Date

Dear XXX:

Long-term care is one of the most critical issues facing Americans today. The amount of Wisconsin residents over the age of 85 is projected to increase by 140% in the next 20 years. At a time when nearly 40 skilled nursing facilities have closed since 2016, we look to our leaders to assure that long-term care services will be available when we need them.

I’d like to extend to you an invitation to visit XXX located in your district in the coming weeks — at a date and time of your convenience — to speak to residents, family members, and caregivers and learn more about the issues facing this important health care sector. We hope to provide you with a forum where we can demonstrate our support for your leadership on long-term care, and discuss critical issues facing our region’s seniors.

Along with my colleagues at the Wisconsin Health Care Association and the Wisconsin Center for Assisted Living, we realize the enormity of the responsibility on our shoulders — to maintain and improve quality care for the millions of residents under our care, and for the thousands more who we will serve in the coming years.

Moreover, I am proud to say we are doing that. Quality care has improved significantly over the past several years. Studies conclude that the care provided in long-term care facilities is constantly improving.

Because of the great challenges we face in the coming years, your ongoing support and the support of your colleagues is crucial. Several key issues confront our ability to meet the needs of our growing long-term care population. This will put undue strain on providers trying to maintain and improve quality of care and quality of life now and in the future.

I look forward to speaking with you soon, and sharing ideas on safeguarding the care of our in the years to come.

Sincerely,

Administrator