

AdventHealth Durand

2026 – 2028 Community Health Plan



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Acknowledgements

This community health plan was prepared by Tali Schmitz , with contributions from members of AdventHealth Durand's Community Health Needs Assessment Committee and Hospital Health Needs Assessment Committee both representing health leaders in the community and AdventHealth Durand leaders.

We are especially grateful for the internal and external partners who helped guide the development of the community health plan which will enable our teams to continue fulfilling our mission of Extending the Healing Ministry of Christ.

Executive Summary



Executive Summary

Chippewa Valley Hospital and Oakview Care Center, Inc. d/b/a AdventHealth Durand will be referred to in this document as AdventHealth Durand or the “Hospital”.

Community Health Needs Assessment Process

AdventHealth Durand in Durand, Wisconsin, conducted a community health needs assessment from February 2024 to June 2025. The assessment identified the health-related needs of the community, including low-income, minority and other underserved populations. The priorities were defined in alignment with Healthy People 2030, the national initiative aimed at improving the health and well-being of people in the United States.

In order to ensure broad community input, AdventHealth Durand created a Community Health Needs Assessment Committee (CHNAC) to help guide the Hospital through the assessment process. The CHNAC included representation from the Hospital, public health experts and the broad community. This included intentional representation from low-income, minority and other underserved populations.

AdventHealth Durand also convened a Hospital Health Needs Assessment Committee (HHNAC) to help select the needs the Hospital would most effectively address to support the community. The HHNAC made this decision by reviewing the priority needs selected by the CHNAC and the internal Hospital resources available.

The CHNAC met twice in 2024. The members reviewed the primary and secondary data, helped define the priorities to be addressed and helped develop the Community Health Plan (CHP) to address those priorities. Learn more about Healthy People 2030 at health.gov/healthypeople.

Community Health Plan Process

The Community Health Plan (CHP), or implementation strategy, is the Hospital’s action plan to address the priorities identified from the CHNA. The plan was developed by the CHNAC and HHNAC, and input was received from stakeholders across sectors, including public health, faith-based, business and those individuals directly impacted.

The CHP outlines targeted interventions and measurable outcomes for each priority noted below. It includes resources the Hospital will commit and notes any planned collaborations between the Hospital and other community organizations and hospitals.

The defined goals and activities were carefully crafted, considering evidence-based resources and sought to align with AdventHealth’s organizational and strategic plans. AdventHealth Durand is committed to addressing the needs of the community, especially the most vulnerable populations, to bring wholeness to our communities.



Executive Summary

Priorities Addressed

The priorities addressed include:

1. Heart Disease and Stroke
2. Health Care Access and Quality

See page 11 for the defined strategies and next steps for each priority selected to be addressed.

Priorities Not Addressed

The priorities not addressed include:

1. Cancer
2. Diabetes
3. Mental Health
4. Obesity
5. Drug and Alcohol Use
6. Physical Activity
7. Tobacco Use
8. Neighborhood and Built Environment-Food Security

See page 14 for an explanation of why the Hospital is not addressing these issues.



The Community Health Plan is a three-year strategic plan and may be updated during implementation based on changing community needs and priorities. AdventHealth recognizes community health is not static and high-priority needs can arise or existing needs can become less pressing. The Hospital may pivot and refocus efforts and resources to best serve the community.

Executive Summary

Board Approval

On December 17, 2025, AdventHealth Durand's Board approved the Community Health Plan goals, activities and next steps. A link to the 2026-2028 Community Health Plan was posted on the Hospital's website on May 15, 2026.

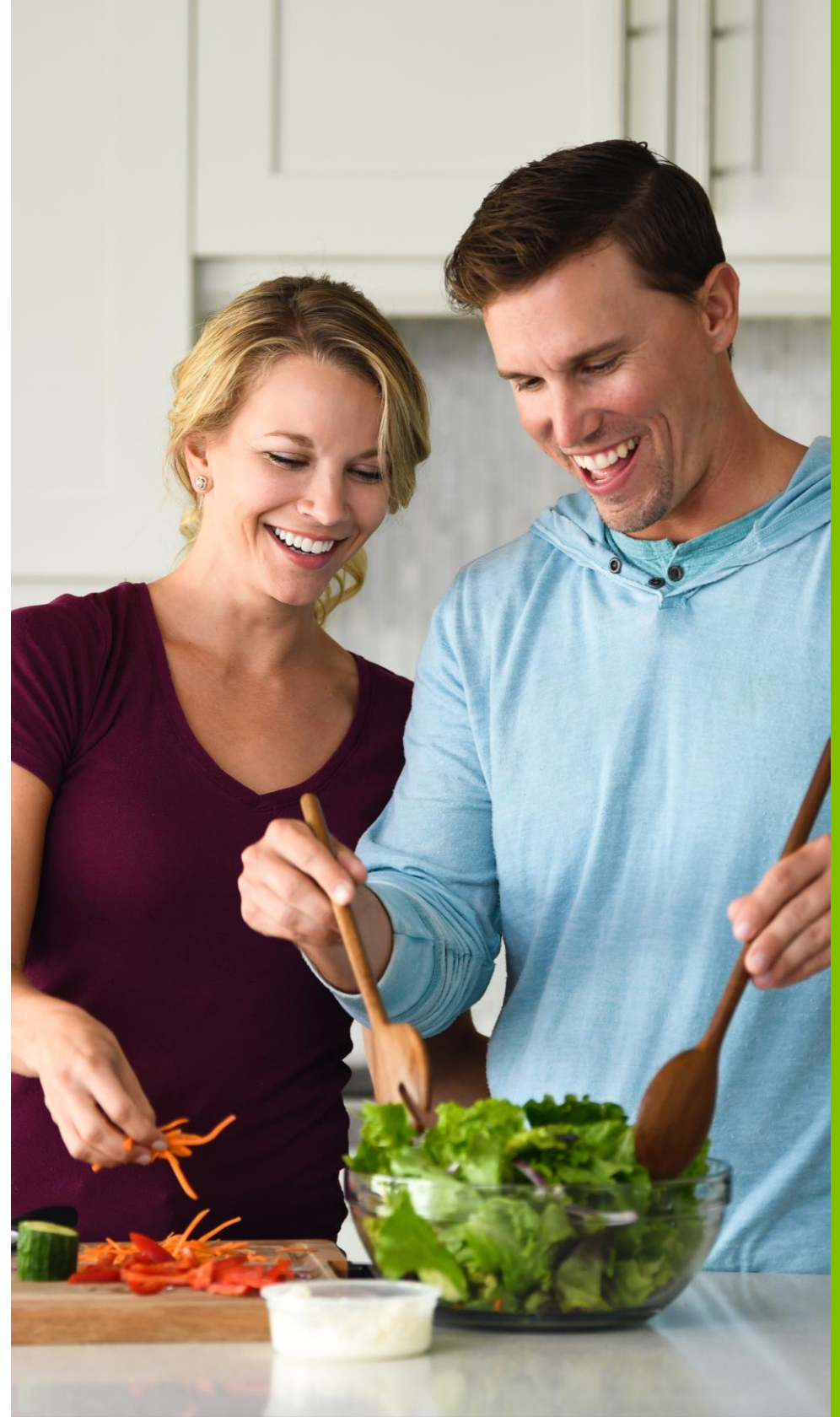
Ongoing Evaluation

AdventHealth Durand's fiscal year is January 1 – December 31. For 2026, the Community Health Plan will be deployed beginning January 1, 2026, and evaluated at the end of the calendar year. In 2027 and beyond, the CHP will be evaluated annually for the 12-month period beginning January 1 and ending December 31. Evaluation results will be attached to the Hospital's IRS Form 990, Schedule H. The collective monitoring and reporting will ensure the plan remains relevant and effective.

For More Information

Learn more about the Community Health Needs Assessment and Community Health Plan for AdventHealth Durand.

adventhealth.com/community-health-needs-assessments.



About AdventHealth

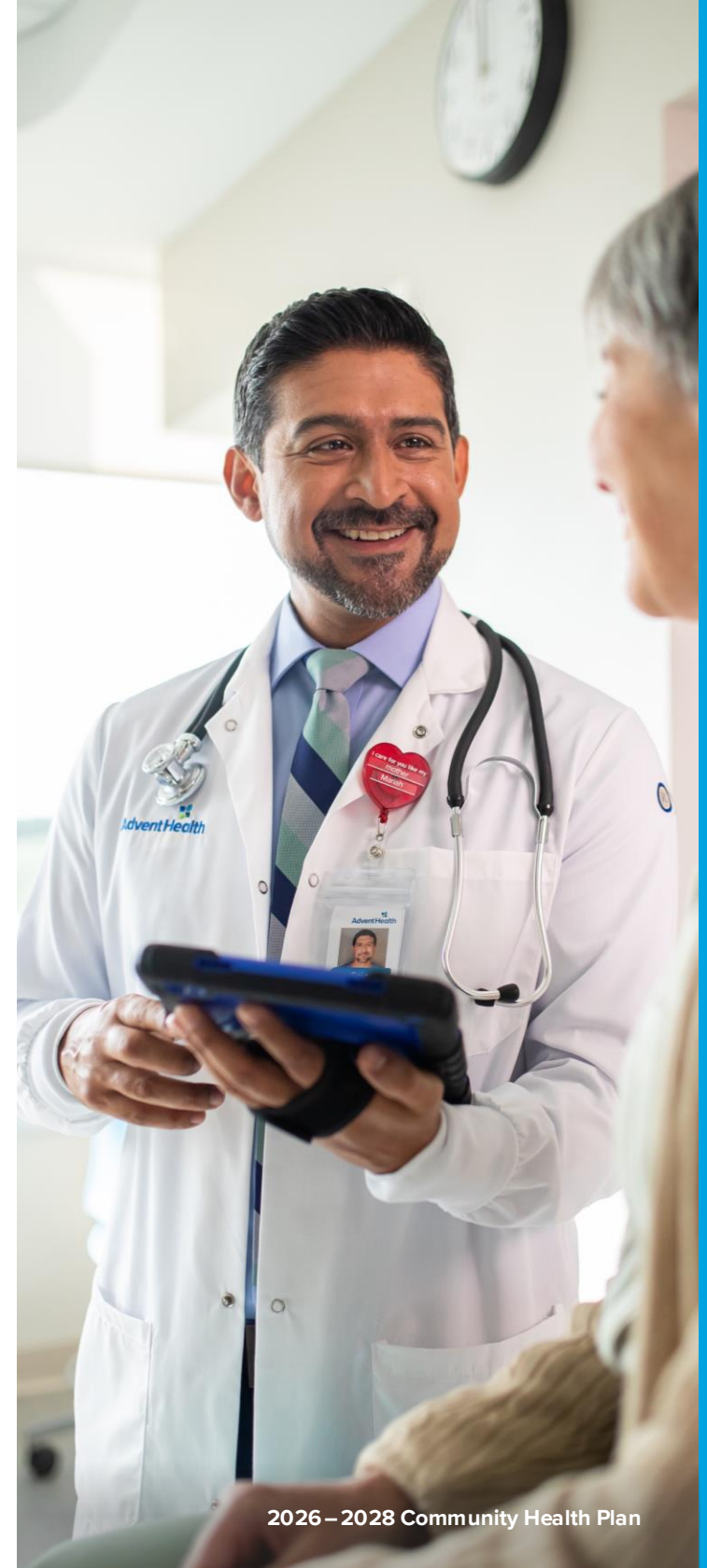


About AdventHealth

AdventHealth Durand is part of AdventHealth. With a sacred mission of Extending the Healing Ministry of Christ, AdventHealth strives to heal and restore the body, mind and spirit through our connected system of care. More than 100,000 talented and compassionate team members serve over 8 million patients annually. From physician practices, hospitals and outpatient clinics to skilled nursing facilities, home health agencies and hospice centers, AdventHealth provides individualized, whole-person care at more than 50 hospital campuses and hundreds of care sites throughout nine states. Committed to your care today and tomorrow, AdventHealth is investing in new technologies, research and the brightest minds to redefine wellness, advance medicine and create healthier communities.

In a 2020 study by Stanford University, physicians and researchers from AdventHealth were featured in the ranking of the world's top 2% of scientists. These critical thinkers are shaping the future of health care. Amwell, a national telehealth leader, named AdventHealth the winner of its Innovation Integration Award. This telemedicine accreditation recognizes organizations that have identified connection points within digital health care to improve clinical outcomes and user experiences. AdventHealth was recognized for its innovative digital front door strategy, which is making it possible for patients to seamlessly navigate their health care journey. From checking health documentation and paying bills to conducting a virtual urgent care visit with a provider, we're making health care easier — creating pathways to wholistic care no matter where your health journey starts.

AdventHealth is also an award-winning workplace aiming to promote personal, professional and spiritual growth with its team culture. Recognized by Becker's Hospital Review on its "150 Top Places to Work in Healthcare" several years in a row, this recognition is given annually to health care organizations that promote workplace diversity, employee engagement and professional growth. In 2024, the organization was named by Newsweek as one of the Greatest Workplaces for Diversity and a Most Trustworthy Company in America.



About AdventHealth Durand

AdventHealth Durand is a 25-bed critical access hospital located in Pepin County, Wisconsin. The Hospital serves as a Critical Access Hospital (CAH). As a CAH, the Hospital fills a gap for needed medical care in a rural community, where there are no other hospitals within 35 miles and ensures that when moments matter access to care is available. AdventHealth Durand provides multiple services included digestive care, heart and vascular care, imaging and lab services, sports and rehab care, surgical care, emergency care, senior care, men's and women's care



Priorities Addressed



Heart Disease and Stroke

In the Hospital's community, 8.2% of residents have a prevalence of coronary heart disease. This is higher than Buffalo county (5.8%), Pepin County (5.8%) and the state average (5.6%). According to the community survey, more than 37% of respondents reported having been diagnosed with hypertension. Hypertension was also a top primary diagnosis in the outpatient setting. Secondary data showed 35.4% of residents in the PSA have high blood pressure compared to the state average of 28.2%. Stakeholders also chose cardiovascular disease as a top health condition affecting the community. Cardiovascular disease is a significant need in the community. The Hospital will work collaboratively with community partners to address this need in the community, leveraging both internal and external resources. Through this priority the Hospital hopes to indirectly impact several of the needs found in the assessment.

Goal

Improve survival from sudden cardiac arrest and strengthen community readiness by expanding access to Hands-Only CPR training.

Activity

AdventHealth will provide free American Heart Association Hands-Only CPR classes to community members, schools, and organizations. The hospital will supply CPR kits, cover certification costs, and train additional instructors to expand capacity.

Output

- Number of BLS Hands-only CPR Classes (15 total)
- Number of community members trained (150 total)
- Number of new instructors certified (12 total)
- Number of community groups or schools participating
- Amount of funding to support trainings (\$5,000 annually)

Outcome

By December 31, 2028, increase the number of community members trained in Hands-Only Basic Life Support by at least 150, strengthening local capacity to respond to cardiac emergencies.

Hospital Contributions

- Coordinate classes with community partners and community members. Hospital will pay for Hands-Only Basic Life Support kits for participants. Hospital will provide American Heart Association Certified Instructors and the certification card costs.
- Will pay for and train up to 12 American Heart Association Basic Life Support Instructors.

Community Partnership

- Work with the City of Durand Fire Department to collaborate with obtaining American Heart Association Basic Life Support Hands-only to community members.
- Work with Durand-Arkansaw High School offering Basic Life Support Hands-only to the Future Healthcare Workers Organization.

Health Care Access and Quality

In the Hospital's community, 6.9% of residents are uninsured, which is higher than the state average of 5.2%. Pepin county had the highest rate with 7.4% of uninsured residents while Buffalo county had the lowest rate with 5.2%. Secondary data also showed the Hospital's community had the lowest number of providers available (specifically mental health providers and dentists), compared to the surrounding counties and the state. Stakeholders also indicated a lack of health insurance was a top community concern. According to the community survey, 12% of respondents reported having needed to see a doctor in the past 12 months but being unable to due to cost. By addressing health care access and quality, the Hospital hopes to improve the overall health and wellbeing of the community. The Hospital will work collaboratively with organizations already addressing this issue.

Goal

Empower community members to improve health outcomes through education.

Activity

We will offer Registered Dietitian consultations at no cost for patients referred from AdventHealth Medical Group Durand Clinic North and Durand Clinic South.

Output

- Number of patients referred to a Registered Dietitian (600 total)
- Number of registered dietician hours (600 total)
- Number of patients receiving consultations
- Number of chronic disease management plans developed
- Number of educational resources provided during consultations

Outcome

By December 31, 2028, refer at least 600 community members when appropriate to free hospital Registered Dietitian consultations.

Hospital Contributions

- Will see at least 600 individuals over three years 2026-2028 for hourly Dietetic consultations.
- AdventHealth Durand will pay all wages for Registered Dietitian hours and services.

Community Partnership

- Work with any community members that may need these services regardless of payment ability.
- Continue to explore other community partnerships to expand access to nutrition and wellness resources.

Priorities Not Addressed



Priorities Not Addressed

AdventHealth Durand also identified the following health needs during the CHNA process. In reviewing the CHNA data, available resources and ability to impact, the Hospital determined these needs will not be addressed.

Cancer

In the Hospital's community, 10.5% of residents have a prevalence of cancer, which is higher than the state average of 7.1% and surrounding counties. According to the community survey, more than 12% of respondents reported having been diagnosed with cancer. Hospital utilization data also showed high mammogram and colon screenings in the outpatient setting. The Hospital did not select this need as a priority, as it is not positioned to directly address this in the community at large.

Diabetes

According to secondary data, 11.5% of residents in the Hospital's community have a prevalence of diabetes, which is above the state average of 9.1%. In the surrounding counties, it's lower with 8.5% of adults in Buffalo county and 8.7% of adults in Pepin county with the disease. According to the community survey, more than 14% of respondents have been diagnosed with diabetes. The Hospital selected diabetes during the last needs assessment and was able to offer a diabetes program. The Hospital felt it best to pivot to address emerging needs and therefore did not select diabetes this time. The Hospital will continue to offer the program and support other organizations in the community addressing this issue

Mental Health

In the Hospital's community, 23.1% of residents have a prevalence of depression. According to the community survey, more than 33% of respondents have been diagnosed with a depressive order, and more than 34% have been diagnosed with an anxiety disorder. Almost one in five community survey respondents reported feeling a lack of companionship.

The HHNAC agreed mental health is a growing need across the country, although the Hospital and community lack resources to effectively address therefore it was not selected as a priority.

Obesity

In the Hospital's community, 38.1% of residents have a prevalence of obesity, which is slightly higher than the state average of 37.7%. The obesity rate is highest in Buffalo county, with 40.1% of adults. In Pepin county, the rate is 39.3% of residents. Stakeholders also chose obesity as one of the top health conditions. The Hospital did not select obesity as a priority as it's not positioned to directly address this issue in the community at large.

Drug and Alcohol Use

Drug and alcohol use was a top health behavior of concern chosen by stakeholders. According to secondary data, 20.3% of residents in the Hospital's community binge drinks which is below the state average of 23.3%. Binge drinking is when an individual reports having five or more drinks (men) or four or more drinks (women) on an occasion in the past 30 days. The binge drinking rate was highest in Buffalo County with 24.7% followed by Pepin County, with 24% of residents. According to the community survey, less than 2% of respondents report taking prescription medication for non-medical reasons. Similar to mental health, the Hospital recognizes drug and alcohol use is a growing issue across the country. However, the Hospital is not positioned to directly address this issue but will support organizations addressing it in the community.

Priorities Not Addressed

Physical Activity

In the Hospital's community, 22.5% of residents have not exercised in the past thirty days, which is higher than the state average of 21.3%. The rates were lower in Buffalo County (20.7%) and Pepin County (22%). According to the community survey, 13% of respondents reported zero exercise in the past thirty days. Since the last needs assessment, the rate of residents not exercising in the past thirty days has decreased. In the 2022 assessment, 35.6% of residents did not exercise in the past thirty days compared to the current rate of 22.5%. Given the significant decrease, the Hospital felt it best to pivot to address emerging needs and therefore did not select physical activity this time. The Hospital will continue to support organizations addressing the issue in the community.

Tobacco Use

In the Hospital's community, 15.9% of residents smoke cigarettes, with Pepin County rates (18.2%) surpassing the state average (16.1%). According to the community survey, 4% of respondents report smoking cigarettes, while 4% report using e-cigarettes or vaping products. Although there is a lack of resources in the area for tobacco use, the Hospital did not perceive the ability to have a measurable impact on the issue within the three years allotted for the Community Health Plan with the current resources available to the community and the Hospital at this time.

Neighborhood and Built Environment-Food Security

In the Hospital's community, 8.9% of residents receive SNAP benefits (food stamps). Secondary data also showed 59.1% of households in poverty were eligible to receive SNAP benefits but were not. There may be several reasons this occurs but reveals an opportunity to engage households who may be struggling. Among community survey respondents, 7.6% said they received SNAP benefits in the past 12 months. About 6.5% of community survey respondents are food insecure, indicating they ate less than they should in the past 12 months because there wasn't enough money for food. The Hospital believes that other organizations are better positioned in the community to address this need directly and will support those efforts when able.



**Chippewa Valley Hospital and Oakview Care Center, Inc. d/b/a
AdventHealth Durand**

CHP Approved by the Hospital Board on: December 17, 2025

For questions or comments please contact:
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