

# WHCA/WiCAL

Wisconsin Health Care Association

Wisconsin Center for Assisted Living

ADVOCACY • EDUCATION • EXCELLENCE.

## 2022 Member Resource Guide



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



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## Dear WHCA/WiCAL Members,

2021 has been a challenging year. 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.

In these challenging times punctuated by COVID-19, regulatory changes, and reimbursement challenges, WHCA/WiCAL's experienced staff continues to be ready to assist your facility and staff.

I look forward to the opportunity to meet and get to know each of you.

Sincerely,

A handwritten signature in black ink, reading "Rick Abrams". The script is fluid and cursive.

Rick Abrams  
President & CEO  
WHCA/WiCAL  
[Rick@whcawical.org](mailto:Rick@whcawical.org)



# WHCA/WiCAL

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## WHCA/WiCAL Staff



**Rick Abrams, JD | CEO | [Rick@whcawical.org](mailto:Rick@whcawical.org)**

Rick Abrams is the CEO 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 | Director of Government Relations and Regulatory Affairs | [Jstoa@whcawical.org](mailto:Jstoa@whcawical.org)**

Jim Stoa is WHCA/WiCAL's Director 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 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.



**Pat Boyer, MSM, RN, NHA | Director of Quality Advancement and Education | [Pat@whcawical.org](mailto:Pat@whcawical.org)**

Pat Boyer has more than 30 years of professional health care experience and is nationally recognized for her expertise in LTC clinical and operational matters. Her areas of expertise include long-term care and post-acute operations, state and federal compliance programs, and performance improvement process development. With Pat's clinical and operational expertise, she has valuable credentials that add to the value proposition of WHCA/WiCAL's membership. Pat is responsible for assisting members with quality advancement efforts and developing the curriculum of WHCA/WiCAL's educational offerings with the association's member-driven Education Committee.



**Kate Dickson, MPA | Director 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 – particularly the Wisconsin State Nursing Home Payment Methodology and Family Care MCO reimbursement questions. Please contact Kate with questions that you have about any of these matters.

# WHCA/WiCAL

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**Jena Jackson | Director of Development | [Jena@whcawical.org](mailto:Jena@whcawical.org)**

Jena has a diverse background in brand management, public relations, and business development. With her nearly 20 years of professional experiences, she provides WHCA/WiCAL with fresh perspectives and ideas for growth. Jena holds a bachelor's degree from the University of Northern Iowa in Public Relations with minors in Journalism and Theater. She has a diverse background in corporate training, vendor management, government relations, event planning, and sales and marketing. Jena has 10+ years of professional experience specifically pertaining to business growth, 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 handles all association events from planning to execution, including the annual Spring Conference & Expo, Care Classic, and Fall Convention & Expo. She also manages all member and business partner relations, marketing & advertising opportunities, while also serving on the various association committees.



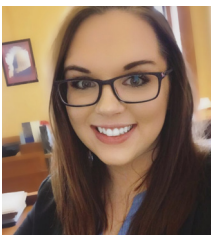
**Kate Battiato, MPA | Director of Workforce Development | [Kbattiato@whcawical.org](mailto:Kbattiato@whcawical.org)**

Kate Battiato is the Director of Workforce Development of WHCA/WiCAL. A proud "Double Badger," Battiato has a Bachelor's in Political Science from the University of Wisconsin-Madison and a Master's in Public Affairs from the La Follette School of Public Affairs. She brings a unique mix of public policy and HR experience to WHCA/WiCAL. Kate holds certifications in Career Development Facilitation (GCDF) and Federal Job Search Training and Coaching (CFJST and CFCC). 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 combine for the better, and what adjustments to make when the outcomes are less than desirable. Kate enjoys working with teams to conduct process analysis and mapping, develop actionable performance measures, and resolve team conflict to create organizational value.



**Jammie Moore | Director of Administrative Services | [Jammie@whcawical.org](mailto:Jammie@whcawical.org)**

Jammie oversees day-to-day operations of WHCA/WiCAL. She provides membership services, manages the membership database, tracks financial information, and handles payroll, benefits, accounts payable, and accounts receivable for the association. Jammie has been with the association for 25 years. If you have any questions regarding billing of dues or educational seminars, please feel free to contact her directly. Her organizational skills keep WHCA/WiCAL running smoothly and are instrumental in the success of Spring Conference and Fall Convention.



**Allison Cramer | Director of Communications | [Allison@whcawical.org](mailto:Allison@whcawical.org)**

Allison Cramer is the Director of Communications for WHCA/WiCAL. As a member of the public affairs team, Allison assists with WHCA/WiCAL's lobbying efforts, primarily through engaging members in key legislative priorities through grassroots advocacy. In addition, she is the managing editor *CareConnection*, *WiCAL Wires*, and the *Education Newsletter* and assists with the publication of the *Workforce Wednesday Newsletter*. Allison serves on the Board of Directors for Wisconsin Women in Government and is a member of the Communications and Programs & Professional Development Committees. She is also a member of the Society of Long-Term Care Communicators and the American Society of Association Executives. Allison is a graduate of the University of Wisconsin-Madison with a Bachelor of Arts in Political Science and minors in Education Policy Studies and German.



Wisconsin Health Care Association

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## 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 \$68.60/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 \$20/bed.

**For more information, please visit [whcawical.org/join](http://whcawical.org/join).**



## WHCA/WiCAL Member Savings Program

WHCA/WiCAL Member Savings Program is designed to advance quality and value of long-term care providers through education 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.

For more information about the Member Savings Program and the participants, please visit [whcawical.org/msp](http://whcawical.org/msp).

### 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

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.

### Herzing University

At Herzing, you are offered personalization and support to help you earn your degree and advance your career. Their innovative career programs provide flexible learning options and convenient scheduling for busy students with 10 campuses across 7 states, as well as online programs.

WHCA/WiCAL Members Facilities (staff and family members) receive 20% off the cost of tuition at Herzing University.

If you are looking to “grow your own” in-house Licensed Practical Nurses (LPNs) to fill staffing gaps, Herzing University and WHCA/WiCAL have partnered to provide a path to a Diploma in Practical Nursing for WHCA/WiCAL member employees and a stable pipeline of new LPNs for member facilities

#### Employee Benefits:

- 30% tuition scholarship available exclusively for WHCA/WiCAL association member employees
- Earn your diploma and begin a new career in nursing in as few as 12 months
- Hands-on learning in simulation labs followed by an onsite clinical experience
- Fully prepare and test for your NCLEX-PN exam to become an LPN

### AM Solutions

AM Solutions is a leading marketing services provider in the print and graphics industry, specializing as a “one-stop shop,” they provide in house production capabilities from creative design, on-demand ink-jet digital and commercial printing, full service direct mail, large format printing, branded merchandise, state of the art e-commerce platforms, warehousing and fulfillment.



# 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) to fill out the form.

- **CareConnection:** The weekly electronic newsletter *CareConnection*, has the most up-to-date information for long-term care providers in the state;
- **WiCAL Wires:** The monthly electronic newsletter, *WiCAL Wires*, has news and information specific to assisted living providers;
- **Workforce Wednesday Newsletter:** The monthly electronic newsletter, *Workforce Wednesday Newsletter*, has up-to-date information on workforce trends, recruitment strategies, and resources;
- **Member Alerts:** WHCA/WiCAL sends out announcements on important issues that need immediate action from members of Wisconsin's long-term and post-acute care provider community;
- **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](#), [Twitter](#), [LinkedIn](#), and [YouTube](#).







## 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 immediate need to address Wisconsin's LTC workforce shortage crisis, which is due in part to Wisconsin being one of the worst Medicaid reimbursement systems in the country.

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 6-7, 2022** **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 this meeting, 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.





# 2022 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)

## 2022 EVENTS

### Annual Spring Conference & Expo

April 6-8

Hyatt Regency & KI Convention Center, Green Bay

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### Annual Fall Convention & Gold Partner Expo

October 19-21

The Osthoff Resort, Elkhart Lake

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### Annual Care Classic Golf Outing & Fundraiser

July 18

The Oaks Golf Course, Cottage Grove

# 2022 WHCA/WiCAL Educational Offerings:



WHCA/WiCAL is proud to partner with Blue Rock WI to provide a customized approach to leadership development for post-acute and long-term care. The Academy has a measurable organizational impact because it helps emerging leaders build on their strengths while working on sector-specific problems.

The Leadership Academy is comprised of 5 courses, spaced 4-6 weeks apart. Each course is focused on a different aspect of becoming an effective leader. Courses are 1 day in length with built-in opportunities for action learning and time to address actual health care problems.

Courses include:

- Strengthening Your Practice of Leadership
- Leading Change and Innovation That Sticks
- The Leader as a Master Communicator
- Leading High Performing Teams
- Leaders Maintain a Focus on the Future

**For more information, please visit**  
[whcawical.org/leadershipacademy](http://whcawical.org/leadershipacademy)



## WOUND TREATMENT ASSOCIATE PROGRAM

The WTA® (Wound Treatment Associate) educational program was developed by the Wound, Ostomy and Continence Nurses Society™ (WOCN®) to meet the growing need for skilled wound care providers in all care settings and to enhance nurses' ability to provide optimal care for patients with acute and chronic wounds, as members of a collaborative wound care team. The WOCN Society has been recognized with distinction by the ANCC as a provider of continuing education and is recognized by CMS as a resource for best practices related to wound management. Successful completion of this course provides 24 contact hours for continuing education and meets didactic requirements for WOCNCB certification as a WTA (WTA-C).

**For more information, please visit**  
[whcawical.org/wta](http://whcawical.org/wta)



# 2022 WHCA/WiCAL Educational Offerings:



## WHCA/WiCAL SURVEY SESSIONS

Utilizing the knowledge and experience of WHCA/WiCAL's Legal and Regulatory Advisor Brian Purtell, Director of Government Relations and Regulatory Affairs Jim Stoa, and the clinical and compliance acumen of Director of Quality Advancement and Education Pat Boyer, we will examine the top 10 F-tags being issued in the state of Wisconsin during the long-term care survey process, discuss general observations and updates with SNF/NF surveys, and look at the infection control surveys and new survey guidance. This program will include an emphasis on proactive action steps and best practices providers can implement to prepare their staff for survey, as well as how to address resident and family concerns proactively so as to avoid complaint surveys.

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



## EMERGENCY PREPAREDNESS: TABLETOP EXERCISE WEBINAR

WHCA/WiCAL is pleased to present our Emergency Preparedness Webinar for facilities to be ready for the requirements of the Emergency Preparedness Rule. Participants will receive a brief overview of the rule and then have the opportunity participate in and complete a tabletop exercise simulating the process necessary for emergency response. The exercise will challenge participants to think through a scenario, consider if their plan will work, and examine whether their plan is in proper working order. From this exercise and discussion, centers will be able to determine what worked, what they need to improve upon, and complete an after-action review to document all of their findings.

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



## WHCA/WiCAL SEMINAR SERIES

The WHCA/WiCAL Seminar Series is a 10-part webinar program featuring hot-topic educational programming related to quality, regulatory, legal, reimbursement, staffing, and other key issues and channels our members are facing. Attending the live seminars also provides NAB continuing education credits (1 CE per Seminar). What a simple and cost-effective way to earn 10 CEs throughout the year! To ensure the Seminars are covering timely, pertinent topics, subjects & summaries will be announced at the beginning of each quarter in 2022.

For more information and to enroll in the Season Ticket program, please click [HERE](#).

Each Seminar will be held live via Zoom and Season Ticket holders will also receive the recording of the live program! We encourage purchasing the Season Ticket! Not only does it guarantee your place at each webinar, it comes with a \$100 discount.

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



# 2022 WHCA/WiCAL Educational Offerings:



## FINANCIAL AFFAIRS WEBINAR SERIES

WHCA/WiCAL is pleased to offer the Financial Affairs Webinar Series available exclusively to our members. This series will provide a briefing, background, and forum for members to learn, network, and share ideas about many of the critical financial affairs issues SNF and AL providers face on a day-to-day basis.

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



## PEAL WEBINAR SERIES

WiCAL members are encouraged to maximize their membership benefit via participation in the association's Performance Excellence in Assisted Living (PEAL) quality advancement program. PEAL is part of the larger Wisconsin 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.

The Performance Excellence in Assisted Living (PEAL) program is designed to provide WiCAL members with key performance improvement techniques. The PEAL webinars will focus on utilization of evidence-based standards of performance management and quality advancement.

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



# 2022 WHCA/WiCAL Educational Offerings:



## WiCAL LEARNING SESSIONS

The Wisconsin Center for Assisted Living is pleased to offer its members a regular series of membership Learning Sessions via webinar designed to help inform and engage managers and staff of WiCAL member facilities on a series of topics critical to the assisted living profession.

These on-point meetings offer WiCAL members the opportunity to raise issues with their peers as well as WHCA/WiCAL staff and have the opportunity to hear from a variety of experts, consultants, and professionals in areas relevant to assisted living providers.

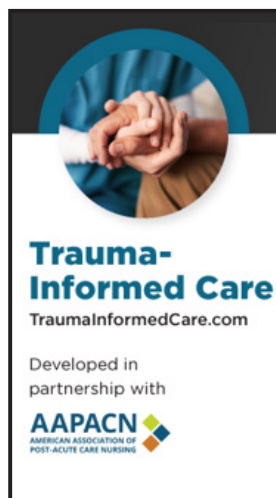
**For more information, please visit**  
[whcawical.org/wicallearning](http://whcawical.org/wicallearning)



## AHCANCALED

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.





# 2022 WHCA/WiCAL Educational Offerings:



## INFECTION PREVENTIONIST SPECIALIZED TRAINING

AHCA Infection Preventionist Specialized Training (IPCO) is a specialized course of study for healthcare professionals who desire to serve as Infection Preventionists (IPs) as established in the CMS Reform of Requirements of Participation for Long Term Care Facilities. Through this program, individuals will be specially trained to effectively implement and manage an Infection Prevention and Control Program in a nursing center.

It addresses both clinical and organizational systems, processes and cultural aspects of infection prevention and control which are fundamental to effectively leading and administering a center's Infection Prevention & Control program.

Now more than ever, an Infection Prevention Control Officer (IPCO) is critical to have in your building/organization. The American Health Care Association/National Center for Assisted Living is happy to announce the launch of version 2 of the Infection Prevention Control Officer (IPCO) training. This updated version incorporates information from the COVID-19 pandemic, the most recent regulatory requirements as well as sections on Candida auris, Multi-Drug Resistant Organisms (MDROs), and Enhanced Barrier Precautions (EBP). Additionally, there is an entire section on how to get an effective water management program running in your center.

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



## 10% DISCOUNT ON ONLINE DEMENTIA CARE TRAINING AND CERTIFICATION

HealthCare Interactive's CARES online dementia care training program meets the State of Wisconsin dementia training requirements, and each staff member who completes any of the 5 online training programs can get certified by the Alzheimer's Association at no additional cost. Pricing starts at \$24.95 per person, and affordable site licenses are available. Use the promo code WHCA10 at checkout to receive 10% off your entire order!

**If you have questions, or if you wish to place your order by phone, call (952) 928-7722 or visit [hcinteractive.com](https://hcinteractive.com)**





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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## WiCAL PEAL

WiCAL members are encouraged to maximize their membership benefit via participation in the association's Performance Excellence in Assisted Living (PEAL) quality advancement program. PEAL is part of the larger Wisconsin 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.

PEAL is a Baldrige-based program in which facilities first embark on an internal self-analysis of their organization. Upon establishing foundational elements, participants learn or enhance their performance improvement processes that can be utilized in clinical and nonclinical performance efforts. Unlike some other programs, there are no additional fees for members to participate in PEAL. Participation in PEAL/WCCEAL allows facilities to access critical data comparing their performance and quality to all other WCCEAL participating facilities, in quality variables and an annual resident satisfaction survey. WCCEAL is gaining significant recognition and attention, and participation is taking on greater tangible significance. WiCAL members that do not currently participate in PEAL are encouraged to join their fellow members in this important initiative.

The Performance Excellence in Assisted Living (PEAL) program is designed to provide WiCAL members with key performance improvement techniques.

**For more information, please visit [whcawical.org/peal](http://whcawical.org/peal)**

# 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 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 organization's 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.



# Clinical Resource Center

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 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 from [AMDA – The Society for Post-Acute and Long-Term Care Medicine](#).

To access the CRC, go to [crc.chsra.wisc.edu](http://crc.chsra.wisc.edu) to either sign in with your existing account, or to set up your own new registration.





# WisCaregiver Careers

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



In 2020, WHCA/WiCAL announced that we partnered with the Wisconsin Department of Health Services (DHS) to assume administration of the WisCaregiver Careers program, a successful CNA training initiative started by DHS in 2018.

WisCaregiver Careers provides free CNA training and free nurse aide competency testing to program participants and coordinates an employer consortium, which provides \$500 six-month retention bonuses to WisCaregivers. In addition, the project will coordinate the implementation of a new 75-hour CNA training curriculum with the goal of assisting nursing homes in establishing nurse aide training programs.

Wisconsin nursing homes can participate in the program as employers or as training providers.

The program runs through July 2022.

**To learn more, please visit [whcawical.org/wiscaregiver](https://whcawical.org/wiscaregiver)**



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://whcawical.org/careers) for more information.



CareForTheAging.org is a career information workforce development initiative of the Wisconsin Health Care Association/Wisconsin Center for Assisted Living to recruit compassionate and dedicated people to the mission of serving the elderly and disabled in long term and post-acute care profession in Wisconsin.

### **Discover Your Deepest Calling. Seize Opportunities.**

Whether you are just starting out or looking for a new career opportunity, now is a perfect time to launch a career in this field that is experiencing significant growth.

### **Equipping Tomorrow's Workforce**

CareForTheAging.org is an informational resource that aims to foster a deeper understanding on the wide range of career pathways available in the profession and inspire those who are looking for a new career opportunity to become a part of this rapidly growing and exceptionally rewarding field.

We recognize that job seekers need support and information to navigate the various career pathways available. We have developed resources that you may find helpful as you navigate the field.

### **We invite you to:**

- explore our featured career-focused videos from current caregivers who have passionately shared their inspirational journey in the field to give you a glimpse into their world, and
- peruse other resources including education and training requirements, salaries, and advancement opportunities to help you find the right fit as you prepare to embark a career in this noble field.

### **Bridging the Gap**

Did you know that CareForTheAging.org is a thriving platform that connects job seekers with skilled nursing and assisted living communities across Wisconsin that are recruiting for open positions and training programs?



# WHCA/WiCAL

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## WHCA/WiCAL Executive Committee



### President

**Steve Kuranz**

Hope Senior Living

[Kuranz@oakridgecarecenter.com](mailto:Kuranz@oakridgecarecenter.com)

### First Vice-President

**David Mills**

North Shore Healthcare

[Dmills@nshorehc.com](mailto:Dmills@nshorehc.com)

### Second Vice-President

**Stacy Kopp**

Grand View Care Center

[Skopp@grandviewhome.org](mailto:Skopp@grandviewhome.org)

### Third Vice-President

**Bob Molitor**

The Alden Network

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

### Treasurer

**Michael Jones**

Willowcrest Health Services

[Mjones@nshorehc.com](mailto:Mjones@nshorehc.com)

### Secretary

**Kris Sprtel**

Congregational Home, Inc.

[Ksprtel@congregationalhome.org](mailto:Ksprtel@congregationalhome.org)

### WiCAL Council Chair

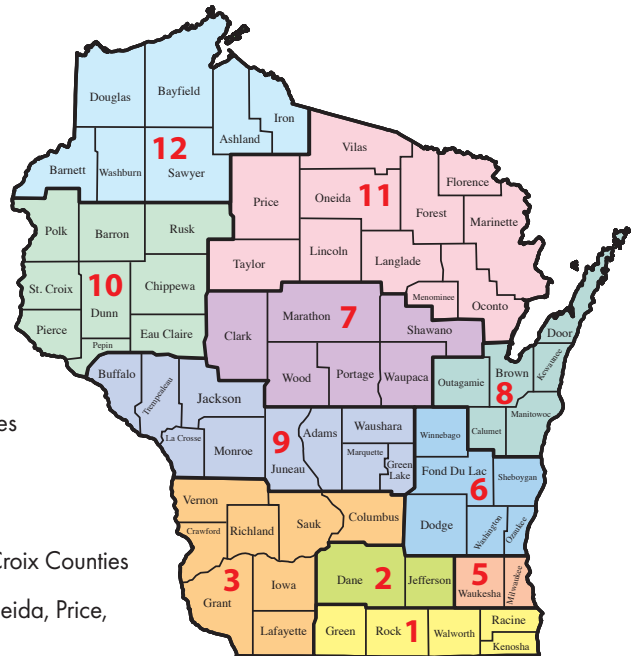
**Dale Kelm**

Birch Haven Senior Living

[Dale@birchhavenseniorliving.com](mailto:Dale@birchhavenseniorliving.com)

## WHCA Districts

- District 1** Green, Kenosha, Racine, Rock and Walworth Counties
- District 2** Dane and Jefferson Counties
- District 3** Columbus, Crawford, Grant, Iowa, Lafayette, Richland, Sauk, and Vernon Counties
- District 5** Milwaukee and Waukesha Counties
- District 6** Dodge, Fond du Lac, Ozaukee, Sheboygan, Washington and Winnebago Counties
- District 7** Clark, Marathon, Portage, Shawano, Waupaca and Wood Counties
- District 8** Brown, Calumet, Door, Kewaunee, Manitowoc, and Outagamie Counties
- District 9** Adams, Buffalo, Jackson, Juneau, LaCrosse, Monroe, Trempealeau, Waushara Counties
- District 10** Barron, Chippewa, Dunn, Eau Claire, Pepin, Pierce, Polk, Rusk, and St. Croix Counties
- District 11** Florence, Forest, Langlade, Lincoln, Marinette, Menominee, Oconto, Oneida, Price, Taylor and Vilas Counties
- District 12** Ashland, Barnett, Bayfield, Douglas, Iron, Sawyer and Washburn Counties



# WHCA / WiCAL

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## WHCA Board of Directors

### DISTRICT 1

#### President

Bob Molitor

Alden Network

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

#### Representative

#### Dave Egan

Real Property Health Facility

[Degan@rphfcorp.com](mailto:Degan@rphfcorp.com)

### DISTRICT 2

#### President

-OPEN-

#### Representative

Scott Frank

Oak Park Place

[Sfrank@oakparkplace.com](mailto:Sfrank@oakparkplace.com)

### DISTRICT 3

#### President

#### Paul Fiscus

Maplewood of Sauk Prairie

[Pfiscus@maplewoodsaukprairie.com](mailto:Pfiscus@maplewoodsaukprairie.com)

#### Representative

#### Mark Scoles

Greenway Manor

[Mscoles@greenwaymanor.net](mailto:Mscoles@greenwaymanor.net)

### DISTRICT 5

#### President

#### Mike Jones

Willowcrest Health Services

[Mjones@nshorehc.com](mailto:Mjones@nshorehc.com)

#### Representative

#### Kris Sprtel

Congregational Home, Inc.

[Ksprtel@congregationalhome.org](mailto:Ksprtel@congregationalhome.org)

### DISTRICT 6

#### President

#### Dovie Mauer

Eden Senior Care

[Dovie@edenseniorhc.com](mailto:Dovie@edenseniorhc.com)

#### Representative

#### David Mills

North Shore Healthcare

[Dmills@nshorehc.com](mailto:Dmills@nshorehc.com)

### DISTRICT 7

#### President

#### Izzy Weinberg

Champion Care

[Izzy@championhcare.com](mailto:Izzy@championhcare.com)

#### Representative

#### Aaron Topper

AA Healthcare

[Atopper@aahealthcaremgt.com](mailto:Atopper@aahealthcaremgt.com)

### DISTRICT 8

#### President

-OPEN-

#### Representative

#### Mitul Lindemann

Synergy Health Care

[Mitul@synergyseniorhc.com](mailto:Mitul@synergyseniorhc.com)

### DISTRICT 9

#### President

#### Stacy Kopp

Grand View Care Center

[Skopp@grandviewhome.org](mailto:Skopp@grandviewhome.org)

#### Representative

-OPEN-

### DISTRICT 10

#### President

#### Melissa Walthall

Park View Home, Inc.

[Mwalthall@parkview-cc.com](mailto:Mwalthall@parkview-cc.com)

#### Representative

#### Tonya Sweeney

Ladysmith Care Community

[Tonyas@ladysmithcarecommunity.com](mailto:Tonyas@ladysmithcarecommunity.com)

### DISTRICT 11

#### President

#### Joe Simonich

Villa Maria Health & Rehab

[Joes@avantihcs.com](mailto:Joes@avantihcs.com)

#### Representative

#### Deb Klatkiewicz

Park Manor, Ltd.

[Debklatkiewicz@gmail.com](mailto:Debklatkiewicz@gmail.com)

### DISTRICT 12

#### President

#### Peggy Rahkonen

Twin Ports Health Services

[Prahkonen@nshorehc.com](mailto:Prahkonen@nshorehc.com)

#### Representative

Dale Kelm

Birch Haven Senior Living

[Dale@birchhavenseniiorliving.com](mailto:Dale@birchhavenseniiorliving.com)

### AT-LARGE REPRESENTATIVES

#### 70 Beds or Less

#### Laura Holmstrom

Delavan Health Services

[Lholmstrom@nshorehc.com](mailto:Lholmstrom@nshorehc.com)

#### Independent Providers

#### Steve Kuranz

Hope Health & Rehab

[Skuranz@oakridgecarecenter.com](mailto:Skuranz@oakridgecarecenter.com)

#### Multi-Facility

#### Jeff Schueller

North Shore Healthcare

[Jschueller@nshorehc.com](mailto:Jschueller@nshorehc.com)

#### Non-Proprietary Seat

#### Stephanie Sherman

Carriage Healthcare Companies

[Ssherman@carriagehealthcare.com](mailto:Ssherman@carriagehealthcare.com)

### Wisconsin DON Council

-OPEN-

#### Business Partner Member

#### Pat LeMire

M3 Insurance

[Pat.lemire@m3ins.com](mailto:Pat.lemire@m3ins.com)

### PAST PRESIDENTS

#### Jeff Schueller

North Shore Healthcare

[Jschueller@nshorehc.com](mailto:Jschueller@nshorehc.com)

#### Kevin Larson

Spring Valley Health Care

[Kevinl@svhcs.org](mailto:Kevinl@svhcs.org)

#### Deb Klatkiewicz

Park Manor, Ltd.

[Debklatkiewicz@gmail.com](mailto:Debklatkiewicz@gmail.com)



# WHCA / WiCAL

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## WiCAL Council

### Dale Kelm

WiCAL Council Chair

### Mike Stemm

WiCAL Council Vice Chair

### Michelle Niles

WiCAL Council Secretary

### REGION 1

#### Michael Stemm

Riverview Village Senior Living

[Mstemm@riverviewvillageliving.com](mailto:Mstemm@riverviewvillageliving.com)

#### Steve Kuranz

Hope Health & Rehab

[Skuranz@oakridgecarecenter.com](mailto:Skuranz@oakridgecarecenter.com)

#### Stephanie Edel

Kenosha Senior Living

[Sedel@kenoshasl.com](mailto:Sedel@kenoshasl.com)

#### Allan Barr

Reena Senior Living

[Allan.barr@twsl.com](mailto:Allan.barr@twsl.com)

### Sue Sobieralski

Brenwood Park

[Ssobieralski@brenwoodparkliving.com](mailto:Ssobieralski@brenwoodparkliving.com)

### REGION 2

#### Hayden Frank

Oak Park Place

[Hfrank@oakparkplace.com](mailto:Hfrank@oakparkplace.com)

#### Lori Wright

REM Wisconsin

[Lori.wright@thementornetwork.com](mailto:Lori.wright@thementornetwork.com)

### REGION 3

#### Kristine Ritzenhein

Cottonwood Manor

[Kritzenhein@cottonwoodmanor.com](mailto:Kritzenhein@cottonwoodmanor.com)

#### Marcia Christiansen

Rainbow House

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

### REGION 4

#### Michelle Niles

Lake Manor

[Michellen@ladysmithcarecommunity.com](mailto:Michellen@ladysmithcarecommunity.com)

#### Billie Meyer

Applegate Terrace

[Bmeyer@nshorehc.com](mailto:Bmeyer@nshorehc.com)

### REGION 5

#### Dale Kelm

Birch Haven Senior Living

[Dale@birchhavenseniiorliving.com](mailto:Dale@birchhavenseniiorliving.com)

#### Heather Fishleigh

Lake Shore Assisted Living

[Hfishleighlakeshoreassistedliving@outlook.com](mailto:Hfishleighlakeshoreassistedliving@outlook.com)

## WiCAL Regions

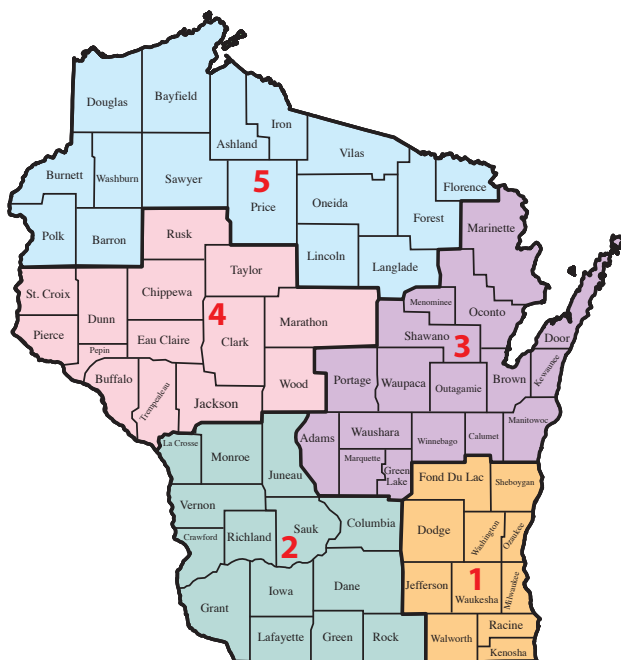
**Region 1** Dodge, Fond du Lac, Jefferson, Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha Counties

**Region 2** Columbia, Crawford, Dane, Grant, Iowa, Juneau, La Crosse, Lafayette, Monroe, Richland, Rock, Green, Sauk and Vernon Counties

**Region 3** Adams, Brown, Calumet, Door, Green Lake, Kewaunee, Manitowoc, Marinette, Marquette, Menominee, Oconto, Outagamie, Portage, Shawano, Waupaca, Waushara and Winnebago Counties

**Region 4** Buffalo, Chippewa, Clark, Dunn, Eau Claire, Jackson, Marathon, Pepin, Pierce, Rusk, St. Croix, Taylor, Trempealeau and Wood Counties

**Region 5** Ashland, Burnett, Barron, Florence, Forest, Iron, Langlade, Lincoln, Oneida, Polk, Price, Sawyer, Vilas, and Washburn Counties



# WHCA/WiCAL

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## 2022 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

**Chairperson:** Michael Jones, [Mjones@nshorehc.com](mailto:Mjones@nshorehc.com)

**Staff Liaison:** Jammie Moore, [Jammie@whcawical.org](mailto:Jammie@whcawical.org)

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

**Chairperson:** Pat LeMire, [Pat.lemire@m3ins.com](mailto:Pat.lemire@m3ins.com)

**Staff Liaison:** Jena Jackson, [Jena@whcawical.org](mailto:Jena@whcawical.org)

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

**Chairperson:** Alan Gaffner, [Alan.gaffner@thealdennetwork.com](mailto:Alan.gaffner@thealdennetwork.com)

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

**Co-Chair:** Tina Belongia, [Tbelongia@nshorehc.com](mailto:Tbelongia@nshorehc.com)

**Co-Chair:** Mitul Lindeman, [Mitul@synergyseniorhc.com](mailto:Mitul@synergyseniorhc.com)

**Staff Liaison:** Pat Boyer, [Pat@whcawical.org](mailto:Pat@whcawical.org)

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.

### INDEPENDENT PROVIDERS COMMITTEE

**Chairperson:** Steve Kuranz, [Skuranz@oakridgecarecenter.com](mailto:Skuranz@oakridgecarecenter.com)

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.

### MULTI-FACILITY PROVIDERS COMMITTEE

**Chairperson:** Jeffrey Schueller, [Jschueller@nshorehc.com](mailto:Jschueller@nshorehc.com)

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.

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### PAYMENT COUNCIL

**Co-Chair:** Amber Snow, [Ambersnow@ensignservices.net](mailto:Ambersnow@ensignservices.net)

**Co-Chair:** Gary Johnson, [Gjohnsen@jtcpcas.com](mailto:Gjohnsen@jtcpcas.com)

**Staff Liaison:** Kate Dickson, [Kate@whcawical.org](mailto:Kate@whcawical.org)

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.

### POLITICAL AFFAIRS COMMITTEE

**Co-Chair:** Debora Klakiewicz, [Debklatkiewicz@gmail.com](mailto:Debklatkiewicz@gmail.com)

**Co-Chair:** Jay Hintze, [Jay.hintze@svn.com](mailto:Jay.hintze@svn.com)

**Staff Liaisons:** Jim Stoa, [Jstoa@whcawical.org](mailto:Jstoa@whcawical.org) and Allison Cramer, [Allison@whcawical.org](mailto:Allison@whcawical.org)

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.

### QUALITY COMMITTEE

**Co-Chair:** Caryn Adams, [Cadams@bedrockhcs.com](mailto:Cadams@bedrockhcs.com)

**Co-Chair:** Shellie Sonnentag, [Ssonnentag@rphfcorp.com](mailto:Ssonnentag@rphfcorp.com)

**Co-Chair:** Kathy Hilgart-Schraufnagel, [Kathy.hilgart@outlook.com](mailto:Kathy.hilgart@outlook.com)

**Staff Liaison:** Pat Boyer, [Pat@whcawical.org](mailto:Pat@whcawical.org)

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.

### SURVEY/REGULATORY COMMITTEE

**Chairperson:** Brian Purtell, [Bpurtell@nshorehc.com](mailto:Bpurtell@nshorehc.com)

**Staff Liaison:** Jim Stoa, [Jstoa@whcawical.org](mailto:Jstoa@whcawical.org)

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.

# 2022 Pledge Partner Listing

## ELITE PREMIER BUSINESS PARTNER

### M3 Insurance

608-288-2807 • Pat LeMire • [m3ins.com](http://m3ins.com)

## ELITE BUSINESS PARTNERS

### Healthcare Services Group

Jason Skolaski  
920-216-2458

[Jskolaski@hcsgrcorp.com](mailto:Jskolaski@hcsgrcorp.com)  
[hcsgrcorp.com](http://hcsgrcorp.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)

## PRIME BUSINESS PARTNERS

### Behavioral Care Solutions

Robert Clemente  
248-895-5470

[Robbie@bcsgps.com](mailto:Robbie@bcsgps.com)  
[behavioralcaresolutions.com](http://behavioralcaresolutions.com)

### CE Solutions

Deb Martin  
866-650-3400

[Debm@discovercesolutions.com](mailto:Debm@discovercesolutions.com)  
[discovercesolutions.com](http://discovercesolutions.com)

### Energy Performance Lighting

Rodney Heller LC, CLEP  
608-661-5555 X205

[Rheller@energyperformance.net](mailto:Rheller@energyperformance.net)  
[energyperformancelighting.com](http://energyperformancelighting.com)

### Martin Bros Distributing

Tim Yoder  
920-420-7165

[tyoder@martinbros.com](mailto:tyoder@martinbros.com)

### Navigator Group Purchasing, Inc.

Sarah Dippen  
806-787-6575

[Sarah.dippen@navigatorgpo.com](mailto:Sarah.dippen@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)

## SELECT BUSINESS PARTNERS

### Basic American Medical Products

Luke Smet  
920-904-0989

[Lsmet@grahamfield.com](mailto:Lsmet@grahamfield.com)  
[grahamfield.com](http://grahamfield.com)

### CliftonLarsonAllen LLP

Michael Peer  
414-721-7580

[Michael.peer@claconnect.com](mailto:Michael.peer@claconnect.com)  
[claconnect.com](http://claconnect.com)

### Gordon Food Service

Kymberly Wroble  
309-781-8259

[Kymberly.wroble@gfs.com](mailto:Kymberly.wroble@gfs.com)  
[gfs.com](http://gfs.com)

### Herzing University

Lisa Carr  
262-955-5048

[Licarr@herzing.edu](mailto:Licarr@herzing.edu)  
[herzing.edu](http://herzing.edu)

### Husch Blackwell

Carrie Noonan  
608-258-7121

[Carrie.noonan@huschblackwell.com](mailto:Carrie.noonan@huschblackwell.com)  
[huschblackwell.com](http://huschblackwell.com)

### Medline Industries, Inc.

Mark Mega  
847-208-8623

[Mmega@medline.com](mailto:Mmega@medline.com)  
[medline.com](http://medline.com)

### Pathway Health Services, Inc.

Hope Summers  
651-964.5657

[Hope.summers@pathwayhealth.com](mailto:Hope.summers@pathwayhealth.com)  
[pathwayhealth.com](http://pathwayhealth.com)

WHCA/WiCAL partners with over 120 companies that support the long-term care provider community. To learn more about our Business Partners or to find info on a specific service or product, please visit [whcawical.org/bpdirectory](http://whcawical.org/bpdirectory).