Data source: 2010 US 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" (between 40% and 60% living in UAs and UCs), and "Rural (<40% UA and UC population)."
**Wisconsin Health Service Areas**

This map is based on primary healthcare service delivery areas as developed by Wisconsin AHEC for health workforce data analysis. The Health Service Areas also provide a useful geography for monitoring local program outcomes related to health workforce development and population health status. 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/healthserviceareas](http://www.ahec.wisc.edu/healthserviceareas). The website also has maps and data related to the HSAs available for download.

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**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.

- **Metro**: 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
- **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

**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 more, or is adjacent to a metropolitan area in a neighboring state (Duluth, Minneapolis, Dubuque). Note that each region may include metro, urban and rural service areas. Summary data by region may obscure significant within-region variation.

- **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

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**Wisconsin AHEC**

[www.ahec.wisc.edu/healthserviceareas](http://www.ahec.wisc.edu/healthserviceareas)