Wisconsin Health Service Areas

The Wisconsin Health Service Areas were developed by Wisconsin AHEC for health workforce data analysis. The service areas also provide a useful geography for monitoring local program outcomes related to health workforce development and population health status. Each service area consists of a hub city and neighboring 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/healthserviceareas. The website also has maps and data related to the HSAs available for download.

Service Area Regions

Service areas are grouped into 17 regions for data summary purposes. With the exception of Rhinelander, each region includes a city of >50,000, or is adjacent to a metropolitan area in a neighboring state (Duluth, Minneapolis, Dubuque)

Green Bay Region: Green Bay, De Pere-Hobart, Pulaski, Shawano, Keshena, Oconto, Oconto Falls, Marinette, Sturgeon Bay, Kewaunee, Two Rivers.

Sheboygan Region: Sheboygan, Manitowoc, Chilton

Appleton Region: Appleton, Kaukauna, Neenah, New London, Seymour

Oshkosh Region: Oshkosh Waupaca, Berlin, Wautoma-Wild Rose

Fond du Lac Region: Fond du Lac, Waupun, Beaver Dam, Ripon

Milwaukee Region: Milwaukee*, West Allis, Franklin and south suburban, Wauwatosa*, Shorewood-Brown Deer-Glendale, Whitefish Bay and north suburban*, Brookfield, Menomonee Falls, Mequon, Grafton, West Bend, Hartford

Waukesha Region: Waukesha, Oconomowoc, Delafield-Summit, Watertown

Southeast Region: Racine, Kenosha, Burlington, Elkhorn, Lake Geneva

Madison Region: Madison, Cottage Grove, DeForest, Sun Prairie, Verona, Waunakee, Cross Plains-Arena, Oregon, Stoughton, Portage, Mt. Horeb, Dodgeville, Baraboo, Wisconsin Dells, Sauk City, Reedsburg, New Glarus, Columbus

Janesville Region: Janesville, Edgerton, Ft. Atkinson, Monroe, Beloit

Southwest Region: Platteville, Lancaster, Darlington, Boscobel

La Crosse Region: La Crosse, Onalaska, Mauston, Viroqua, Tomah, Sparta, Black River Falls, Richland Center, Prairie du Chien, Hillsboro, Arcadia, Alma

Eau Claire Region: Eau Claire, Chippewa Falls, Bloomer, Stanley, Menomonie, Barron, Rice Lake, Cornell, Ladysmith, Cumberland, Durand, Whitehall, Osseo, Shell Lake, Spooner, Hayward

West Central Region: Hudson, River Falls, Baldwin, New Richmond, Prescott, Osceola, St. Croix Falls, Amery, Grantsburg, Bay City

Superior Region: Superior, Ashland

Rhinelander Region: Rhinelander, Tomahawk, Park Falls, Phillips, Eagle River, Woodruff-Minocqua, Crandon, Alvin, Florence, Hurley

Wausau Region: Wausau, Weston, Antigo, Merrill, Medford, Neillsville, Marshfield, Stevens Point, Wisconsin Rapids, Adams-Friendship

Service Area Types (* denotes an academic/research hub)

The service areas are also grouped by type 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 Health Service Areas as "Metro" (>50% of the population in UAs), "Urban" (<50% UA but >60% in UAs or UCs), "Mixed" (40% to 60% living in UAs and UCs), and "Rural" (<40% UA and UC population). Areas that include a large academic/research center with high numbers of health professionals engaged in administration, research and teaching are identified for separate analysis.


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

Mixed, Hub > 10,000: Marinette, Monroe, Menomonie, Hudson, Wisconsin Rapids, Marshfield*

Mixed, Hub < 10,000: Oconto, Cross Plains, Mt. Horeb, Sauk City, Reedsburg, Columbus, Sparta, Prairie du Chien, Barron, Rice Lake, Rhinelander, Merrill

Rural: All other service areas (36 HSAs with hub city > 2500, 25 HSAs with hub city < 2500)