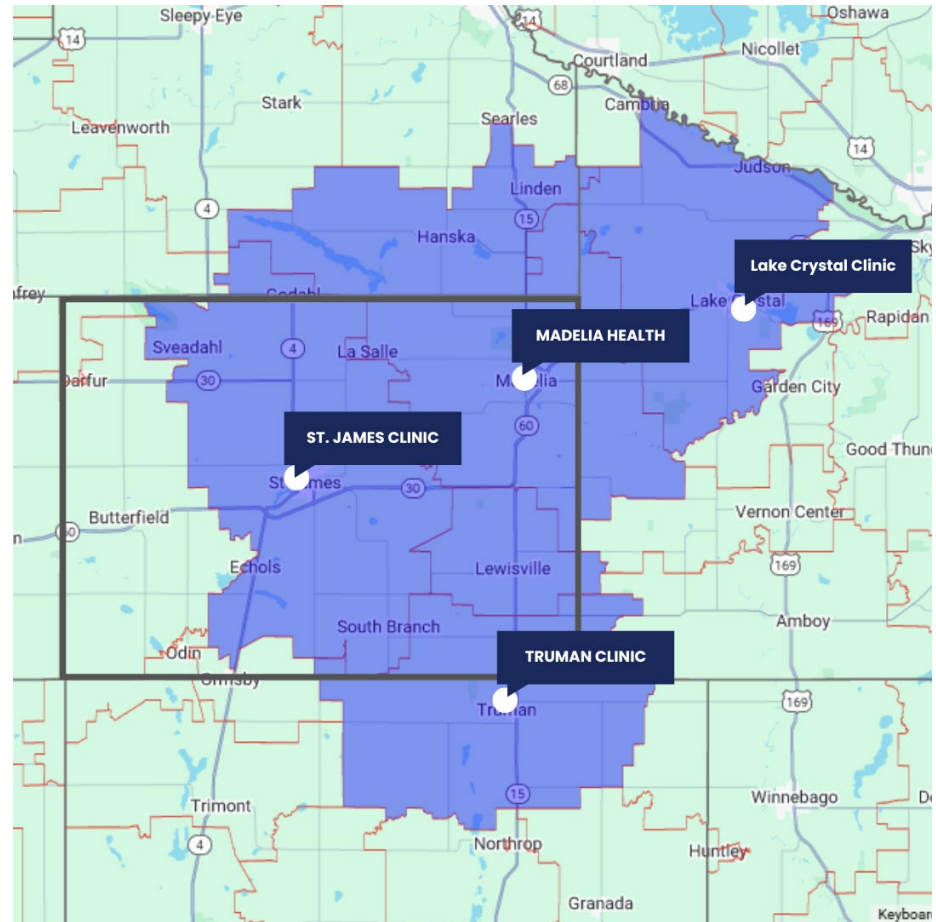
Community Served



For this needs assessment, “community” is defined as the residents of six Minnesota zip codes, noted in blue on the map (56055, 56041, 56062, 56081, 56060, and 56088). All residents of this region are considered members of the community, including low-income, medically underserved, and all races and ethnicities, regardless of ability to pay and/or whether they are eligible for financial assistance.

The boundary of Watonwan County is demarcated by the thick gray line. Madelia Health’s locations are noted with white dots.

This region was identified as the “community” due to the presence and locations of Madelia Health’s hospital and clinics as well as this being the region where most of Madelia Health’s patients reside.



Community Served



The community population increased overall from 2020 – 2023, with a 5.42% increase in the 65+ community population. Population trends can indicate the need for more or less health care services in the future. An aging population can impact need for health services, swing bed utilization, senior living, payer mix, etc.

Total Population	2020	2021	2022	2023	% Change (2020 – 2025)
Community	16,458	16,929	16,762	16,764	1.83%
Minnesota	5,600,166	5,670,472	5,695,292	5,713,716	2.02%
United States	326,569,308	329,725,481	331,097,593	332,387,540	1.75%

65+ Population	2020	2021	2022	2023	% Change (2020 – 2025)
Community	3,121	3,298	3,243	3,300	5.42%
Minnesota	887,576	901,517	939,396	962,143	7.75%
United States	52,362,817	52,888,621	54,737,648	55,970,047	6.44%

Source: United States Census Bureau, ACS 5-Year Estimate Subject Tables

Community Served



The poverty rate for Watonwan County is higher than the rate for the State of Minnesota. 2023 American Community Survey 5-Year estimates showed a median household income in Watonwan County of \$70,593, which is lower than Minnesota’s median household income of \$85,086.

The unemployment rate for Watonwan County peaked in 2022 at 5.8% and then declined to 5% in 2023. Unemployment rates for the state of Minnesota and the United States peaked in 2021 and were lower than the rates for Watonwan County.

Income can impact housing, food, childcare, stress, alcohol and tobacco use. Income also impacts utilization of preventive care services. This can increase the risk of health problems developing or worsening over time.

Poverty

13.0% ± 3.5%

Poverty, All people in Watonwan County, Minnesota

9.3% ± 0.3%

Poverty, All people in Minnesota

Source: 2023 American Community Survey 5-Year Estimates

Employment and Labor Force Status

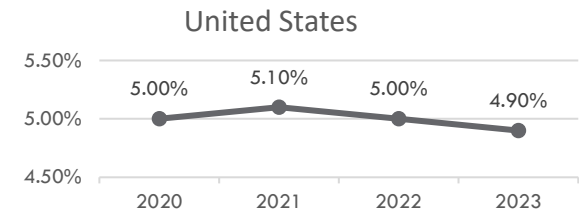
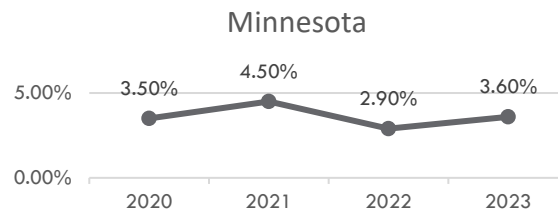
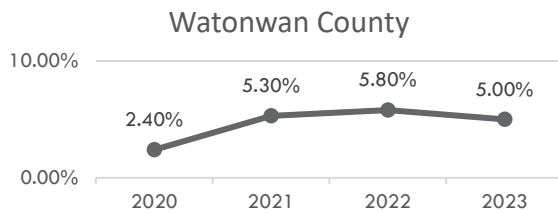
61.8% ± 2.7%

Employment Rate in Watonwan County, Minnesota

66.2% ± 0.3%

Employment Rate in Minnesota

Source: 2023 American Community Survey 5-Year Estimates



Source: United States Census Bureau, ACS 5-Year Estimate Subject Tables, Population 20-64 Years Unemployment Rate Estimates

Health Data



To examine health areas of strength and health areas to explore, *County Health Rankings* is utilized. The County Health Rankings & Roadmaps program is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute. Counties are ranked against their state peers based on health outcomes and health factors. Subcategories are as follows:

Health Outcomes

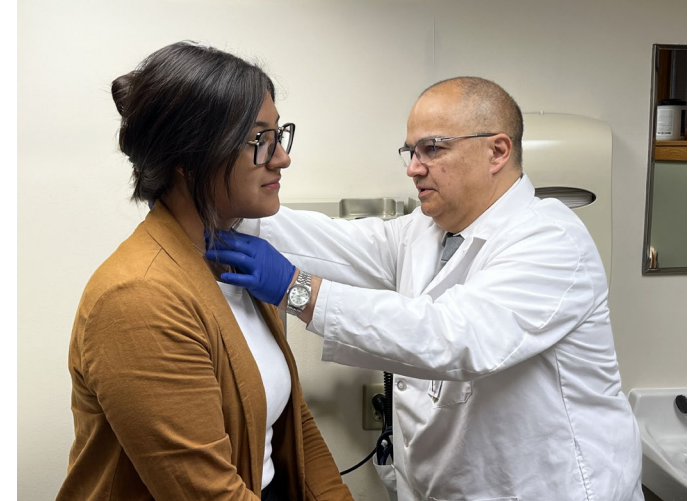
- Length of life
- Quality of life

Health Factors

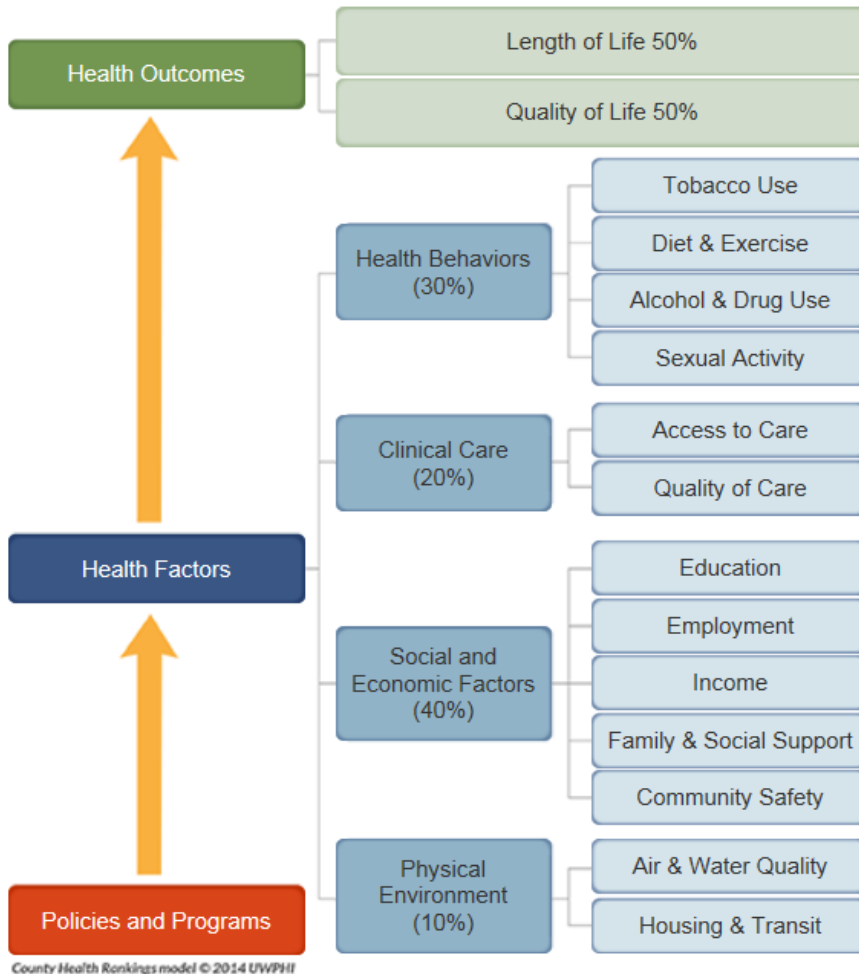
- Health behaviors
- Clinical care
- Social and economic factors
- Physical environment

The report provides information by county on “Areas of Strength” and “Areas to Explore”, as determined by the County Health Rankings. This can be helpful in setting a direction for the community health needs assessment.

Source: County Health Rankings, University of Wisconsin Population Health Institute



County Health Rankings



The County Health Rankings are based on a model of community health that emphasizes the many factors that influence how long and how well we live.

The Rankings use more than 30 measures that help communities understand how healthy their residents are today (**health outcomes**) and what will impact their health in the future (**health factors**).



Source: County Health Rankings, University of Wisconsin Population Health Institute

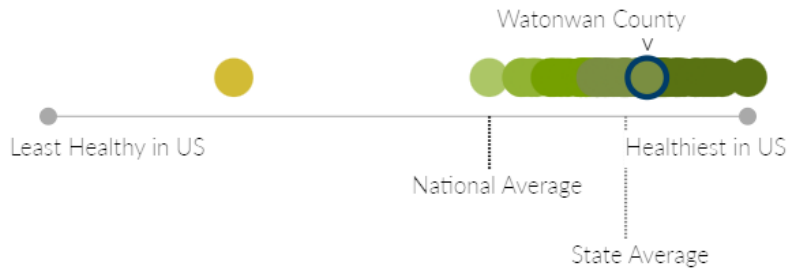
Health Outcomes



This map shows the County Health Rankings assessment of *health outcomes* for Minnesota in 2024. Watonwan county is outlined in blue. Lower scores indicate better health.

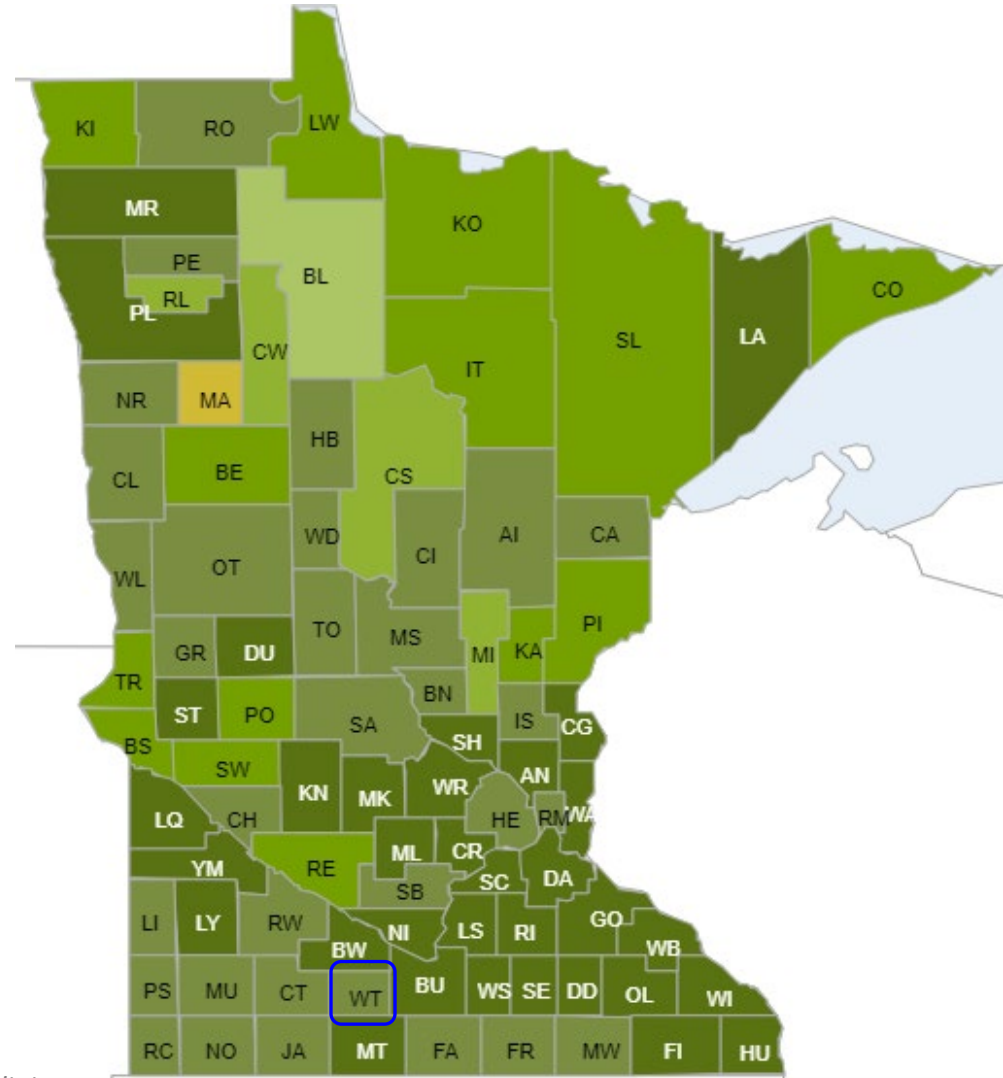


Watonwan County Health Outcomes - 2024



Watonwan County is faring about the same as the average county in Minnesota for Health Outcomes, and better than the average county in the nation.

LEAST HEALTHY IN US HEALTHIEST IN US



Source: County Health Rankings, University of Wisconsin Population Health Institute

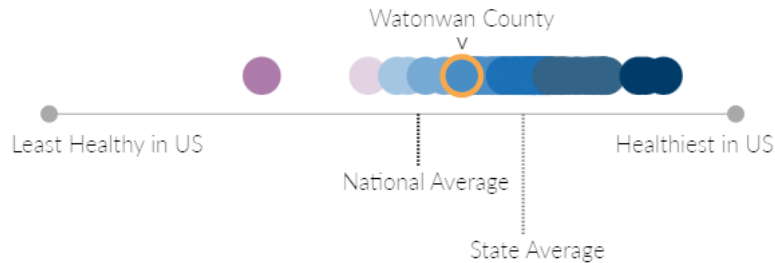
Health Factors



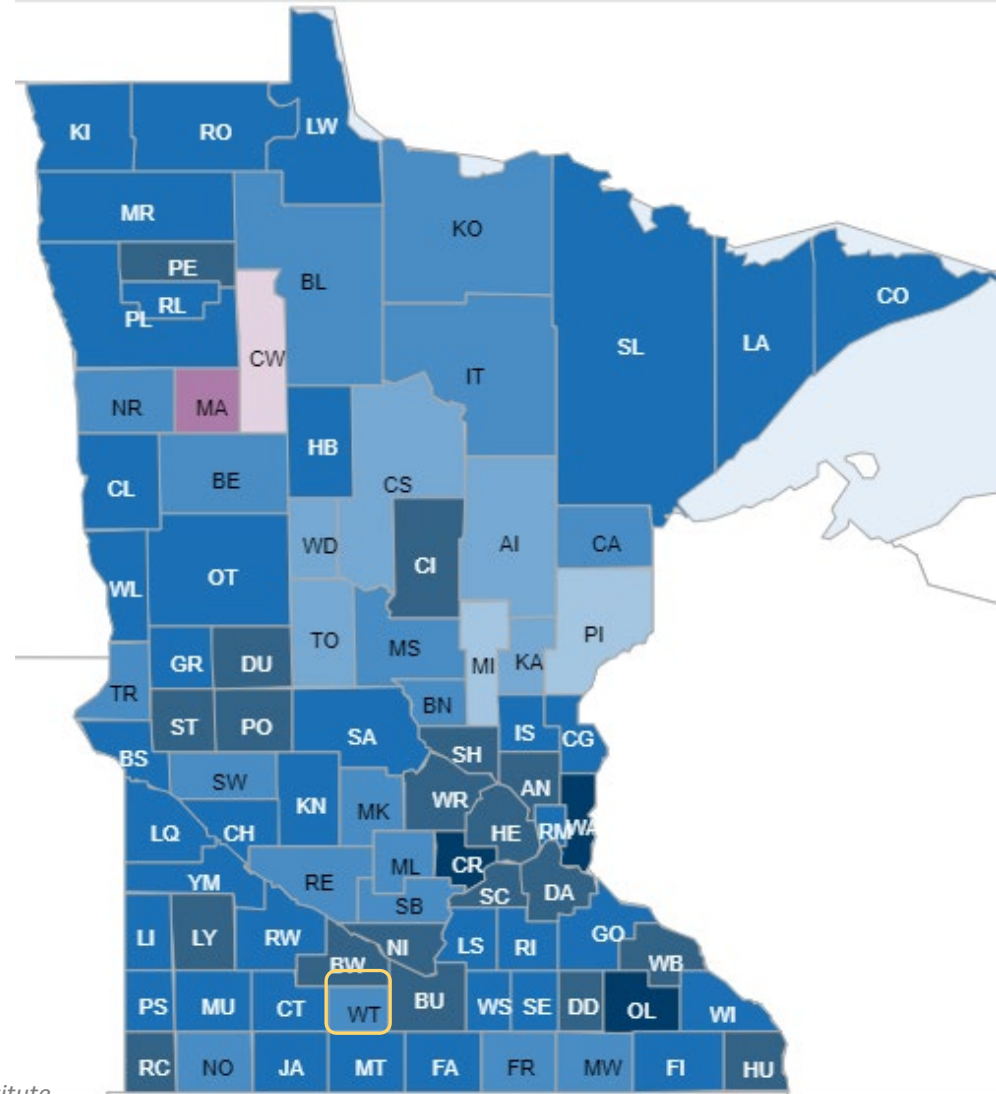
This map shows the County Health Rankings assessment of *health factors* for Minnesota in 2024. Watonwan county is outlined in yellow. Lower scores indicate better health.



Watonwan County Health Factors - 2024



Watonwan County is faring slightly worse than the average county in Minnesota for Health Factors, and slightly better than the average county in the nation.



Source: County Health Rankings, University of Wisconsin Population Health Institute

Health Data Results



County Health Rankings uses a variety of techniques to identify the health factors by county that have the greatest potential opportunity for improvement, or assets a community may want to build on while also accounting for the relative influence of each measure on health outcomes. They identify measures where there are meaningful differences between a county's values and either state average, the national average, or the state average in the best state.

Watonwan County Data:

Areas of Strength

- Preventable Hospital Stays
- Mammography Screening
- Social Associations

Areas to Explore

- Adult Smoking
- Adult Obesity
- Alcohol-Impaired Driving Deaths
- Children in Poverty



Source: County Health Rankings, University of Wisconsin Population Health Institute

Community Focus Group



Three focus groups were held with community stakeholders to facilitate discussion and get input around the health needs and resources in the community, with one focus group facilitated in Spanish. Two focus groups were held on February 17th, 2025, and an additional focus group was held on February 20th, 2025.

Organizations represented are as follows:

- **Madelia Health** – Primary Care & Mental Health
- **City of Madelia** – Housing & Development
- **Madelia City Council** – Environmental Advocacy
- **St. Mary Catholic School** – Education
- **Citizens Bank Minnesota** – Agriculture
- **Trinity Lutheran** – Spiritual Communities
- **High Step*** – Youth
- **Community Options & Resources** – Vulnerable Populations
- **Living Meadows Social Services** – Older Adults
- **Watonwan County Public Health** – Public Health
- **Madelia Food Shelf** – Volunteer Organizations
- **Madelia High School** – Education



Organizations invited but could not attend: Alternative Roots, Madelia Elementary, Downs Food, Madelia Chamber, Moody Bees, Madelia Times Messenger, Mayor of Madelia, and the Madelia Police Department.

**After recognizing that youth voices were missing from the three focus groups, we sent a survey to High Step, which encompasses high school students interested in healthcare careers.*

Community Focus Group



The following summarizes feedback gathered from all three CHNA focus groups, outlined in the following areas: healthy communities, community strengths, health challenges, access to care, community resources, quality of life, social determinants of health, and recommendations.

Characteristics of Healthy Communities

- Medical access to a hospital or clinic
- Volunteer groups
- Healthy food options
- Safe and affordable housing
- Home care
- Sense of belonging
- Transportation
- Options for fitness and social activities
- Healthy environment, including parks
- Mental health resources

Access to Care (Barriers)

- Mental health resources in schools
- Environmental work
- Transportation
- Language
- Uninsured
- Immigration concerns

Community Strengths

- Vibrant hospital and clinic
- Mental health resources
- Outdoor spaces and parks
- Care for vulnerable communities (continuity of care)
- Resources for food insecurity
- Community walkability and safety
- Awareness of health services
- Same day appointments
- Strong support systems of people willing to help
- Access to specialty providers and referrals when needed

Health Challenges

- Home health care and assisted living
- Restrictions and regulations
- Resources for poor and elderly populations
- Isolation, lack of sense of belonging
- Volunteerism
- More places for youth to spend time (ex: Rec. Center)

Community Focus Group



Community Resources

- Fitness center (affordability)
- Grocery store
- Food shelf
- Backpack Food Program (Highschool)
- MCBC events at elementary school
- Need for better nutrition and life-skill education (ex: home economics)

Quality of Life

Strengths

- Good place to raise children
- Safe community
- Ample economic opportunity
- Strong networks to support individuals and families.

Areas to Improve

- Some elderly isolated
- Seeking more community involvement from younger generations
- Not all residents feel they can make the community a better place to live

Social Determinants of Health

- Poverty
- Lack of transportation
- Language and reading barriers
- Missing work for preventative health

Solutions & Improvements

- Community coming together
- Increased collaboration
- Places for youth to spend time, along with more youth activities.



Prioritization of Needs



The core CHNA work group was comprised of the following staff:

- Director of Clinical Quality, Outcomes, & Compliance
- Clinical Quality Outcomes Specialist
- Chief Clinical Officer
- Marketing & Business Development Specialist

This group met to review the needs identified through the community health needs assessment process. After analyzing input from the focus groups, survey, and community health data, they did a preliminary prioritization that identified needs based on potential impact on community health, the urgency of the need, and the ability to meet these needs. **The following health areas are determined to be prioritized in no particular order:**

- **Obesity** – Nutrition & Fitness (including the exploration of affordable options).
- **Community Collaboration** – Quarterly Roundtables (held prior to city council meetings).
 - Develop an implementation for the CHNA.
 - Address transportation concerns.
 - Other priorities as identified by participants over the next three-year cycle.
- **Mental Health** – Addressing social isolation by providing resources for the poor and elderly.

Some health issues or needs that were identified through the CHNA process are not prioritized at this time due to being outside the scope/abilities of Madelia Health and/or the issue is being addressed by other community resources or organizations. In other instances, there are already initiatives in place at Madelia Health to address some needs. Madelia Health is not ignoring these issues but intends to collaborate (within its ability) with other organizations to address and make progress.

Community Resources



In addition to Madelia Health, the following organizations provide health and health-related services in and around Watonwan County:

- Madelia Health EMS
- Lewis Family Drug
- Madelia Health Independent Living
- Madelia Enterprises
- Apple Tree Dental
- Madelia Optometric
- Madelia Chiropractic Office
- Madelia Community Based Collaborative
- Mayo Clinic Health Systems – St. James
- Stepping Stones Mental Health Center
- REM Heartland
- Watonwan County Veterans Service Office
- Community Options and Resources (COR)



Evaluation of Impact of Prior CHNA



Madelia Health completed a Community Health Needs Assessment in 2022. No written comments have been received from this assessment. Madelia Health prioritized the following needs during this assessment and have conducted the following activities in order to address the needs identified:

Mental & Behavioral Health

- Hired additional mental health staff including a psychiatric & mental health nurse practitioner and a licensed marriage & family therapist with special interest in children.
- Remodeled space in the lower level of the Madelia Health main campus to create a mental health clinic.
- Senior Leadership approved training for an RN interested in specializing as a psychiatric and mental health nurse.
- Madelia Health EMS made pizza deliveries with the ambulance and provided educational material on recognizing mental health symptoms and where to find help.
- Continued partnership with Madelia Community Based Collaborative (MCBC)
 - Annual Coloring Contests in the Elementary School – Students were read a book and then asked to create a poster on what they learned. Topic was social networks for positive mental health.

Obesity & Nutrition

- Madelia Health continued its partnership with MCBC to educate children in healthy habits programs.
 - Annual Try It Fridays – Madelia Health representative led this activity with the children in Madelia Elementary. Each Friday for 5 weeks, they were asked to try one vegetable and one fruit they may have never tried. This has been a big hit with the kids. They are excited to try the new fruits and vegetables and look forward to Michael coming.
 - Annual Coloring Contests in the Elementary School – Students were read a book and then asked to create a poster on what they learned. The topics were Rest to ReCharge and ReThink Your Drink

Stroke Awareness & Prevention

- Provided low-cost Annual Stroke Screenings.
- Madelia Health EMS made pizza deliveries with the ambulance and provided stroke awareness & prevention materials.

Next Steps



This Community Health Needs Assessment report was approved by the Madelia Health Board of Directors on May 15th, 2025.

Madelia Health is required to adopt an organization-specific implementation strategy in response to the Community Health Needs Assessment report. This will be completed, approved by the board, and made available to the public by November 15th, 2025. The implementation strategy will be reviewed on an annual (or more frequent) basis. The CHNA process, public report, and implementation strategy will be repeated every three years, as required by Internal Revenue Code 501(r)(3).



Contact Information



Community members who would like to provide comments on the needs identified or provide input on the next CHNA process are encouraged to contact Madelia Health with their inquiries, suggestions or comments.

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