



LeadingAge Wisconsin

Get to Know Us

As a long-term care professional, are you looking for:

- A vibrant vision for the future of senior services and supports
- Proactive interpretation of the trends
- Generative discussion with your leadership team and your board of directors
- An amplified voice representing you in the public policy arena
- A strong advocacy arm guided by your interests and concerns
- Guidance on regulatory compliance
- Strategies for survey success
- Assistance with changing delivery and payment systems
- Systems to maximize your reimbursement
- Budget consulting
- Rate change modelling
- Data analytics
- Unparalleled networking and sharing with your peers from across the state
- Workforce recruitment, orientation, and retention strategies
- Access to an effective leadership development program
- Quality educational programs
- Opportunities for distance learning
- Effective staff training modules
- Tools, decision trees, templates and resources to help you operate your community
- A clearinghouse of policies and procedures
- Strategies for operational implementation and sustainability of clinical processes
- Tools and support for quality improvement
- Emergency preparedness tools and resources
- Programs that recognize quality in skilled nursing, assisted living, and dementia care
- A reduction in operational costs through significant savings on supplies
- A comprehensive contract portfolio with instant access to over 500 vendors
- Transparency in pricing so you can see it real-time online
- A group purchasing organization that truly understands your needs
- Timely updates and streamlined reports on the issues that matter to you

LeadingAge™
Wisconsin
Better Services for Better Aging

A member association dedicated to sustainability and success in long-term care, assisted living, and senior housing.



LeadingAge Wisconsin enhances not-for-profit members' dedication to excellence by providing programs and services to assist members in meeting the needs of elderly persons and individuals with a disability. LeadingAge Wisconsin demonstrates a caring commitment to the highest quality of life and greatest independence for each individual served.

We have what are you looking for!

Core Values

- LeadingAge Wisconsin is a mission driven, not-for-profit, member-supported, statewide association serving as a leader in advancing the field of long-term care through advocacy, education, and the development of collaborative strategies for its members and the general public.
- LeadingAge Wisconsin strives to be a visionary force whose unified voice advocates within the political and regulatory process in order to advance the development of a comprehensive long-term care delivery system for the future.
- LeadingAge Wisconsin leadership encourages its members to achieve excellence in the delivery of services to elderly individuals and persons with a disability by adhering to the highest ethical standards of practice.
- LeadingAge Wisconsin acknowledges the broad range of individual needs and opinions and provides a forum to foster member empowerment and peer support.
- LeadingAge Wisconsin serves as a resource to its individual members, assists in problem resolution, and offers/develops services and programs to meet and exceed member needs.



Our Membership

Incorporated in December of 1960, LeadingAge Wisconsin is a statewide membership organization of corporations principally serving seniors and persons with a disability. Membership is comprised of 145 religious, fraternal, private, and governmental organizations which own, operate and/or sponsor 171 nursing homes, 4 facilities for the developmentally disabled, 100 residential care apartment complexes (RCACs), 146 community based residential facilities (CBRFs), 12 adult family homes, 78 senior housing facilities, and more than 300 community service agencies.

LeadingAge Wisconsin members employ over 38,000 people who provide compassionate care and service to over 48,000 individuals each day.

LeadingAge Wisconsin encourages its members to achieve high professional standards and provide innovative approaches to the delivery of quality services, which are both effective and efficient, and which result in the enhancement and enrichment of the lives of those served.



LeadingAge Wisconsin believes every person who has a passion for caring for others should have access to the representation, education, information, training, resources, and services they need to provide the highest quality of care possible.

60+ Years of Experience

LeadingAge Wisconsin has a reputation for quality and a tradition of excellence. While there are a number of associations designed to represent those who serve elderly individuals and persons with a disability, the LeadingAge Wisconsin difference is that we have more than a 60-year history to back up our commitment to quality for the entire spectrum of care and services. From home and community based services and senior housing settings to assisted living and skilled nursing environments, LeadingAge Wisconsin is a recognized voice of leadership. We know who we are and we honor our members' mission dedicated to the not-for-profit philosophy of care. We are our members, and our members are LeadingAge Wisconsin. Together, we have achieved more than a 60-year history worthy of celebration.

100+ Years of Expertise

LeadingAge Wisconsin is dedicated to serving the interests, needs, concerns, and opportunities of long-term care, assisted living, senior housing, and community support program professionals. As a staff, collectively we have more than 100 years of experience serving our members and subscribers, and we have a vast expanse of knowledge in the many areas that influence and impact these professionals. Yet, we readily realize that we are not the long-term care and assisted living experts – that role and responsibility falls to those who work in and manage the facilities themselves. Where LeadingAge Wisconsin truly excels is in bringing these professionals together in collaborative and cooperative forums where each person brings their best to the table. Each person shares a little and every person gains a lot. Through the many LeadingAge Wisconsin forums, committees, networks, task forces, work groups, and the Board of Directors, our members and subscribers readily and willingly share their best information, policies, practices, strategies, solutions, advice, forms, guidelines, and resources.

Our strategic and diversified services ensure long-term care, assisted living, and senior housing professionals have the knowledge they need, learn the skills they require, have access to the resources they want, and are ensured support to generate insights and take action.

Not-for-Profit Philosophy

LeadingAge Wisconsin recognizes that not-for-profit facilities are community based, community owned, and community accountable. LeadingAge Wisconsin promotes the community responsiveness inherent in the philosophy of all not-for-profit organizations. The association is dedicated to the development of a continuum of care which meets the physical, spiritual, emotional, and social needs of aging persons while providing each individual with options and a means of achieving maximum independence. LeadingAge Wisconsin encourages its members to achieve high professional standards and provide innovative approaches to the delivery of quality services, which are both effective and efficient, and which enhance and enrich the lives of those served.

Subscription to Services

While LeadingAge Wisconsin membership is comprised totally of not-for-profit long-term care, assisted living, and senior housing organizations, the association is dedicated to serving all entities who express an interest in and demonstrate a commitment to advancing excellence in quality care, quality service, and quality of life for elderly persons and individuals with a disability. For this reason, LeadingAge Wisconsin offers a subscription to services for proprietary long-term care and assisted living organizations who share our interest in quality for each and every individual served.

**LeadingAge Wisconsin:
An association developed
by members for members
to transform senior
services.**



LeadingAge Wisconsin

Serving the spectrum of senior services and supports

In order to achieve excellence throughout Wisconsin's long-term care, assisted living, and senior housing environment, we all must work together, and, through our network, LeadingAge Wisconsin moves forward with the understanding that no interested long-term care or assisted living organization that is dedicated and committed to quality will be left behind. The LeadingAge Wisconsin network of members and subscribers grows forward together guided by the LeadingAge Wisconsin staff through a process that recognizes the leaders are the providers themselves.

The LeadingAge Wisconsin commitment to quality throughout our member organizations is integrated into the very fabric of this association. We fully believe our members represent the best of the best in long-term care and senior living providers, and we have mastered the art of members helping members. We are committed to the effort of growing all members so that we have no weak link and our level of quality will be our hallmark of success.

LeadingAge Wisconsin is form and function, fun and formality, friends and family, forums and festivities. LeadingAge Wisconsin is more than 60 years of history providing the experience and expertise to lead long-term care professionals into the future. LeadingAge Wisconsin is what we do. LeadingAge Wisconsin is who we are.

**When you're ready for the power
of unparalleled networking
and unprecedented dedication
to ensure your success,
we're here to help.**

I belong to LeadingAge Wisconsin because they keep us up-to-date on what is going on with changes in the regulatory world. There is no other group that keeps us informed and gives us the tools that we need to stay in compliance. They also have great venues and meetings in which we can socialize with each other and work together to share best practices and great ideas to help each other.

Jackie Carley, Executive Director
Schmitt Woodland Hills, Richland
Center

My organization joined LeadingAge Wisconsin as a "subscriber" in order to be part of an association that has a strategic vision for the future while it continually strives to keep its member organizations prepared to meet the challenges of the present day. After several years of being involved with LeadingAge Wisconsin, I believe that both objectives are consistently achieved. As a "subscriber," we have always felt welcome and encouraged to be engaged in the work of LeadingAge Wisconsin. The resources that are made available to us are beyond my expectations.

Michael T. Schanke, NHA, President,
Oakridge Gardens Nursing Center,
Inc., Menasha