

URBAN AND RURAL SERVICE AREA COMPARISONS

The Wisconsin Health Service Areas, developed by Wisconsin AHEC for health workforce data analysis, may be used to compare rural and urban workforce characteristics, population health status, and other program outcomes.

Each Wisconsin HSA consists of a hub city with healthcare services and surrounding municipalities. With some exceptions (in northern Wisconsin and border communities) each service area has a population of at least 10,000, with most of the service area population within 30 minutes travel time of the hub city. While most hubs include a hospital, inclusion of a municipality in a service area is determined by travel time to the hub, not actual hospital or clinic utilization data. A zip code version of the service areas has also been developed. For more information on the development of the service area geography, see *Introduction to Wisconsin Health Service Areas*, available at www.ahec.wisc.edu/workforce. The website also has maps and data related to the HSAs available for download:

The service areas are identified as urban or rural using data on urban density from the 2010 U.S. Census. The Census defines an Urbanized Area (UA) as a densely developed territory of 50,000 people or more, and an Urban Cluster (UC) as a densely developed territory of at least 2,500 but less than 50,000 people. The UA and UC population data was used to classify Wisconsin HSAs into one of four categories: **Metro HSAs** (64% of the population), **Urban HSAs**, (10% of the population), **Mixed HSAs** (8% of the population), and **Rural HSAs** (19% of the population)

Metro: 41 HSAs (greater than 50% of the population living in UAs)

Green Bay, De Pere-Hobart, Sheboygan, Appleton, Kaukauna, Neenah, Oshkosh, Fond du Lac, Milwaukee* (entire region), Waukesha, Oconomowoc, Delafield, Racine, Kenosha, Madison*, Cottage Grove, De Forest, Sun Prairie, Verona, Waunakee, Stoughton, Janesville, Beloit, La Crosse, Onalaska, Eau Claire, Chippewa Falls, Superior, Wausau, Weston

Urban: 15 HSAs (less than 50% of the population live in UAs, but greater than 60% are in densely settled areas, either UAs or UCs)

Two Rivers, Manitowoc, Waupun, Beaver Dam, Watertown, Burlington, Elkhorn, Lake Geneva, Oregon, Mt. Horeb, Baraboo, Edgerton, Fort Atkinson, River Falls, Prescott, Stevens Point

Mixed: 18 HSAs (40-60% of the population living in densely settled areas, either UAs or UCs).

Mixed HSAs may be adjacent to a Metro or Urban hub, but also have large areas that are more rural in character.

Mixed-Large Hub (6) have a hub city of 10,000 or more

Marinette, Monroe, Menomonie City, Hudson, Marshfield*, Wisconsin Rapids

Mixed-Medium Hub (12) have a hub city of less than 10,000

Oconto, Cross Plains-Black Earth, Mt. Horeb, Sauk City, Reedsburg, Columbus, Sparta, Prairie du Chien, Barron, Rice Lake, Rhinelander, Merrill

Rural: 61 HSAs (less than 40% of the population living in densely settled areas)

Rural-Medium Hub (36) have a hub city of 2500 or more. All but two (Portage and Platteville) are under 10,000.

Pulaski, Shawano, Oconto Falls, Sturgeon Bay, Kewaunee, Chilton, New London, Seymour, Waupaca, Berlin, Ripon, Portage, Dodgeville, Wisconsin Dells-Lake Delton, Platteville, Lancaster, Boscobel, Mauston, Viroqua, Tomah, Black River Falls, Richland Center, Arcadia, Bloomer, Stanley, Ladysmith, Spooner, Baldwin, New Richmond, Osceola, Amery, Ashland, Tomahawk, Antigo, Medford, Adams-Friendship

Rural-Small Hub (25) have a hub city of under 2500.

Keshena, Wautoma, New Glarus, Darlington, Hillsboro, Alma, Cornell, Cumberland, Durand, Whitehall, Osseo, Shell Lake, Hayward, St. Croix, Grantsburg, Bay City, Park Falls, Phillips, Eagle River, Woodruff-Minocqua, Crandon, Alvin/Tipler/Long Lake, Florence, Hurley, Neillsville

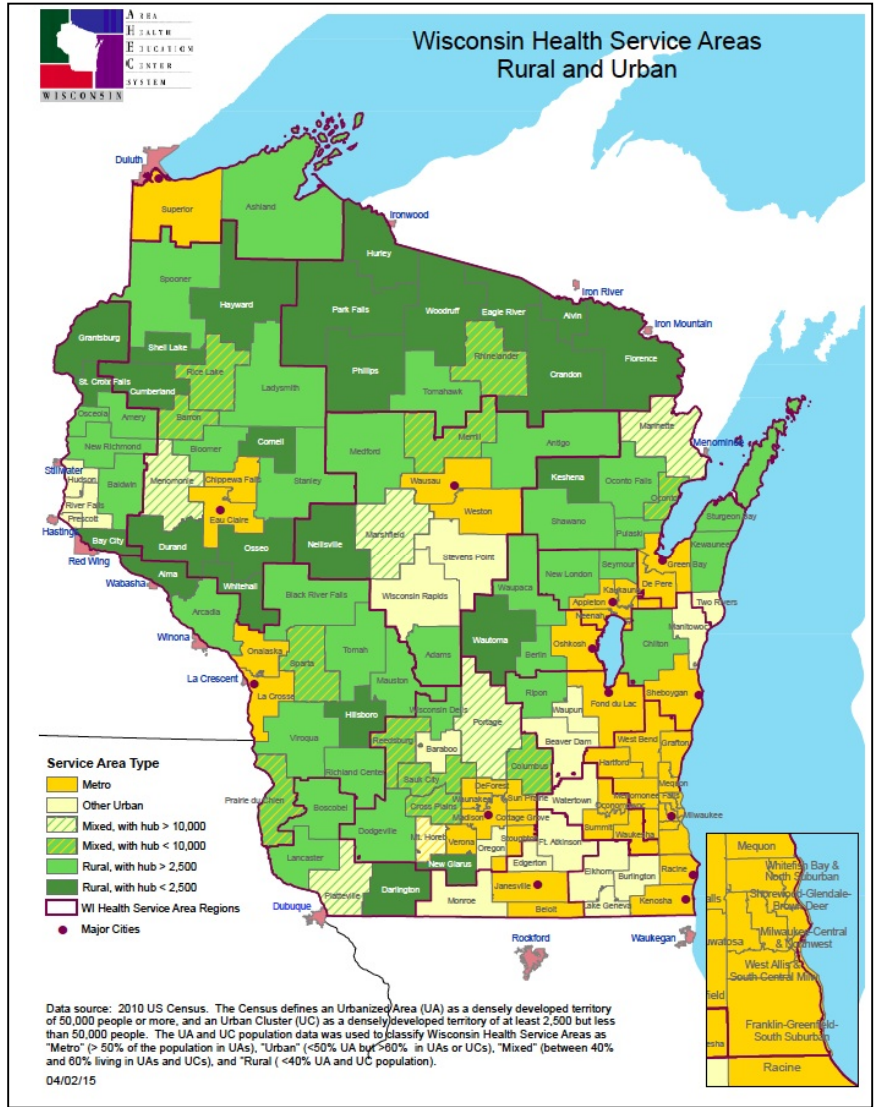


Table 1. Health Service Area Population, Population Density, Distance from Hospital Facilities and Closest Metro Area

	Total Population	% in urbanized areas (UAs)	% in urban clusters (UCs)	% outside UAs and UCs	% living more than 30 minutes from hospital	% living more than 60 minutes from hospital	% living more than 60 minutes from closest metro area
Service Area Type							
Type 1: Metro, academic	647,017	99%	0%	1%	0.0%	0.0%	0.0%
Type 1: Metro, all other	2,990,740	84%	1%	15%	0.4%	0.0%	0.0%
Type 2: Other Urban	555,454	4%	63%	33%	0.2%	0.0%	0.0%
Type 3: Mixed-L, hub >10,000	232,775	0%	49%	51%	2.2%	0.0%	7.4%
Type 4: Mixed-M, hub <10,000	211,040	2%	44%	55%	4.7%	0.0%	18.4%
Type 5: Rural-M, hub >2500	775,372	0%	27%	73%	9.3%	0.1%	14.6%
Type 6: Rural-S, hub < 2500	274,588	0%	3%	97%	15.3%	0.2%	54.7%
ALL METRO & URBAN (74% of pop)	4,193,211	76%	9%	15%	0.3%	0.0%	0.0%
ALL MIXED (8% of pop)	443,815	1%	47%	53%	3.4%	0.0%	12.6%
ALL RURAL (18% of pop)	1,049,960	0%	21%	79%	10.8%	0.1%	25.1%
STATEWIDE TOTAL	5,686,986	56%	14%	30%	2.5%	0.0%	5.6%

*Note that service area type 3 (Mixed, hub >10,000) includes Marshfield, which shares many of the workforce characteristics of an academic hub.

Table 2. Health Service Areas and Percent of Population in Health Professions Shortage Areas

	Total Population	Population in Geographic HPSAs ¹	Population in Low Income HPSAs ²	Additional population in areas with MUA designation but not part of a HPSA ³	Additional population in areas with RHC designation and no other federal designation ⁴	Sum: population in area with any federal shortage designation	Additional population in areas with an MUP designation only ⁵
Service Area Type							
Type 1: Metro, academic	647,017	29%	-	-	-	29%	6%
Type 1: Metro, all other	2,990,740	9%	1%	3%	-	12%	3%
Type 2: Other Urban	555,454	1%	-	-	2%	3%	-
Type 3: Mixed-L, hub >10,000	232,775	4%	14%	8%	2%	28%	-
Type 4: Mixed-M, hub <10,000	211,040	11%	17%	9%	8%	45%	-
Type 5: Rural-M, hub >2500	775,372	27%	16%	10%	10%	63%	-
Type 6: Rural-S, hub < 2500	274,588	31%	36%	11%	5%	83%	-
ALL METRO & URBAN (74% of pop)	4,193,211	11%	0%	2%	0%	14%	3%
ALL MIXED (8% of pop)	443,815	7%	15%	9%	5%	36%	0%
ALL RURAL (18% of pop)	1,049,960	28%	21%	10%	8%	68%	0%
STATEWIDE TOTAL	5,686,986						

Based on data as of 3/15/12 for Health Professions Shortage Areas (HPSAs), Medically Underserved Areas (MUA), Rural Health Centers (RHC) and Medically Underserved Population (MUP) available at <http://hpsafind.hrsa.gov/HPSASearch.aspx>

¹ Primary care providers in geographic HPSAs are eligible for federal Medicare and state Medicaid enhanced reimbursement.

² Primary care providers in low income HPSAs are eligible for the state Medicaid enhanced reimbursement only.

³ A Medically Underserved Area (MUA) designations are used to qualify an area for a federally qualified Community Health Center.

⁴ Several additional areas are designated as eligible for Rural Health Clinics. Geographic and Low Income HPSAs and MUAs also qualify for Rural Health Clinics.

⁵ Medically Underserved Population (MUP) designations generally apply to a specific population that may be underserved, for purposes of establishing a Community Health Center.

Table 3. Health Service Area Population Demographics

	% population age 65 and older ¹	% population below 200% of poverty ²	% unemployed ³	% uninsured under age 65 ⁴
Service Area Type				
Type 1a: Metro, academic	9.9%	38.1%	8.5%	13.0%
Type 1b: Metro, all other	13.0%	26.9%	7.1%	11.5%
Type 2: Other Urban	13.5%	25.2%	7.0%	10.6%
Type 3: Mixed-L, hub > 10,000	15.3%	27.1%	6.9%	9.5%
Type 4: Mixed-M, hub <10,000	15.6%	28.1%	5.8%	11.2%
Type 5: Rural-M, hub >2500	16.5%	30.9%	6.6%	11.4%
Type 6: Rural-S, hub < 2500	19.4%	35.9%	7.1%	12.9%
ALL METRO & URBAN	12.6%	28.4%	7.3%	11.6%
ALL MIXED	15.4%	27.6%	6.4%	10.3%
ALL RURAL	17.3%	32.2%	6.8%	11.8%
STATEWIDE TOTAL	15.3%	27.1%	6.9%	9.5%

Population base varies depending on source and date of data.

¹ 2010 census, ZCTA based data² ACS, 2011 5 Yr average³ ACS, 2011 5 Yr avg. (population is those in labor force 16 and older)⁴ ACS, 2011 3 Yr avg. Estimated average for service area based on rate for associated counties or metro areas if available. Prior to full implementation of the ACA.**Table 4. All Physicians under Age 65**

	All Physicians	Primary Care	Specialty Med & Peds	General Surgeons	OB-Gyn	All Other Surgical	Emergency Medicine	Psychiatry	All Other
Service Area Type									
Type 1: Metro, academic	3,029 (23.7%)	932	483	100	122	356	235	194	607
Type 1: Metro, all other	7,241 (56.6%)	2,760	1,028	205	369	805	308	300	1,466
Type 2: Other Urban	714 (5.6%)	339	65	30	45	88	40	31	76
Type 3*: Mixed-L, hub > 10,000	630 (4.9%)	269	78	25	28	62	22	21	125
Type 4: Mixed-M, hub <10,000	311 (2.4%)	175	15	16	12	29	16	7	41
Type 5: Rural-M, hub >2500	617 (4.8%)	430	7	44	17	24	36	21	38
Type 6: Rural-S, hub < 2500	260 (2.0%)	153	12	8	7	19	24	8	29
ALL METRO & URBAN (74% of pop)	10,984 (85.8%)	4,031	1,576	335	536	1,249	583	525	2,149
ALL MIXED (8% of pop)	941 (7.4%)	444	93	41	40	91	38	28	166
ALL RURAL (18% of pop)	877 (6.9%)	583	19	52	24	43	60	29	67
STATEWIDE TOTAL	12,802 (100%)	5,058	1,688	428	600	1,383	681	582	2,382

*Note that service area Type 3 (Mixed, hub >10,000) includes Marshfield, which shares many of the workforce characteristics of an academic hub.

Table 5. All Primary Care Physicians under Age 65 as of 1-1-2012: specialty, as % of all primary care in the service area type

	Family Medicine/ General Practice	General Internal Medicine	General Pediatrics	Medicine- Pediatrics	All Primary Care
Service Area Type					
Type 1a: Metro, academic	301 (32.3%)	391 (42.0%)	229 (24.6%)	11 (1.2%)	932 (100%)
Type 1b: Metro, all other	1271 (46.1%)	967 (35.0%)	477 (17.3%)	45 (1.6%)	2760 (100%)
Type 2: Other Urban	205 (60.5%)	95 (28.0%)	37 (10.9%)	2 (0.6%)	339 (100%)
Type 3: Mixed, hub > 10,000	94 (34.9%)	129 (48.0%)	45 (16.7%)	1 (0.4%)	269 (100%)
Type 4: Mixed, hub <10,000	122 (69.7%)	38 (21.7%)	14 (8.0%)	1 (0.6%)	175 (100%)
Type 5: Large Rural, hub >2500	364 (84.7%)	46 (10.7%)	18 (4.2%)	2 (0.5%)	430 (100%)
Type 6: Small Rural, hub < 2500	11 (75.2%)	29 (19.0%)	7 (4.6%)	2 (1.3%)	153 (100%)
ALL METRO & URBAN	1777 (44.1%)	1453 (36.0%)	743 (18.4%)	58 (1.4%)	4031 (100%)
ALL MIXED	216 (48.6%)	167 (37.6%)	59 (13.3%)	2 (0.5%)	444 (100%)
ALL RURAL	479 (82.2%)	75 (12.9%)	25 (4.3%)	4 (0.7%)	583 (100%)
STATEWIDE TOTAL	2472 (48.9%)	1695 (33.5%)	827 (16.4%)	64 (1.3%)	5058 (100%)

Source: Wisconsin licensure data for MDs and DOs as of 3-15-2012