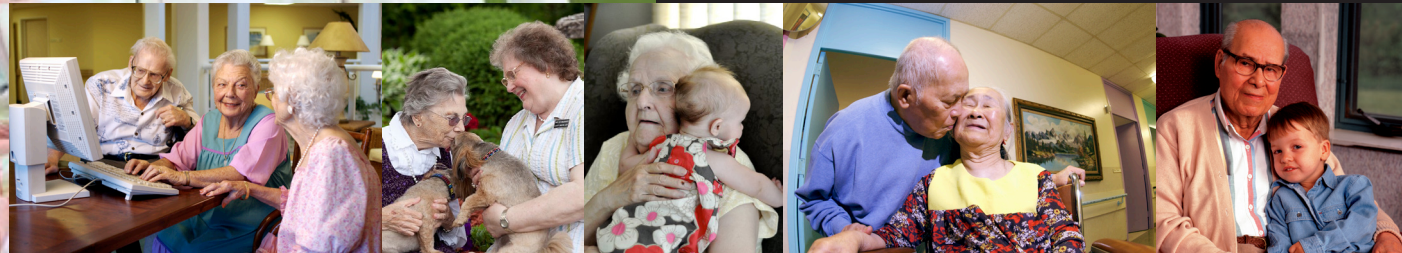




2012-2013 Annual Report



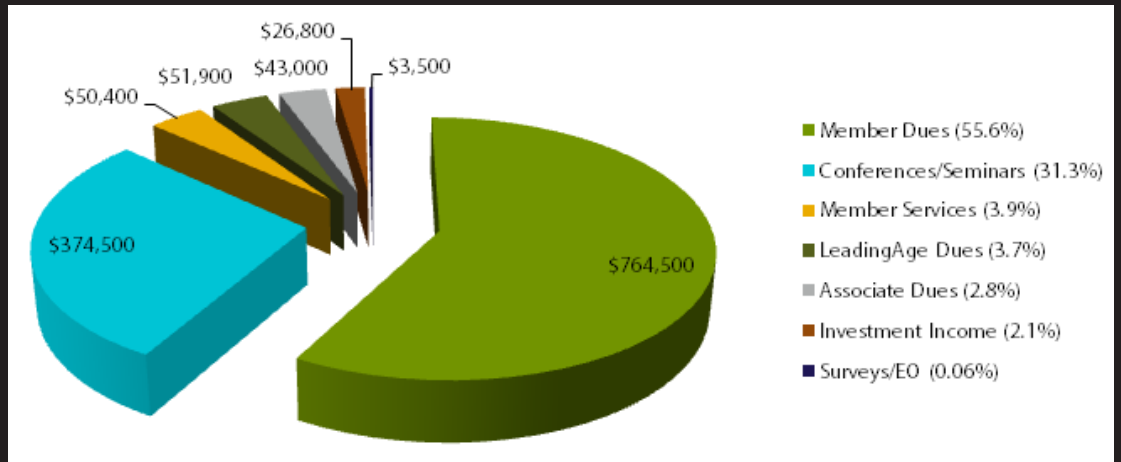
LeadingAge[™]
Wisconsin
Better Services for Better Aging



Representing Members through Advocacy

- Fighting for higher Medicaid, Medicare, and Family Care provider rates commensurate with the high quality of care provided by LeadingAge Wisconsin members.
- Assisting LeadingAge, our national affiliate, in creating and implementing its public policy agenda for the future.
- Offering possible answers to the Department of Health Services (DHS) pursuit of the Virtual PACE demonstration program to provide integrated services to dually-eligible nursing home residents.
- Working with the Division of Quality Assurance (DQA) and the Centers for Medicare and Medicaid Services (CMS) to resolve member regulatory, payment, certification, and Medicare Advantage Plan issues.

Projected Revenues June 30, 2013 -- \$1,321,600



Addressing Survey Concerns



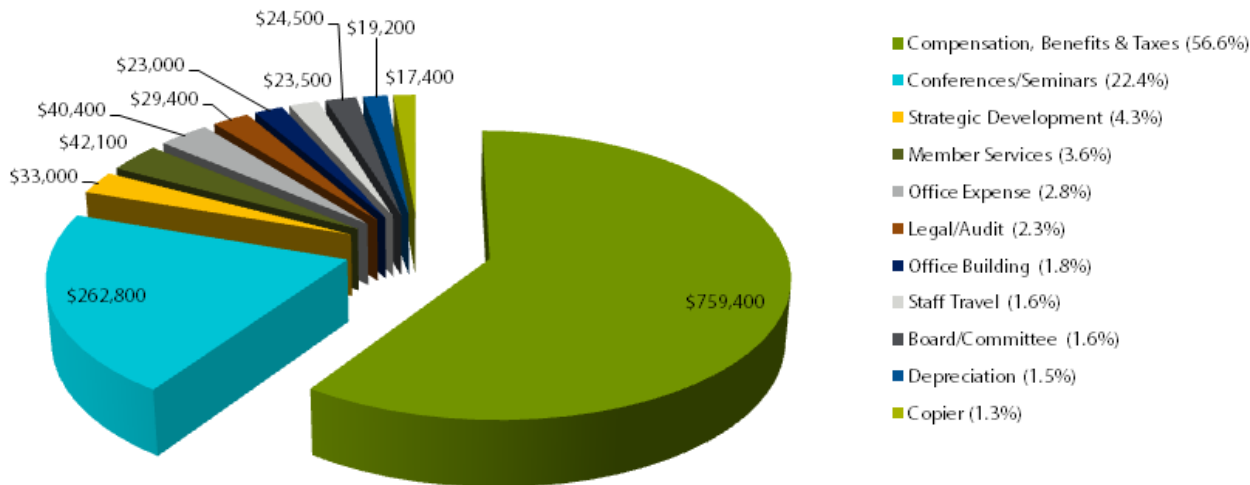
- Assisting members with Health Services and Life Safety Code Regulatory issues.
- Providing timely updates on survey citation trends and developments.
- Insisting DQA address the challenges providers face when SODs are issued on Fridays (extended time frame to submit POC).
- Hosting regional meetings with DQA leadership to discuss survey issues and to develop better relationships between providers and surveyors.



Legal Counsel Services

- Clarifying anti-trust issues related to managed care contract negotiations.
- Providing the second edition of the Survey and Regulatory Survival Toolkit.
- Filing an amicus brief for the continuation of the Chapter 50 property tax exemption (Beaver Dam CBRF case).
- Providing information on proposed Corporate Compliance and Ethics Program requirements.

Projected Expenses June 30, 2013 -- \$1,274,700



Effective Operations

- Securing a funding extension (\$335,900) for the Wisconsin Clinical Resource Center.
- Contributing \$5,000 to LeadingAge Innovations Funds to promote new and cutting-edge practices by the non-profit provider community.
- Conducting the 2012 MRA annual wage survey.
- Promoting Value First, the group purchasing program partly owned by LeadingAge Wisconsin.

Realizing Success through Partnerships

- Working on acceptable solutions to address the care and service needs of persons presenting challenging behaviors.
- Working to improve care transitions.
- Recommending all members adopt mandatory influenza vaccination for their staff in 2014.
- Advancing efforts to “honor choices” by promoting advance directives throughout the State.
- Building support for a nursing home drug formulary.

Advocating for Members on Funding

- Working for a return of the nursing home bed tax “skim.”
- Documenting the impact Medicaid underfunding is having on nursing facilities.
- Securing a 2% acuity increase in the Governor’s Budget Bill -- one of the very few provider increases proposed.
- Analyzing the nursing home cost report data to provide members with the economic impact analysis by Legislative district.
- Spearheading efforts leading to DHS including the property modernization options in the July, 2012 Methods.
- Preparing detailed information on the Medicaid formula and Medicare rates for the successful 2012 Reimbursement Seminar.
- Assisting members operating ventilator units in avoiding deep Medicaid cuts.
- Advocating for continuation of the behavior incentive in Medicaid rates.
- Providing members with detailed information on the changes to the Medicare rates and the potential impact of sequestration.



Our national partner, LeadingAge, is an association of 5,500 not for profit organizations dedicated to expanding the world of possibilities for aging. Together, we advance policies, promote practices and conduct research that supports, enables and empowers people to live fully as they age.



Inspiring through Education

- Injecting new energy into conferences with *Casual for a Cause*, an outing to Miller Park, a keynote by America's Got Talent Finalist Joe Castillo, and QR codes and flash drives for accessing handouts.
- Meeting remotely through Adobe Connect.



- Introducing interactive, web-based training with *Quality, Documentation, and Reimbursement*.
- Hosting Business Office Chats and Legal Chats.
- Changing the care culture with a Dementia webinar training series.

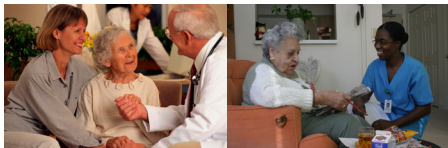


- Working for additional subsidized wound care certification programs to be held in Wisconsin.
- Developing the LeadingAge Wisconsin presence on Facebook, Twitter, and YouTube.



Networking

- Introducing the Adult Day Care Network and The Corner Office (the network for new leaders) to add to the expanding list of formal network groups.
- Developing *The Corner Office* newsletter through which experienced leaders share their expertise with the new leaders.



Serving Assisted Living

- Developing eight new Quality Initiatives for the CBRF Quality Improvement Network: and four new Quality Initiatives for the RCAC Quality Improvement Network.
- Finalizing the Assisted Living Resident Assistant Training Guide.



WCCEAL

- Leading WCCEAL with 137 participating members.
- Providing benchmarks on customer satisfaction.
- Advancing quality structure, quality processes, and quality outcomes.



Leading the Way with Health Care Reform

- Taking the lead in discussions on health care reform and managed care.
- Preparing for emerging changes to the Medicare and Medicaid payment systems and ever-growing reliance on managed care systems.
- Assisting members with Family Care MCO contract issues.

- Facilitating a managed care discussion with the LeadingAge State Executive Forum, leading to the creation of a data-collection task force and the compilation of facility-specific reports.
- Providing testimony at a public hearing on Family Care held by the Joint Legislative Audit Committee which recommended various measures to improve the program.

- Coordinating a "summit" meeting with LeadingAge Wisconsin members and several DHS staff to discuss Family Care provider-MCO issues.
- Building relationships with several MCOs to create opportunities for member concerns to be addressed.

LeadingAge Wisconsin

2012-2013 Executive Committee	2012-2013 Board of Directors Directors at Large			2012-2013 Staff
Chair Mike Christensen Grace Lutheran Foundation Eau Claire	Mari Beth Borek Lutheran Homes & Health Services Fond du Lac	Mike Christensen Grace Lutheran Foundation Eau Claire	Jim Fett St. Paul Elder Services Kaukauna	President & CEO John Sauer
Chair Elect Mike Basch Sheboygan Senior Community Sheboygan	Laurie Kreul Good Samaritan Society Fennimore	Eileen LaFavor Baldwin Care Center Baldwin	Vern Larson LindenGrove Mukwonago	Vice President Member Services & Innovation Janice Mashak
Immediate Past Chair Lynn Binnie Fairhaven Whitewater	Charlie Nelson Congregational Home Brookfield	Clark Nordberg Bethel Home & Services Viroqua	Fran Petrick Brookside Care Center Kenosha	Vice President Financial & Regulatory Services Brian Schoeneck
Vice Chair/Operations Sue Prostko Village at Manor Park West Allis	Scott Ross Woodside Lutheran Home Green Bay	Ron Schaetzel St. Clare Meadows Baraboo	Doug Trost St. Francis Home Fond du Lac	Vice President Public Policy & Advocacy Tom Ramsey
Vice Chair/ Member Services Mike Basch Sheboygan Senior Community Sheboygan	Jim Williams Cedar Community West Bend	Marion Wozniak Cedar Crest Janesville	Joe Xanthopoulos Oakwood Lutheran Homes Madison	Member Services Assistant Sarah Paterson
Vice Chair/Public Policy Scott Ross Woodside Lutheran Home Green Bay	Regional Directors			Executive Secretary Pam Walker
Treasurer Sherry Gunderson Rock Haven Janesville	Region I Sue Prostko Village at Manor Park West Allis	Region II Sherry Gunderson Rock Haven Janesville	Region III Pete Eide Hillview Health Care Center La Crosse	
Secretary Laurie Kreul Good Samaritan Society Fennimore	Region IV Tony Manzella Dunn County Health Care Center Menomonie	Region V Trudey Peterson Odd Fellow Rebekah Homes Green Bay	Region VI Mike Basch Sheboygan Senior Community Sheboygan	
Senior Advisor David Keller Luther Manor Wauwatosa	Immediate Past Chair Lynn Binnie Fairhaven Whitewater	Senior Advisor David Keller Luther Manor Wauwatosa	LeadingAge Board Member Steve Jaberg Cedar Community West Bend	