

LeadingAge Wisconsin

Services

Core Services

LeadingAge Wisconsin has a strong commitment to our core services: Advocacy, Education, and Networking. As we continuously strategize on how to best build the association into the future, we frequently turn to the types of services that historically have been successful. We work to grow these services into new service offerings to better address the interests and needs of a continually diversifying spectrum of long-term care, assisted living, and senior housing organizations.

Advocacy: LeadingAge Wisconsin represents your views and interests with the governor's office, with the legislature, and with state agencies. We are tuned in when it comes to rules, regulations, and reimbursement initiatives that could impact you. We take a proactive position on public policy formation, and our ongoing goal is to work towards a reasonable, rational, common-sense approach to the regulatory environment for long-term care and senior living environments. When new regulations are implemented, LeadingAge Wisconsin typically is among the first to bring you updates. We provide interpretation to help you understand public policy trends and consultation to help you implement regulatory initiatives.

Education: LeadingAge Wisconsin recognizes that ongoing education is crucial to lifelong learning and continued professional growth. To serve the interests and needs of members and subscribers, LeadingAge Wisconsin hosts a wide range of high-quality educational offerings. These include our two annual conferences, advocacy days, seminars, webinars, assisted living staff training modules, on-demand education through our Learning Center, and a leadership academy.

Networking: LeadingAge Wisconsin firmly believes the true experts in aging services are the providers themselves. We provide many formal and informal opportunities for members to get together with peers for networking and sharing. To keep members connected, we offer regional and committee meetings, member forums, facilitated networking discussions, regional and professional listservs, and virtual discussion groups.

LeadingAge™
Wisconsin
Better Services for Better Aging

LeadingAge Wisconsin is in tune with you. We watch the trends that impact you. We listen to your ideas and suggestions. We turn your ideas into reality. Out of this continuous process we have developed an impressive array of information, programs, services, tools, and resources to help you in your role as a care provider.



LeadingAge Wisconsin has a rich history of conceptualizing, planning, developing, and implementing innovative services and cutting-edge projects to serve member and subscriber interests, needs, and concerns. We listen to you. The services we offer are in direct response to your ideas and suggestions. This approach has earned us national respect as a leader in aging services with an ever evolving and impressive array of member services.

Member Services & Supports

- **Financial Assistance & Resources:** Whether it's through our Finance Professionals Network, webinars, seminars, informational updates, emails, or phone conversations, expert financial assistance is always available to you. From budgeting and benchmarking to reimbursement and rate modeling, LeadingAge Wisconsin has the expertise to take the guess work out of the financial complexities you encounter.
- **Regulatory Assistance & Resources:** LeadingAge Wisconsin continually sifts through the maze of federal and state regulations and works not only to ensure you have up-to-date information but also that you understand the ever-changing and often conflicting rules and regulations. Templates, tools, guidance, and sample policies are readily available to help you maintain compliance
- **Clinical Assistance & Resources:** LeadingAge Wisconsin has the clinical expertise not only to guide your clinical professionals but also to enhance your quality improvement efforts. We offer clinical information, best practices, and resources through our Synergy Network, our MDS Innovation Team, and our clinical consulting to keep you informed and to address your issues, questions, and concerns.
- **Legal Hotline:** In conjunction with our legal counsel, Reinhart Boerner Van Deuren, LeadingAge Wisconsin hosts a legal hotline to ensure that quality legal advice is only a phone call away. The attorneys at the Reinhart offices in Madison and Milwaukee provide quality legal advice, interpretations, and opinions for the quick questions that arise so frequently. The Reinhart attorneys also are available to assist you with the more complicated, complex, and time-consuming legal questions that involve more research and investigation.
- **Benchmarking Tools:** LeadingAge Wisconsin conducts surveys and research to provide you with valuable benchmarking tools. Since 1984, LeadingAge Wisconsin has been conducting the annual survey of compensation and benefits as a service to our members and subscribers.
- **Information:** As much as we pride ourselves on creativity and innovation, we are committed to ensuring you have the information you need, when you need it, in a concise and easy-to-access and understand format. LeadingAge Wisconsin maintains a myriad of information vehicles to ensure you are up to date on the issues that matter to you.
- **Value First:** If you strive for efficiency while providing quality aging services, Value First is positioned to be your group purchasing organization (GPO). Value First provides free, no obligation services that can reduce your operational costs through discounted pricing on food, medical, janitorial, and office supplies. Unlike any other GPO, Value First is an extension of LeadingAge and specializes in supporting your purchasing needs.



LeadingChoice Network

The LeadingChoice Network, a separate limited liability company of LeadingAge Wisconsin, exists to maximize the health and well-being of seniors in member communities through innovative, cost-effective care management practices and quality improvement activities through contracting relationships with health plans and health delivery systems. LeadingAge Wisconsin members who join LeadingChoice can better serve Medicare and Medicaid enrollees and all other seniors who access their services. Joining LeadingChoice provides members with the advantage of sharing the resources of an experienced contract negotiator instead of each facility needing to develop its own expertise. By approaching contracting jointly, LeadingChoice can negotiate alternative payment arrangements that reward providers for high quality performance, care integration, and cost effective care delivery.

LeadingAge Wisconsin, working with Husch Blackwell Strategies, represents the interests of members and expands the influence of members at the state level. We provide a wide array of value-added services for members through enhanced government affairs representation, coalition-building opportunities, grass roots advocacy efforts, strategic communications, and political activities.

