

# 2024 MEMBER RESOURCE GUIDE



[whcawical.org](http://whcawical.org)



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Wisconsin Health Care Association

Wisconsin Center for Assisted Living

Dear WHCA/WiCAL Members,

Wisconsin's long-term and post-acute care providers are a dedicated group of individuals who care about the residents they serve and strive to provide excellent care despite challenges.

As a member-driven organization, we encourage everyone to get involved:

- **PARTICIPATE** in WHCA/WiCAL's extensive education offerings
- **ADVOCATE** for increased Medicaid reimbursement and support our Family Care budget requests
- **SERVE** on a WHCA/WiCAL Committee
- **REGISTER** for Spring Conference, Fall Convention, or one of our regional workshops
- **CONTRIBUTE** to the WHCA/WiCAL Political Action Committee

WHCA/WiCAL's mission is to improve lives by delivering solutions for quality care. The vision for the future is to create a climate for long-term care providers in the state of Wisconsin that allows providers to thrive by focusing on providing the best possible quality care to the frail elderly and persons with disabilities that member facilities serve. By working together on the association's key goals of Advocacy, Education, and Excellence, WHCA/WiCAL constantly strives to achieve this vision.

WHCA/WiCAL's experienced staff continues to be ready to assist your facility and staff. Thank you for supporting WHCA/WiCAL. Above all, thank you for all that you do each day for the most vulnerable among us.

Sincerely,

A handwritten signature in black ink, appearing to read "Rick Abrams", is written in a cursive style.

Rick Abrams  
CEO  
WHCA/WiCAL  
Rick@whcawical.org

## WHCA/WiCAL Staff



**Rick Abrams, JD | Chief Executive Officer | [Rick@whcawical.org](mailto:Rick@whcawical.org) | 516-241-2879**

Rick Abrams is the Chief Executive Officer of WHCA/WiCAL. With more than 15 years working in the long-term care profession, Rick brings a wealth of health care experience, including prior work at the New Jersey AHCA/NCAL Affiliate, and as COO at AHCA/NCAL. More recently, Rick has worked with the American Medical Association and the Wisconsin Medical Society. Rick holds a Bachelor of Arts from the University of Minnesota and a law degree from Seton Hall University School of Law.



**Jim Stoa, JD | Vice President of Government Relations and Regulatory Affairs  
[Jstoa@whcawical.org](mailto:Jstoa@whcawical.org) | 608-436-3952**

Jim Stoa is WHCA/WiCAL's Vice President of Government Relations and Regulatory Affairs. Jim holds a Bachelor's Degree in Political Science from UW-Madison and a law degree from the University of Wisconsin Law School. Jim has five years of experience in policy and press relations in the Wisconsin State Legislature, serving as Chief of Staff in the State Senate and most recently as Policy and Communications Advisor for two State Representatives. Jim is a registered lobbyist for WHCA/WiCAL. As Director of Government Relations and Regulatory Affairs, Jim works on legislative advocacy, federal/state regulatory review and assistance, survey compliance matters, and legal issues.



**Jena Jackson | Vice President of Business Development | [jena@whcawical.org](mailto:jena@whcawical.org)**

Jena Jackson has a diverse background in brand management, public relations, and business development. Jena has nearly 20 years of professional experience specifically pertaining to business growth, revenue diversification, relationship development, and client/member engagement. Jena continues to use her array of professional experiences and background to help grow WHCA/WiCAL membership, develop lasting partnerships, and enhance offerings and benefits to both members and business partners. Jena oversees all association events & educational programs, from planning to execution, including the annual Spring Conference & Expo, Care Classic, and Fall Convention & Expo. She also plays a primary role member and business partner relations, marketing & advertising opportunities, while also serving on the various association committees.

# WHCA / WiCAL

Wisconsin Health Care Association

Wisconsin Center for Assisted Living



**Kate Dickson, MPA | Vice President of Reimbursement Policy | [Kate@whcawical.org](mailto:Kate@whcawical.org)**

Kate Dickson is a graduate of the Andrew Young School of Policy Studies at Georgia State University with a Master of Public Administration as well as a graduate certificate in Public Health. Kate has a strong background in quantitative analysis and statistical research. She has held internships with the American Cancer Society, Childspring International and the Lupus Foundation of America. Hired in 2014, Kate provides WHCA/WiCAL members with data, policy and financial analysis. Please contact Kate with questions that you have about any of these matters.



**Kate Battiato, MPA | Vice President of Workforce Development  
[Kbattiato@whcawical.org](mailto:Kbattiato@whcawical.org) | 608-520-0358**

Kate Battiato is the Vice President of Workforce Development of WHCA/WiCAL. A proud “Double Badger,” Battiato holds a Bachelor’s in Political Science from the University of Wisconsin- Madison and a Master’s in Public Affairs from the La Follette School. She brings a unique mix of public policy and HR experience to WHCA/WiCAL. Kate is a trained Career Development Facilitator and worked for a number of years in career services in higher education. She was a Corporate Recruiter for Epic and Director of Staffing and HR at a California consulting firm. On the policy side, Kate has served as a Policy Consultant, Legislative Aide, and a Management Analyst, all of which have built her knowledge of how policy, processes, and people can come together to create organizational value. Kate enjoys working at the intersection of policy, recruitment, and career development facilitation as the managing lead for WisCaregiver Careers, a workforce development program designed to address the CNA shortage in Wisconsin nursing homes.



**Taylor Larson | Director of Administration & Association Services  
[Taylor@whcawical.org](mailto:Taylor@whcawical.org) | 319-269-2486**

Taylor is WHCA/WiCAL’s Director of Administration and Association Services. With over 10 years of professional experience in management and operations, Taylor has valuable skills to keep WHCA/WiCAL running smoothly. She provides membership services, manages the membership database, tracks financial information, and handles payroll, benefits, accounts payable, and accounts receivable for the association. Taylor is also a key member of the event and education team, planning and supporting the events as well as working with the NAB on all facets of educational credit coordination. If you have any questions regarding billing of dues or programs & educational events, please feel free to contact her.



Wisconsin Health Care Association

Wisconsin Center for Assisted Living

## Membership: Join WHCA/WiCAL Today!

The Wisconsin Health Care Association & Wisconsin Center for Assisted Living (WHCA/WiCAL) is a non-profit organization dedicated to representing, protecting, and advancing the interests of Wisconsin's long-term care provider community and the residents they serve. WHCA/WiCAL is Wisconsin's most representative association of post-acute care facilities, including skilled nursing facilities, therapy centers, and assisted living facilities.

Promoting excellence in long-term care is our top priority. To do that, we focus on providing information, training, and support to member facilities throughout the Badger State. Our member facilities take a proactive approach to delivering exceptional care, service and satisfaction for residents and their families. Working together, we continue to transform the profession – and improve lives – every day.

### **Nursing Home Membership**

The Wisconsin Health Care Association is a proactive trade association and a major player in Wisconsin's health care spectrum. WHCA is the state's most representative provider association representing skilled nursing therapy providers. Its members represent a true cross-section of the long-term care and post-acute provider community – including proprietary, non-profit and government operated facilities. Membership to the American Health Care Association (AHCA) is included with WHCA/WiCAL membership. Annual dues are \$62.20/bed.

### **Assisted Living Membership**

Membership in Wisconsin Center for Assisted Living (WiCAL), the assisted living division of WHCA/WiCAL, is tremendously valuable for Wisconsin's assisted living providers. Membership to the National Center for Assisted Living (NCAL) is also part of WHCA/WiCAL membership and included with the annual dues. Annual dues are \$23.30/bed.

**Visit [whcawical.org/join](https://whcawical.org/join) for More Information**



## Performance Excellence in Assisted Living

Achieving excellence in assisted living requires a comprehensive approach that addresses the physical, emotional, social, and intellectual needs of residents while promoting their autonomy, dignity, and quality of life. The Performance Excellence in Assisted Living (PEAL) program is designed to provide WiCAL members with key performance improvement techniques, along with the guidance and support needed to ensure WiCAL members achieve the highest standards of excellence in the assisted living sector. Through PEAL, WiCAL members are able to ensure their residents and resident families know of the commitment and dedication to excellence.

Unlike other programs, participating in PEAL is **free** to all WiCAL members. The goal of the association is to have all WiCAL members enrolled in PEAL. We encourage all members to maximize their membership benefits by enrolling in PEAL. The first step to becoming facility with high quality outcomes, is to enroll in PEAL. Once you complete the PEAL application, WHCA/WiCAL will enroll you into Wisconsin's Collaborative Coalition for Excellence in Assisted Living (WCCEAL), which is the Department of Health Services' initiative encouraging proactive compliance and recognizing assisted living providers who participate in a DHS-approved, association-based quality initiative! It's never too late to start on your quality journey! Let us help you become the best of the best amongst Wisconsin's Assisted Living Communities!

### Join us monthly for our PEAL Pause!

Tune in to our Facebook Live Series: PEAL Pause, with Jena Jackson. Hosted at 10 AM CDT on the third Wednesday of each month, Jena will provide support and information to PEAL participants. Each pause is no more than 10 mins, and provides listeners and viewers with quick snippets of information, support, and ideas, covering everything from hot topics to education to marketing ideas.

### Interested in learning more?

Review the [PEAL/WCCEAL Toolkit](#) and enroll in PEAL by [Clicking HERE!](#)



## "Excellence in Wisconsin Assisted Living Through Internal Quality Improvement"

The mission of WCCEAL is to promote excellence in assisted living by developing and implementing evidence-based practices, policies, and training programs that improve the quality of care and quality of life for residents. The coalition also works to enhance collaboration and communication among stakeholders, share best practices and resources, and support research and innovation in the field of assisted living.

WCCEAL has developed a set of core competencies for assisted living facilities in Wisconsin, which serve as a framework for assessing and improving the quality of care provided. The competencies cover a range of areas, including resident-centered care, staff training and development, health and safety, and quality improvement.

WiCAL members are encouraged to maximize their Performance Excellence in Assisted Living (PEAL) membership benefit via participation in Wisconsin's Collaborative Coalition for Excellence in Assisted Living (WCCEAL). As an association, we are here to support and guide you through the many facets of the WCCEAL program, including enrollment, benefits, expectations, and educational opportunities. The program is **FREE** to all WiCAL members.

Choose quality. Become the standard for care in the state of Wisconsin. Let us guide you and help you on this journey. Enroll in PEAL & WCCEAL today!

### **Interested in learning more?**

For more information about the benefits of WCCEAL, please visit: <https://qid.wisc.edu/wcceal/>



**M3 Insurance a proud WCCEAL Sponsor & WHCA/WiCAL Elite Premier Partner**





Nursing home members and PEAL/WCCEAL members in good standing are reminded that all personnel are able to register for and use the Clinical Resource Center (CRC) for access to a wealth of clinical standards of practice and training materials. The CRC has been recognized nationally as a model of collaboration between regulators and provider associations working toward improving and easing access to authoritative resources for the provider community as well as survey personnel.

#### **What is the Clinical Resource Center?**

The CRC was developed initially through a grant awarded to Wisconsin's skilled nursing associations. It has been embraced by state and federal officials as an invaluable source of information. UW Madison's Center for Health Systems Research and Analysis (CHSRA) is the contractor that develops and maintains the CRC, in conjunction with WHCA/WiCAL staff and members of the Advisory Committee.

#### **Who Can Access The Clinical Resource Center?**

All skilled nursing members and PEAL/WCCEAL members in good standing have access to the CRC.

#### **What is Available on The CRC Website?**

CRC has been designed to provide key information and resources about clinical care for long-term care staff. The secure, log-in based CRC website is a user-friendly resource which provides links to educational and clinical information about selected care areas and training topics. The key components of the website are the Care Area Modules, Training Modules, full downloadable versions of AMDA clinical practice guidelines and other materials, and both Federal and State specific long-term care regulations. To facilitate ease of use, each care area module is organized using a framework that provides tools, guidelines, related regulations and additional resources for learning. It provides a one-stop, dynamic forum for accessing useful information and resources about long-term care. The following Care Area Modules and Training Modules are currently available on the CRC website, as well as full copies of the AMDA Clinical Practice Guides and other tools and resources.

**To access the CRC, go to [qid.wisc.edu](http://qid.wisc.edu) to either sign in with your existing account or to register!**



WHCA/WiCAL Member Savings Program is designed to advance quality and value of long-term care providers through education and to enhance long-term care for the benefit of residents, employees, and the long-term care provider community. The WHCA/WiCAL Member Savings Program ensures your facility has access to the best products, services, and education at a reasonable cost.

Visit [whcawical.org/msp](http://whcawical.org/msp) for more information!

## **Navigator Group Purchasing**

Navigator Group Purchasing, Inc. is the preferred group purchasing organization of WHCA/WiCAL and is an experienced leader in skilled nursing, senior living, and CCRC purchasing services, delivering savings and cash flow improvements to its members. Navigator members have access to the largest and most comprehensive group purchasing portfolio of food, medical and business programs, innovative services, and management tools. Group Purchasing is the best way to save!

## **CE Solutions/VGM Education**

CE Solutions is the preferred continuing education partner of WHCA/WiCAL and is an industry-leading provider of staff education focusing on the senior care profession. The online learning management system allows the individual learner to access and complete their training on their own schedule from anywhere. With over 300 courses available to choose from, the organization is able to easily tailor the assignments to meet individual staff competency needs, and federal and state training requirements. The system allows for organization- specific download of training materials to meet customization needs of staff training. Reporting features include time analysis reports and multiple course completion reports. CE Solutions is located in Iowa and prides itself in providing superb customer service to its customers.

# Communication Resources

WHCA/WiCAL offers members up-to-date information using direct membership communications in print and electronic media. As a member of our statewide network of long-term and post-acute care providers, you have access to all the news and information that you need to know as an assisted living or skilled nursing facility provider.

To sign up to receive WHCA/WiCAL's communications, please visit [whcawical.org/contact](http://whcawical.org/contact)

**CareConnection:** The weekly electronic newsletter CareConnection, has the most up-to-date information for long-term care providers in the state;



**Member Memos:** WHCA/WiCAL sends out regular notifications on important issues that Wisconsin's long-term and post-acute care provider community need to be informed.



**Social Media:** WHCA/WiCAL's social media presence keeps members aware of the articles and events that staff are following. Follow WHCA/WiCAL on: [Facebook](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).



## WHCA/WiCAL Platinum, Elite Premier & Elite Partners





## **WHCA/WiCAL Political Action Committee**

When it comes to decisions by the state legislature, Wisconsin's long-term care community needs to have skin in the game. Okay, that's not exactly breaking news. But this legislative session, the long-term care community needs to be in a strong position to communicate to key legislators the ongoing need for additional financial resources to pay for 100% of the cost of care, regulatory reform and initiatives to retain and grow the LTC workforce.

As you know, WHCA/WiCAL has requested that a representative from each member facility contribute \$2/bed to the WHCA/WiCAL Political Action Committee.

**Please visit [whcawical.org/pac](https://whcawical.org/pac) to contribute today!**

# CONGRESSIONAL BRIEFING

## **When: June 3-4, 2024** **Location: Hyatt Regency** **Washington on Capitol Hill**

Meeting face-to-face with your Members of Congress is the most effective way to advocate for issues that impact the quality care you provide in your centers.

AHCA/NCAL's Congressional Briefing offers you that invaluable opportunity. Come to Washington, D.C. this June, to present and discuss your needs and concerns with people in a position to make change. During Congressional Briefing, you will receive updates on the latest happenings in long term and post-acute care, develop an effective and immediate plan of action with your colleagues, and meet with your Representatives and their staff on Capitol Hill. It is a unique opportunity to voice your concerns and have an impact on issues you care about most.

**For more information, please visit [ahcancal.org](https://ahcancal.org)**

# Contract Lobbyists



**Ramie Zelenkova | Partner | [Rzelenkova@hwz-gov.com](mailto:Rzelenkova@hwz-gov.com)**

Ramie has over a decade of experience in lobbying, grassroots advocacy and legislative research and has worked to maintain strong relationships with legislative members on both sides of the aisle. Ramie represents clients in areas such as health care, long-term care, education, and child welfare with particular experience with the Wisconsin Medicaid Program. Ramie remains active in her community by volunteering her time to local charities and served as past-chair of Kennedy Heights Community Center Board, a center dedicated to creating a support network for low to moderate income families. Ramie is a graduate of the University of Wisconsin-Madison.



**Katie White | Associate | [Kwhite@hwz-gov.com](mailto:Kwhite@hwz-gov.com)**

Katie is an Associate at HWZ with eight years of combined government affairs and legislative experience. Most recently, Katie spent two years in the private sector crafting and advancing policies and political strategies for a variety of industries including education, health care and long-term care, agriculture, and energy. She also brings extensive knowledge of the legislative process to HWZ as she spent six years managing constituent relations and office operations for Wisconsin State Senator Rob Cowles.

Katie remains active in her community by serving as an advocacy volunteer for the Madison Affiliate of the Pancreatic Cancer Action Network. She received her Bachelor's degree in Political Science from the University of Wisconsin-Madison.



**Dan Romportl | Associate | [Dromportl@hwz-gov.com](mailto:Dromportl@hwz-gov.com)**

Prior to joining HWZ Government Relations in 2021, Dan worked in the state legislature for thirteen years, most recently serving as Chief of Staff to the State Senate Majority Leader. Dan has been involved with the development of the state budgets and legislative agendas under three different governors, and has held numerous policy, political, and administrative roles. He holds a bachelor's degree in business from the University of Wisconsin-La Crosse, and resides in the Milwaukee area with his wife Elizabeth and daughter Sophie.





# 2024 Calendar of Events

For the most up-to-date information and the full calendar of events, please visit [whcawical.org/calendar](https://whcawical.org/calendar).

## Spring Conference & Expo

*April 10 - 12 | KI Convention Center | Green Bay*

## Leadership Academy

*May - September | Milwaukee Area*

## Wound Care Clinic

*Summer 2024 | TBD*

## CEO Summit

*June 2024 | Madison*

## MacKenzie Classic

*July 22 | The Oaks Golf Course | Cottage Grove*

## Women of LTC Symposium

*August 13-14 | Madison*

## Fall Convention & Expo

*October 23-25 | The Osthoff Resort | Elkhart Lake*

# Education

**WHCA/WiCAL offers a diverse range of education, one that supports growth, development and continuing education requirements through NAB. WHCA/WiCAL also offers a wide array of in-person seminars and webinars throughout the year to support educational excellence for both skilled nursing and assisted living communities.**

Below highlights some of the programming planned for 2024:

- In-depth, in-person training hosted at the Annual Spring Conference & Annual Fall Convention
- Webinars for on-trend topics and current areas in need of support
- Annual Wound Care Certification Program and Training
- Annual Survey Session Workshop and Review
- Reimbursement related seminars
- Women of LTC Symposium
- Education discounts offered through AHCA/NCAL & our education partners
- Training, resources, and tools offered through our education partners: CE Solutions & Pathway Health
- Access to the Clinical Resource Center
- Quality initiatives, training, and resources specifically for assisted living providers, through the WiCAL PEAL Program

**To view current events, please visit our Education & Events tab on our website OR click this link here:**

**<https://www.whcawical.org/continuing-education/>**

**We look forward to your participation in WHCA/WiCAL education & events!**



## Member-Only Resources



ahcancalED is a learning management system from the American Health Care Association/National Center for Assisted Living (AHCA/NCAL) that contains a wealth of information including educational programs, webinars, instructional videos, training courses, and other tools.

It is exclusively for members and also includes opportunities to discuss topics, learn best practices, and grow the competency of staff. It is designed to help individuals in our profession do a better job of caring for patients and residents and advance in their careers.

This member benefit is structured to make the online learning experience engaging, meaningful, and interactive for users.

ahcancalED has a wide range of educational offerings covering Assisted Living, Infection Prevention, Reimbursement, Survey & Regulatory, and Quality.

WHCA/WiCAL members receive discounts on all education offered through ahcancalED!

**For more information, please visit [educate.ahcancal.org](https://educate.ahcancal.org)**

The AHCA/NCAL

# National Quality Award Program

Inspiring Excellence Since 1996



## Invest in your organization's future today.

The AHCA/NCAL National Quality Award Program is a rigorous three-level process that evaluates an organizations capabilities against nationally recognized standards for excellence, making it one of the most comprehensive and cost-effective performance assessments available to long term and post-acute care providers.

Each progressive award levels— **Bronze** – Commitment to Quality, **Silver** - Achievement in Quality, and **Gold** – Excellence in Quality, requires a more detailed demonstration of superior performance. Providers are nationally recognized for achieving each award level and eventually join the ranks of the best in long term care.

## What is the value of the Program?

**An outside perspective.** Trained experts spend over 100 hours reviewing each application.

**Learning from the feedback.** Each applicant receives an objective written assessment of its strengths and opportunities for improvement based on an examination of the award application against the nationally recognized Baldrige Criteria for Performance Excellence.

**The application process itself.** The time spent working through the application allows for a rigorous internal assessment.

**Team building.** Pursuing a common goal motivates staff, resulting in energized improvement efforts.

**Becoming stronger and more resilient.** Anticipate, prepare for, and recover from disasters, emergencies, and other disruptions by working through the rigorous application process, resulting in an enhanced workforce, customer engagement, organizational productivity, and community well-being during times of change.

**A focus on results.** Organizations determine the most critical areas to measure, create value for key stakeholders, and improve performance in areas such as customer engagement, process performance, and health care outcomes.

**Recognition and pride.** External acknowledgment of high performing centers is the perfect information to share with your hospitals, stakeholders, and referral partners.

Take the Next Step. Learn More Today.

[www.ahcancal.org/qualityaward](http://www.ahcancal.org/qualityaward)

[qualityaward@ahca.org](mailto:qualityaward@ahca.org)

202.842.4444

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NATIONAL CENTER FOR ASSISTED LIVING

IMPROVING LIVES by DELIVERING SOLUTIONS for QUALITY CARE

# LTC Trend Tracker

**The AHCA/NCAL LTC Trend Tracker is a web-based tool that enables long-term and post-acute care providers, including assisted living, to access key information that can help their organization succeed. This tool is available to WHCA/WiCAL members, allows skilled nursing and assisted living organizations to benchmark personal metrics to those of their peers and examine ongoing quality improvement efforts. LTC Trend Tracker is a one-stop shop to gain timely information and valuable insight about their own performance as well as that of the entire profession.**

## **Behold the Power of Information**

With just a few clicks of a button, LTC Trend Tracker gives you access to government data collected by the Centers for Medicare and Medicaid Services (CMS) on skilled nursing centers – providing you with one central hub for all your reporting needs. For assisted living members, LTC Trend Tracker allows you to upload and track key quality metrics. Use the Dashboard to quickly see how you are trending on key metrics compared to your peers. Quickly download reports to share and engage staff members as well as area providers to build partnerships.

## **Take Advantage of Your Membership**

More than 8,000 skilled nursing centers and assisted living communities have signed up to use LTC Trend Tracker – at no additional cost to their organization. All WHCA/WiCAL members are able to access this valuable resource.

## **Enhance Your Commitment to Quality**

Improving quality care is a journey, and LTC Trend Tracker is the tool you need to ensure your organization stays on track. Monitor your progress on quality measures, Five-Star, AHCA/NCAL Quality Initiative goals, hospital readmission rates and more. Identify areas your organization should address in order to improve and set your own performance targets. Demonstrate your dedication to quality to your patients and residents with verifiable results.

## **Gain a Competitive Edge**

Monitoring only your own performance isn't enough to stay relevant in today's long term and post-acute care market. LTC Trend Tracker provides information on fellow providers from a local, regional and national perspective, so you can see how you measure up (individual organizations information stays private; LTC Trend Tracker only reports in the aggregate). Benchmark yourself to those of your peers and keep your organization ahead of the curve.



# WisCaregiver Careers

A PUBLIC-PRIVATE PARTNERSHIP ADDRESSING THE  
CNA SHORTAGE IN WISCONSIN NURSING HOMES



WisCaregiver Careers is a workforce development program to address the CNA shortage in Wisconsin nursing homes.

The program works to:

- ✓ Provide free training, free certification testing and a \$500 caregiver bonus after a six-month retention period
- ✓ Encourage new caregivers to enter the field of caregiving by lowering costs of becoming a CNA
- ✓ Make training more readily accessible

WisCaregiver Careers features an employment first program design in which participants are first hired by an employer, then trained under an in-house training program or third-party provider under an arrangement coordinated by the employer. This is a recruitment strategy which empowers employers to grow their own talent. It enables employers to recruit from a larger pool of applicants by engaging everyone who is interested in starting a health care career to begin as a CNA.

Upon trainee CNA certification, WisCaregiver Careers will provide:

- \$700 flat rate reimbursement for training costs
- \$300 employer success bonus

Upon the retention of CNAs for six months, full-time or part-time, WisCaregiver Careers will provide:

- \$500 reimbursement for WisCaregiver Bonus
- \$500 reimbursement for Mentor Bonus (if applicable)

For more information, recruitment resources, and our employer guide, visit our employer webpage at:

<https://www.whcawical.org/wiscaregiver-employers/> or email us at [wiscaregiver@whcawical.org](mailto:wiscaregiver@whcawical.org)



The WHCA/WiCAL website has a Career Center where members can post open positions in their facilities or companies. To access the Career Center, please visit [whcawical.org/careers](https://www.whcawical.org/careers) for more information.

# WHCA/WiCAL

Wisconsin Health Care Association

Wisconsin Center for Assisted Living

## WHCA/WiCAL Executive Committee



**President**  
**Steve Kuranz**

Hope Senior Living  
[skuranz@oakridgecarecenter.com](mailto:skuranz@oakridgecarecenter.com)

**First Vice-President**

**David Mills**

North Shore Healthcare  
[Dmills@nshorehc.com](mailto:Dmills@nshorehc.com)

**Second Vice-President**

-OPEN-

**Third Vice-President**

**Bob Molitor**

The Alden Network  
[Bob.molitor@thealdennetwork.com](mailto:Bob.molitor@thealdennetwork.com)

**Treasurer**

-OPEN-

**Secretary**

**Kris Sptel**

Congregational Home, Inc.  
[Ksptel@congregationalhome.org](mailto:Ksptel@congregationalhome.org)

**WiCAL Council Chair**

**Dale Kelm**

Birch Haven Senior Living  
[Dale@birchhavenseniiorliving.com](mailto:Dale@birchhavenseniiorliving.com)

## WiCAL Council

### LEADERSHIP

**Dale Kelm**

WiCAL Council Chair and Member,  
WHCA/WiCAL Board of Directors  
[Dale@birchhavenseniiorliving.com](mailto:Dale@birchhavenseniiorliving.com)

**Lisa Krueger**

WiCAL Council Vice Chair  
[lkrueger@lifespark.com](mailto:lkrueger@lifespark.com)

**Lisa Olson**

Member,  
WHCA/WiCAL Board of Directors  
[Lisa.Olson@SevitaHealth.com](mailto:Lisa.Olson@SevitaHealth.com)

### REGION 1

**Steve Kuranz**

Hope Health & Rehab  
[Skuranz@oakridgecarecenter.com](mailto:Skuranz@oakridgecarecenter.com)

### REGION 2

**Hayden Frank**

Oak Park Place  
[Hfrank@oakparkplace.com](mailto:Hfrank@oakparkplace.com)

### REGION 3

**Marcia Christiansen**

Rainbow House  
[Rainbowhouse@lsol.net](mailto:Rainbowhouse@lsol.net)

### REGION 4

-OPEN-

### REGION 5

**Dale Kelm**

Birch Haven Senior Living  
[Dale@birchhavenseniiorliving.com](mailto:Dale@birchhavenseniiorliving.com)

<https://www.whcawical.org/about-whca/leadership/>

# WHCA/WiCAL

Wisconsin Health Care Association

Wisconsin Center for Assisted Living

## WHCA Board of Directors

### DISTRICT 1

#### President

**Bob Molitor**

Alden Network

#### Representative

**Dave Egan**

Real Property Health Facility

### DISTRICT 2

#### President

**Scott Frank**

Oak Park Place

#### Representative

**Eric Jacobson**

Middleton Village Nursing and Rehab

### DISTRICT 3

#### President

**Paul Fiscus**

Maplewood of Sauk Prairie

#### Representative

**Chad Basche**

North Shore Health Care

### DISTRICT 5

#### President

**David Mills**

North Shore Healthcare

#### Representative

**Kris Sprtel**

Congregational Home, Inc.

### DISTRICT 6

#### President

**Dovie Mauer**

Eden Senior Care

#### Representative

**Michael Jacobs**

Fundamental Health Care

### DISTRICT 7

#### President

**Aaron Topper**

AA Healthcare

#### Representative

**Danielle Rummells**

Marshfield Health Services

### DISTRICT 8

#### President

**Izzy Weinberg**

Champion Care

#### Representative

**Mitul Lindemann**

Synergy Health Care

### DISTRICT 9

#### President

**Lana Trocinski**

Pine View Terrace

#### Representative

-OPEN-

### DISTRICT 10

#### President

**Melissa Walthall**

Park View Home, Inc.

#### Representative

**Lisa Olson**

Sevita Health

### DISTRICT 11

#### President

**Deb Klatkiewicz**

Park Manor, Ltd.

#### Representative

**Joe Simonich**

Villa Maria Health & Rehab

### DISTRICT 12

#### President

**Dale Kelm**

Birch Haven Senior Living

#### Representative

-OPEN-

### AT LARGE REPRESENTATIVES

#### 70 Beds or Less

**Laura Holmstrom**

Delavan Health Services

#### Independent Providers

**Steve Kuranz**

Hope Health & Rehab

#### Multi-Facility

**Jeff Schueller**

North Shore Healthcare

#### Non-Proprietary Seat

**Stephanie Sherman**

Carriage Healthcare Companies

#### Wisconsin DON Council

**Tina Belongia**

North Shore Healthcare

#### Business Partner Member

**Pat LeMire**

M3 Insurance

### PAST PRESIDENTS

**Jeff Schueller**

North Shore Healthcare

**Kevin Larson**

Spring Valley Health Care

**Deb Klatkiewicz**

Park Manor, Ltd.

<https://www.whcawical.org/about-whca/leadership/>

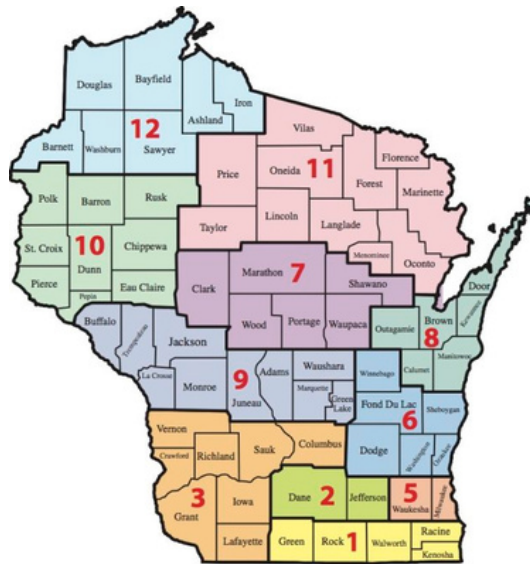


# WHCA/WiCAL

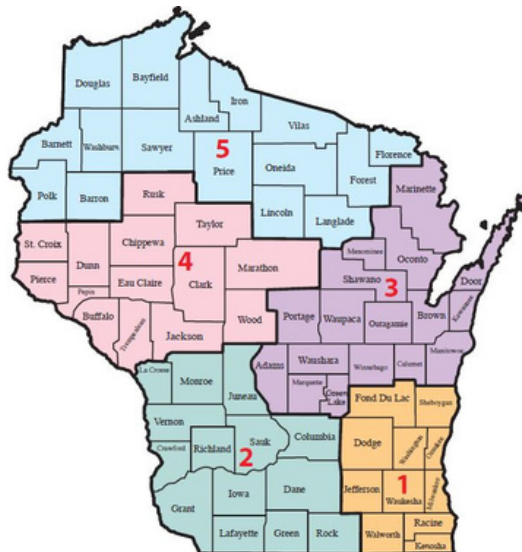
Wisconsin Health Care Association

Wisconsin Center for Assisted Living

## WHCA Districts



## WiCAL Regions



<https://www.whcawical.org/about-whca/leadership/>

## 2024 WHCA/WiCAL Committees

**If you would like to join one of these committees and are a staff of a current WHCA/WiCAL member facility, please send an email indicating your interest to [info@whcawical.org](mailto:info@whcawical.org).**

### **BUDGET COMMITTEE**

This committee is charged with the development of WHCA/WiCAL's annual operating budget. The budget is generally developed in August and September. The Budget Committee's recommendation for the operating budget for the next calendar year is presented to the Board of Directors and voted on by the association's membership at the Annual Business Meeting during Fall Convention. The committee can meet, as needed, at other times during the year.

### **BUSINESS PARTNERS COMMITTEE**

This committee is designed to give WHCA/WiCAL Business Partners a formalized voice on their needs and concerns to the Board of Directors. This committee works to ensure the timeliness and quality of the services WHCA/WiCAL provides its Business Partners, in an effort to help foster productive working relationships with WHCA/WiCAL member facilities.

### **BYLAWS COMMITTEE**

This committee addresses and resolves all questions referred to and relative to the interpretations of the Association's Bylaws. Moreover, the committee provides continuing oversight on the Bylaws to assure that they are consistent with the direction and desires of the membership. On request from the Board of Directors, it drafts written policy consistent with the association's constitution and bylaws and presents the draft to the Board of Directors for approval and recommendation to the membership as a whole. It keeps the policies up to date in an organized manner and makes them accessible to the membership.

### **EDUCATION COMMITTEE**

The Education Committee is charged with the development and implementation of educational programs and conferences for member facilities. Educational planning includes coordination of educational functions at WHCA/WiCAL conferences, statewide trainings and workshops, webinars, and other educational resources. This includes location planning and the recommendation of educational and entertainment functions at WHCA/WiCAL conferences. The Education Committee may receive recommendations from other WHCA/WiCAL committees and should carefully assess the need and timing of recommended education.



## 2024 WHCA/WiCAL Committees

**If you would like to join one of these committees and are a staff of a current WHCA/WiCAL member facility, please send an email indicating your interest to [info@whcawical.org](mailto:info@whcawical.org).**

### **CLINICAL COUNCIL**

The Quality Committee is a collaborative effort to advance care quality and current standards of clinical practice in WHCA/WiCAL member facilities. This committee will also focus efforts on promoting the National Quality Awards and the AHCA Quality Initiatives.

### **PAYMENT COUNCIL**

This committee will provide a forum for data and information exchange and dialogue among financial managers; as well as development of commentary, policies and recommendations on matters relating to current and emerging payment methodologies for skilled nursing and assisted living facilities.

### **SURVEY/REGULATORY COMMITTEE**

The Survey/Regulatory Committee reviews quarterly DQA citation statistics for ways in which facilities can advance and improve their efforts toward survey compliance. As a means of enabling these efforts, the committee will make educational session recommendations for the Spring Conference, Fall Convention, as well as topical areas that should be covered in regional and one-day workshops. The committee will also make recommendations for elements to be included in survey preparation tool development for facilities. The committee will be the primary vehicle through which the association develops recommendations on strategic reform planning of the SNF survey system to CMS and state survey agency officials.

### **MULTI-FACILITY PROVIDERS COMMITTEE**

This committee serves as a forum for the multi-facilities (three or more facilities under similar management) to voice their individual and collective concerns regarding the issues confronting the long-term care provider community.

### **POLITICAL AFFAIRS COMMITTEE**

This committee is designed to foster membership contributions to, and participation in, the substantial political activities of WHCA/WiCAL including the WHCA/WiCAL Political Action Committee. This committee is responsible for establishing strategies to allow the association to enact its mission in the legislative process. Attention is placed on the unique aspects of the political arena as it pertains to local, state, and federal activities.

### **INDEPENDENT PROVIDERS COMMITTEE**

This committee serves as a forum for the independent provider (less than three facilities under similar management) to voice their individual and collective concerns regarding the issues confronting the long-term care industry.

# 2024 Pledge Partner Listing

## PLATINUM PARTNER

### Behavioral Care Solutions

Amanda Reisner • 262-366-3116 • [areisner@bcsgps.com](mailto:areisner@bcsgps.com) • [behavioralcaresolutions.com](http://behavioralcaresolutions.com)

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## ELITE PREMIER PARTNER

### Martin Bros Distributing

Sam Satovich • 763-291-6222 • [Sam.satovich@martinbros.com](mailto:Sam.satovich@martinbros.com) • [martinbros.com](http://martinbros.com)

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## ELITE PARTNERS

### M3 Insurance

Pat LeMire  
608-288-2807  
[pat.lemire@m3ins.com](mailto:pat.lemire@m3ins.com)  
[m3ins.com](http://m3ins.com)

### Healthcare Services Group

Levi Carl  
708-997-5250  
[lcarl@hcsghcorp.com](mailto:lcarl@hcsghcorp.com)  
[hcsghcorp.com](http://hcsghcorp.com)

### McKesson Medical Surgical

Jake Byrnes  
763-807-6120  
[Jake.byrnes@mckesson.com](mailto:Jake.byrnes@mckesson.com)  
[mckesson.com](http://mckesson.com)

### Think Anew

Stacey Yoakum  
601-853-1953  
[Syoakum@thinkanew.com](mailto:Syoakum@thinkanew.com)  
[thinkanew.com](http://thinkanew.com)

### Wipfli LLP

Larry Lester  
414- 431-9300  
[Llester@wipfli.com](mailto:Llester@wipfli.com)  
[wipfli.com](http://wipfli.com)

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## PRIME PARTNERS

### CE Solutions

Deb Martin  
866-650-3400  
[Debm@discovercesolutions.com](mailto:Debm@discovercesolutions.com)  
[discovercesolutions.com](http://discovercesolutions.com)

### Kleenmark

Michael Staver  
608-807-8591  
[mstaver@kleenmark.com](mailto:mstaver@kleenmark.com)  
[kleenmark.com](http://kleenmark.com)

### Medline Industries, Inc.

Laura Pett  
847-254-2917  
[LPett@medline.com](mailto:LPett@medline.com)  
[medline.com](http://medline.com)

### Navigator Group Purchasing, Inc.

Adam Arians  
973-879-7292  
[adam.arians@navigatorgpo.com](mailto:adam.arians@navigatorgpo.com)  
[navigatorgpo.com](http://navigatorgpo.com)

### von Briesen & Roper, s.c.

Stacy Gerber Ward  
414-287-1568  
[Sgward@vonbriesen.com](mailto:Sgward@vonbriesen.com)  
[vonbriesenhealth.com](http://vonbriesenhealth.com)

### Pathway Health Services, Inc.

Lisa Thomson  
414-322-2043  
[Lisa.Thomson@pathwayhealth.com](mailto:Lisa.Thomson@pathwayhealth.com)  
[pathwayhealth.com](http://pathwayhealth.com)

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## SELECT PARTNERS

**Basic American/  
Grahamfield**  
[grahamfield.com](http://grahamfield.com)

**Medtrition**  
[medtrition.com](http://medtrition.com)

**CliftonLarsonAllen LLP**  
[claconnect.com](http://claconnect.com)

**DTN Staffing**  
[dtnstaffing.com](http://dtnstaffing.com)

**Herzing University**  
[herzing.edu](http://herzing.edu)

**PointClickCare**  
[pointclickcare.com](http://pointclickcare.com)

**Thrifty White Pharmacy**  
[thriftywhite.com](http://thriftywhite.com)

**Anchor Solutions**  
[anchorsolutions.com](http://anchorsolutions.com)

**Theoria Medical**  
[theoriamedical.com](http://theoriamedical.com)

**iCare**  
[www.icarehealthplan.org](http://www.icarehealthplan.org)