

**Case Study**

# Transforming community health planning in Marathon County, Wisconsin

Marathon County, Wisconsin has transformed its approach to community health planning by leveraging local data and collaborative engagement. Through the Conduent Healthy Communities Institute platform, the county replaced its static printed LIFE Report with a dynamic online resource — Marathon County Pulse — enabling dynamic data updates, broad community participation and actionable insights that guide public health strategy and policy.

## The challenge

Marathon County, Wisconsin faced a familiar but complex challenge: how to effectively collect, manage and utilize local data to inform public health priorities and drive community-wide improvements. Historically, the county relied on a printed, static report — the LIFE (Local Indicators for Excellence) Report — produced every two years. This labor-intensive process involved collecting and formatting hundreds of data points from scratch, limiting the ability to keep information current and accessible. Additionally, the county needed a way to engage over 50 community partners and residents meaningfully in the data collection and prioritization process.

## The solution

To address these challenges, Marathon County adopted the Conduent Healthy Communities Institute (HCI) platform, launching Marathon County Pulse in 2018. This dynamic online platform transformed the LIFE Report into an immersive experience that combines local data, community context and storytelling. The platform enabled:

- Online publication of 324 local indicators of youth risk behavior, childcare capacity and crime data
- Integration of 289 health and quality of life indicators maintained by Conduent with regular updates
- Launching of a community engagement and perception survey with nearly 1,800 responses to inform the 2026 LIFE Report

The platform also supported the development of a Community Health Improvement Plan (CHIP) that aligns with MAPP 2.0 and PHAB accreditation standards. Progress on the CHIP is being tracked through custom dashboards on Marathon County Pulse.

“Marathon County Pulse has completely transformed the way we approach our work in public health. It has revolutionized the LIFE report and has become such an integral part of our process that we can't imagine operating without it.”

— Aaron Ruff, BS, CHES, Public Health Educator,  
Marathon County Health Department

## The results

Conduent's Healthy Communities Institute platform helped Marathon County:

- Streamline data collection and reporting, reducing manual labor and increasing efficiency
- Engage over 50 community partners in meaningful collaboration
- Upload and manage over 600 indicators, including rich local data not available in national datasets
- Launch a community-wide survey gathering nearly 1,800 responses to inform priorities
- Develop and track CHIP goals including mental health, substance misuse, child care and public transportation
- Support backbone staff and subcommittees with data access and visualization tools

The LIFE Report has become a trusted, institutionalized resource in Marathon County, referenced by elected officials, community coalitions and public health leaders to guide decision-making and policy development.

► **Learn more about Conduent Healthy Communities Institute or connect with an expert.**