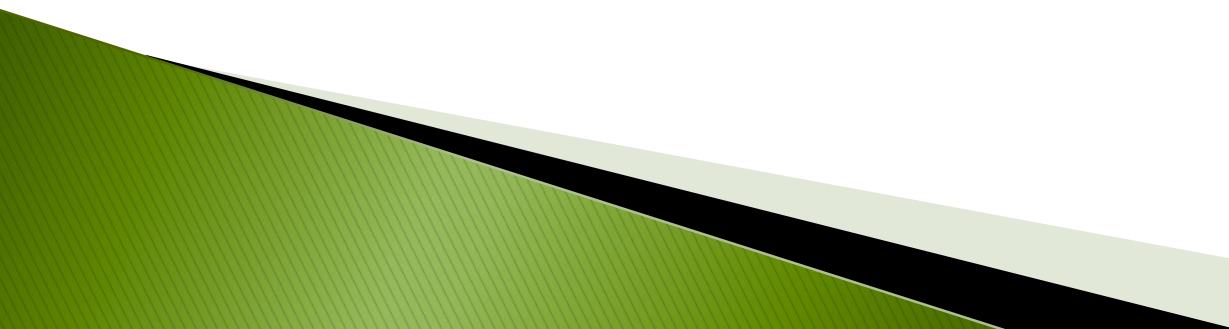


Virtual Advocacy Days Prep Session Outline: Monday, March 1, 10:00-11:00 a.m.

- ▶ I. Welcome - Dan Goodier (slide 2)
 - ▶ II. LAW Budget Asks - John Sauer (slides 3-10)
 - ▶ III. Budget Timeline - Nate Halbach (slides 11-12)
 - ▶ IV. Budget Process - Mike Rogowski (slides 13-18)
 - ▶ V. Advocacy Messages – Mary Panzer (slides 19-21)
 - ▶ VI. Meeting Tips – Annette Cruz (slides 22-31)
 - ▶ VII. Wrap Up – John Sauer (slide 32)
- 

2021

LeadingAge™
Wisconsin
Advocacy in Action

March 1-4 -- Save the Dates



Efforts Influencing the Governor's Budget Proposals

- Governor's Task Force on Caregiving
 - 29-member group representing diverse interests.
 - Sauer served on Task Force representing priorities of nursing homes and assisted living.
 - 18-month process, leading to recommendations and final report.

Highlights of Governor's Budget Proposals for Long-Term Care

➤ For Nursing Homes:

- A Medicaid rate increase of 11.5 % in the 1st year and 11.7% in the 2nd yr that equals a \$240 million investment over the biennium. \$77.8 mn of that would be earmarked for the direct care cost center of the rate.

➤ For Assisted Living/Family Care:

- A \$77.8 million increase INTENDED for the direct care workforce fund.
- Language directing DHS to develop a statewide minimum rate band to establish equitable rates for home & community based LTC supports.

➤ Other LTC-related items:

- \$77.8 million to support direct care funding for personal care services

LeadingAge WI Budget Asks

➤ For Nursing Homes:

- LeadingAge WI and WHCA support the proposed investment of \$94.6 million GPR (\$240 m AF) in funding over the biennium to support direct care staff in nursing homes.

➤ For Assisted Living/Family Care:

- LeadingAge WI and WHCA support the proposed \$30.0 million GPR - \$77.8 million all funds increase INTENDED for the direct care workforce fund; and language directing DHS to develop a statewide minimum rate band and a fee schedule for establish equitable rates for home & community- based care.

Briefing Materials – Nursing Homes

- We have prepared two separate budget issue paper packets for you to share with your legislators- one for Nursing Homes and one for Assisted Living/Family Care that reflect our budget asks.
- The Nursing Home packet includes our request on page 1, followed by an infographic on page 2, and then then MA loss data for each facility by Senate district.

Briefing Materials – Infographic

Tells the Challenges for Long-Term Care Providers in Wisconsin:

- ▶ Wisconsin has one of the worst reimbursement systems in the nation.
- ▶ The need for long-term care is growing: 140% increase in growth of Wisconsinites 85+ year old over the next 30 years.
- ▶ COVID-19 Pandemic Exacerbated Staffing Challenges:
 - Pre-pandemic, 1 in 3 providers were exp vacancy rates 30%+.
 - Providers are struggling to compete for workers; Entry level non-healthcare worker median wage is \$2/hour higher.
- 41 Nursing Homes have closed since 2016.

The Underfunding of Nursing Facility Resident Care

\$294,000,000+

Medicaid was underfunded by more than \$294 million in 2019-20.

\$74.53-\$78.55 per day loss

Average amount facilities lose for each Medicaid resident, each day, for providing their care.



41
Nursing Facilities have closed since 2016



Decreasing access to care is happening while we have an increasing demand due to changing age demographics



The workforce crisis is intensifying due to wage suppression brought on by insufficient Medicaid rates.



COVID-19 costs and complications have exploded

Briefing Materials – Family Care

- We have a two-part Family Care budget ask:
 - Funding: An additional \$15 Million GPR annually for a fixed-amount increase to direct care and services for Family Care managed care organizations (MCOs). We ask that these funds be added to the current Direct Care Workforce Fund program.
 - Reimbursement Modernization: DHS should be directed to develop and implement by January 1, 2024 a new reimbursement methodology using a statewide minimum rate band (fee schedule) for Family Care and other Home and Community-Based LTC programs.

Medicaid Expansion

- What if you are asked by a legislator about your position on whether the state should expand the Medicaid program as proposed by Governor Evers?
- Your Response:
 - **You can say:** you understand that legislators will be faced with many decisions on how they will fund their priorities in the budget, and you will leave it up to them to decide the best approach.
 - **It is important for them to know:** Wisconsin LTC providers are in desperate need to secure Medicaid and Family Care funding increases in this biennium. Without substantial financial assistance, more providers will be forced to close, or significantly downsize their operations, which could threaten access to high quality facility-based care.

Budget Process Timeline

- Governor introduced his biennial budget on February 16th.
- Proposed operating budget represents nearly a 10% increase in spending over the biennium from our current fiscal year.
- Several (controversial) revenue assumptions were made to support the increased spending including a tax on recreational marijuana and the expansion of Medicaid to additional low-income and uninsured.
- These proposals have not been supported in the past by the Republican majority.

Budget Process Timeline

- The Legislative Fiscal Bureau (LFB) is currently preparing analysis of the bill for JFC.
- Starting in mid-March, JFC likely to begin hearings for agency heads who will testify on their respective agency budgets.
- Public hearings likely to be held in 3-5 locations throughout the state, with a likely virtual option available for the public to participate; completed in April.
- JFC then begins to meet several days each week through the end of May to take votes on various aspects of the bill.
- At the end of the JFC budget process, all JFC modifications to the Governor's bill are incorporated in a substitute amendment and sent to the full legislature for floor votes in each House.
- The Legislature generally takes the bill up in June and sends their final product to the Governor by the end of the month.
- The Governor completes veto review within 30 days of receiving the bill, and then signs it into law.

What to Expect During the Budget Process

- ▶ Legislators' reaction to budget and role of Assembly and Senate Leadership:
 - Speaker Vos – very liberal budget proposals; revenue assumptions such as MA Expansion and recreational marijuana will be removed.
 - Majority Leader LeMahieu – new leader, navigating new relationship with conservative caucus members and Assembly leadership.

2021 Senate & Assembly Leadership

Senate Republicans

Majority leader: [Devin LeMahieu](#)
Assistant majority leader: [Dan Feyen](#)
President: [Chris Kapenga](#)
President pro tem: [Patrick Testin](#)
Caucus chair: [Van Wanggaard](#)
Caucus vice chair: [Kathy Bernier](#)



Senate Majority Leader Devin LeMahieu
R-Oostburg, SD 9
[\(608\) 266-2056](tel:6082662056)
Sen.LeMahieu@legis.wisconsin.gov
Twitter: [@SenatorDevin](#)
Facebook: [@senatordevin](#)
Chief of staff: Jenny Malcore

Senate Democrats

Minority leader: [Janet Bewley](#)
Assistant minority leader: [Janis Ringhand](#)
Caucus chair: [Jeff Smith](#)
Caucus vice chair: [Melissa Agard](#)



Senate Minority Leader Janet Bewley
D-Mason, SD 25
[\(608\) 266-3510](tel:6082663510)
Sen.Bewley@legis.wisconsin.gov
Twitter: [@SenBewley](#)
Facebook: [@Janet.Bewley.WI](#)
Chief of staff: Joseph Hoey

Assembly Republicans

Speaker: [Robin Vos](#)
Speaker pro tempore: [Tyler August](#)
Majority leader: [Jim Steineke](#)
Assistant majority leader: [Kevin Petersen](#)
Caucus chair: [Tyler Vorpage](#)
Caucus vice chair: [Cindi Duchow](#)



Assembly Speaker Robin Vos
R-Rochester, AD 63
[\(608\) 266-9171](tel:6082669171)
Rep.Vos@legis.wisconsin.gov
Twitter: [@SpeakerVos](#)
Facebook: [@SpeakerVos](#)
Chief of staff: Jenny Toftness

Assembly Democrats

Minority leader: [Gordon Hintz](#)
Assistant minority leader: [Dianne Hesselbein](#)
Caucus chair: [Mark Spreitzer](#)
Caucus vice chair: [Lisa Subeck](#)



Assembly Minority Leader Gordon Hintz
D-Oshkosh, AD 54
[\(608\) 266-2254](tel:6082662254)
Rep.Hintz@legis.wisconsin.gov
Twitter: [@GordonHintz](#)
Facebook: [@GordonHintz](#)
Chief of staff: Emily Pritzkow

What to Expect During the Budget Process

- ▶ All attention turns to the Joint Finance Committee.
- ▶ Assumption JFC will remove all policy items and work from a base budget.
- ▶ In effect, we are starting from \$0 in making our funding requests.

Who are the Players on Joint Finance?

- ▶ New Co-Chairs: Representative Born and Senator Marklein – both veteran Finance members, representing rural areas, etc.
- ▶ Key members with influence on our issues:
 - Sen Bernier served on the Governor's Task Force
 - Sen Felzkowski will take the lead on the MA Budget
 - Rep Loudenbeck & Born are leads on Health Care

2021 Joint Finance Committee

Senate Republicans



Co-Chair Howard Marklein

R-Spring Green, SD 17
(608) 266-0703
Sen.Marklein@legis.wi.gov
Chief of staff: Katy Prange

Vice Chair Duey Stroebel

(608) 266-7513
Sen.Stroebel@legis.wisconsin.gov

Sen. Joan Ballweg

(608) 266-0751
Sen.Ballweg@legis.wisconsin.gov

Sen. Kathy Bernier

(608) 266-7511
Sen.Bernier@legis.wisconsin.gov

Sen. Mary Felzkowski

(608) 266-2509
Sen.Felzkowski@legis.wisconsin.gov

Sen. Dale Kooyenga

(608) 266-2512
Sen.Kooyenga@legis.wisconsin.gov

Senate Democrats

Sen. Jon Erpenbach

(608) 266-6670
Sen.Erpenbach@legis.wisconsin.gov

Sen. LaTonya Johnson

(608) 266-2500
Sen.Johnson@legis.wisconsin.gov

Assembly Republicans



Co-Chair Mark Born

R-Beaver Dam, AD 39
(608) 266-2540
Rep.Born@legis.wisconsin.gov
Chief of staff: Nicole Borgerding

Vice Chair Amy Loudenbeck

(608) 266-9967
Rep.Loudenbeck@legis.wisconsin.gov

Rep. Terry Katsma

(608) 266-0656
Rep.Katsma@legis.wisconsin.gov

Rep. Tony Kurtz

(608) 266-8531
Rep.Kurtz@legis.wisconsin.gov

Rep. Jessie Rodriguez

(608) 266-0610
Rep.Rodriguez@legis.wisconsin.gov

Rep. Shannon Zimmerman

(608) 266-1526
Rep.Zimmerman@legis.wisconsin.gov

Assembly Democrats

Rep. Evan Goyke

(608) 266-0645
Rep.Goyke@legis.wisconsin.gov

Rep. Greta Neubauer

(608) 266-0634
Rep.Neubauer@legis.wisconsin.gov

What role do non-JFC legislators play?

- ▶ In past budgets, each legislator has been assigned a “budget buddy” – these are members of the JFC committee who your legislator will work with on their priority issues.
- ▶ In your legislative meetings, ask your legislator if s/he has a budget buddy, who that person is, and would they be willing to make funding for long-term care a priority?

The Importance of Advocacy – Legislative Messages

- ▶ As a former legislator, lobbyist, and now part of the Riverwood Leadership team, I have a variety of perspectives to bring to the discussion on the importance of advocacy.
- ▶ As a former legislator, I can tell you legislators are not the experts. You are! So, it's most important for you to share the challenges YOU are facing back home in your facilities-- so it is relatable to THEIR districts.
- ▶ As a lobbyist, I can't emphasize enough the importance of sharing your personal experiences and anecdotes about what your organization means to you and your community.

The Importance of Advocacy – Legislative Messages

- ▶ And as someone who shares your challenges trying to open a facility and provide senior living services in the midst of a pandemic, I will tell you, legislators need to know what it's been like for you to go through this pandemic!
 - Explain the substantial expenses you assumed for PPE, testing, supplies, and enhanced infection prevention measures.
 - Share your challenges with attracting and retaining caregivers during community spread of COVID-19.
 - Tell them what it is like when an MCO notifies you that they are cutting your rates.

The Importance of Advocacy – Legislative Messages

- ▶ Make it personal! Let legislators know that what they do is not only important to you, but to so many people and families in their communities.
- ▶ Don't shy away from asking for something! It is important that you make a specific request to your legislator and let them know the impact of their decision.
- ▶ For example, “your decision to provide adequate reimbursement to providers is necessary to reward the work of caregivers with competitive wages & benefits and to keep our facilities viable”.

Tips to Prepare for Your Virtual Meetings

- ▶ All the materials you need – including our issue papers with our budget asks for nursing homes and assisted living are located on our website on the Advocacy in Action Page.
- ▶ Go to: <https://leadingagewi.org/policy-advocacy/advocacy-in-action>

Tips to Prepare for Your Virtual Meetings

- ▶ Look up your Legislators beforehand! Read their biography, find their committee assignments, and learn about their interests.
- ▶ Better yet – connect with your legislators on social media! This helps you learn about their current priorities and gets you on the office’s radar screen.

Tips to Prepare for Your Virtual Meetings

- ▶ If you haven't done so already, confirm your meeting with the office scheduler, including:
 - the virtual meeting login information
 - names & organizations of your attendees
 - contact phone number in case there are connectivity issues
 - links to the materials you want to share

Tips to Prepare for Your Virtual Meetings

- Be flexible – last minute changes in availability of both the legislators and staff may occur.
- If you are not able to get a meeting during our designated days – that’s ok. Be willing to schedule at their convenience.
- You may be asked to meet with staff. Staff have the ear of the legislator and have a lot of influence in presenting ideas to the legislator.

Tips to Prepare for Your Virtual Meetings

- ▶ Please let us know the date and time of your meetings so we can track our joint efforts.
- ▶ If you are meeting in a group:
 - You may want to designate roles such as a facilitator, someone to handle the technology, a note-taker, etc.
 - Discuss in advance who will open, close, and deliver specific asks.

Tips During Your Virtual Meetings

- ▶ Open your meeting with introductions and your connections to the legislative district.
- ▶ Stick to your agenda and speaking times.
- ▶ Use this opportunity to educate them on the challenges you're facing.
- ▶ Provide stories and numbers about the issues and needs and try to connect your work to the legislator's interest as much as possible.

Tips During Your Virtual Meetings

- ▶ It is helpful if you make a specific ask using a question with a yes or no answer, such as “Will you support increased funding for long-term care in the budget?”
 - Most likely, they say they will need to think about it. That is fully acceptable. You can use that as an opportunity to follow-up later.
- ▶ Leave time for questions.
- ▶ Ask if you can take a photo or screen shot of your virtual meeting participants!

Tips After Your Virtual Meetings

- ▶ Let us know what you learned! We are in a better position in our advocacy and communications efforts when we know the outcomes of your meetings.
- ▶ Stay in touch! The best advocacy focuses on sustained relationship building, rather than single conversations.
- ▶ Work to establish long-term relationships with staff. by offering to be a resource to them as they review budget items.
- ▶ Follow-up with an email to thank everyone you met with and to deliver on specific action items.

Tips After Your Virtual Meetings

- ▶ Share your meeting on your website or newsletter and send a copy to the office staff. The legislator will appreciate your recognition!
- ▶ Follow-up on social media:
 - Post or tweet your legislators to thank them for the meeting. They will appreciate the public gratitude, and this reminds them that they are accountable to follow-up on the commitments they made to you.
 - Offices often track where and when the legislator appears in media, so our communications team may reach out to you for a well-placed op-ed or social media post highlighting your discussions!

And Finally.....

- Since we are asking our legislators for something, you may want to ask *what you can do for them?*
- Remember: Don't talk about money!
 - Keep fundraising discussions separate. Those conversations should be had out of the legislator's office back in the district.
 - Your Association will work with you in coordinating financial support through the LeadingAge WI PAC and various fundraising events and individual support opportunities.

Thank you for Participating in LeadingAge Wisconsin's 2021 Virtual Advocacy Days!

