

# 2010

## Annual Report



### *Our Mission*

To promote independence and quality of life  
by providing innovative solutions to  
health and long-term care needs.

Care Management • Health Care • Long-Term Care Services

## Our Values

### Respect:

We value and trust each other, and treat each other with fairness and dignity. We appreciate each person's views, needs and contributions.

### Relationships:

We believe in open communication, cooperation and shared responsibility. We are compassionate and nurturing.

### Integrity:

We are true to our word. We are ethical, honest and responsible in all we do.

### Social Responsibility:

We participate in our community by enhancing quality of life. We develop solutions that use resources wisely.

### Excellence:

We set high standards for ourselves. We strive to change what exists into something better.



Brian Hellmer



Karen Musser

## Dear Friends

In the last year, we've all shared concerns about the State budget in general, and the Medicaid budget in specific. What is the future for publicly-funded programs like Family Care and Partnership? What will happen to the frail elderly and people with disabilities, growing in number and at risk for languishing on waiting lists?

There are many unknowns right now. Please be assured that we at Care Wisconsin are collaborating with the Department of Health Services, legislators, providers and other stakeholders on ways to address these uncertainties.

For our report on 2010, we decided to focus on what we DO know—why we are here in the first place—our Members. We asked ourselves: why did a community nonprofit organization decide to specialize in publicly-funded programs?

Why did we open the region's first older adult day center in the basement fellowship hall of a church in 1976?

Why did we join with the State in starting the first Partnership program in 1995?

Why did we form a coalition with counties to launch health and long-term care reform in nine counties in 2008?

Because, after 35 years, we know that Members in our programs know what they want:

- ◆ Choice to stay at home, in their own community for as long as they can.
- ◆ Access to services and health care when needed, no waiting.
- ◆ Independence and involvement in their own goals and care.
- ◆ Support and assistance from their very own care teams in coordinating services and benefits.
- ◆ Safety and health.

So why are we here in the first place? Our Members can tell you themselves, in their own words and through the families and other people who care about them. Please read on for a few of the stories—and faces—from 2010.

Respectfully,

A handwritten signature in black ink that reads "Brian C. Hellmer".

Brian Hellmer  
Chair  
2010 Board of Directors

A handwritten signature in black ink that reads "Karen Musser".

Karen Musser  
Chief Executive Officer

# Care Wisconsin in Brief

Care Wisconsin is a nonprofit managed care organization specializing in publicly-funded programs that integrate health and long-term care services. We offer two of the State's health and long-term care programs through two nonprofit organizations. Care Wisconsin First operates the Family Care Program. Care Wisconsin Health Plan operates the Partnership Program and holds an HMO license from the Wisconsin Office of the Commissioner of Insurance.

During 2010, Care Wisconsin served 4,300 members across 10 counties in the south central region. To ensure that members have choices, flexibility and access to high-quality services, we collaborated with over 1,800 local service providers in every county. We also filled gaps in Dane County by providing services to Partnership members through our two adult day centers, dental clinic, transportation services and rehabilitation department.

In the Family Care and Partnership programs, members may decide to have their care teams coordinate long-term care services or they may choose the self-directed supports (SDS) option if desired.

The role of the care team is basic to both programs. For Family Care, the care team is composed of the member, a care manager/social worker and a nurse care manager. For Partnership, the care team involves the member, a social worker, a nurse and a nurse practitioner. During 2010, care teams continued to work together to identify member goals and outcomes, developing individualized care plans with needed resources to ensure the goals are met. Care teams also collaborated closely with members' families, guardians and providers.

## Enrollment in Family Care and Partnership, as of December 31, 2010

County	Program	Start	FE	PD	DD	Total
Columbia	FC, P	March-08	110	113	205	428
Dane	P	December-95	389	533	49	971
Dodge	FC, P	August-08	86	85	216	387
Green Lake	FC	August-08	38	27	83	148
Jefferson	FC, P	September-08	126	121	495	742
Marquette	FC	July-08	40	31	65	136
Sauk	P	September-08	32	10	16	58
Washington	FC	April-08	90	55	172	317
Waukesha	FC	July-08	225	167	496	888
Waushara	FC	June-08	68	50	102	220
<b>Total</b>			<b>1,204</b>	<b>1,192</b>	<b>1,899</b>	<b>4,295</b>
<b>%</b>			<b>28%</b>	<b>28%</b>	<b>44%</b>	<b>100%</b>

**Key:** FC = Family Care P = Partnership FE = Frail Elderly PD = Physical Disability DD = Developmental Disability

**92% of members who responded are satisfied with their care team.\***

\*2010 Member Satisfaction Survey

**"I really have enjoyed working with my team. They have my best interest at heart. There is no 'I' in 'team!'**

**We all work together... "**

Member

# Nichole Cismoski, Green Lake County Family Care

On June 29, 2002, Nichole Cismoski, 23, was at a music festival in Oshkosh when a tragic car accident damaged her spinal cord, leaving her paralyzed. It was determined that the driver was intoxicated.

Nichole, who is enrolled in Care Wisconsin's Family Care program, turns to her care team for support to achieve personal goals and feels it is important to share her experiences with others.

Nichole has participated in public speaking events at Berlin High School, at the collegiate level and as part of the Victims Impact Board—a group of individuals who address drunk driving violators with their stories of how drinking and driving has negatively impacted their lives.

Before Family Care, Nichole struggled to find caregiver assistance and wheelchair-accessible housing. Her goal of eventually moving out of her parents' home and living on her own seemed unrealistic. While exciting, the thought of achieving this goal also caused anxiety about how she would complete some day-to-day tasks on her own.

Nichole's care team was able to help her find and move into a duplex in her hometown of Berlin. She also wanted to have more control over her personal care and reduce the caregiver responsibilities of her mom. Recently, she increased involvement from friends to receive consistent personalized care—and was even able to eliminate agency services in favor of a full Self-Directed Supports plan. She credits her team for making it all happen smoothly.

Nichole has been a great self advocate and kept the goal of moving out on her own in the forefront of her mind even when she was hospitalized for an extended time. She says she came out of the experience a stronger person.

Although Nichole has achieved important short-term goals, she continues to work with her team to achieve a higher level of independence. Now Nichole aims to get her driver's license, and her care team arranged for her to review the DMV manual for her written driving test with a fellow Care Wisconsin Member who is also preparing for the driving test.



## Bob “Bucky” Behrmann, Dodge County Family Care



Donna Behrmann is a loving caregiver to husband Bucky.

With their children all grown, trucker Bob “Bucky” Behrmann and his wife Donna enjoyed being a husband and wife trucker team. They’d always had a strong partnership, with Bucky as the provider and Donna taking care of things at home but now they enjoyed being on the road together.

Bucky knew something was wrong even before doctors diagnosed him with a form of melanoma in April 2009. Three days later, he started aggressive chemotherapy to treat his stage four cancer, and several weeks later, radiation was added to his treatment plan. Due to the location of the cancer, he required tube feedings. Doctors gave Bucky a 10% chance of survival.

When he joined Care Wisconsin’s Family Care program in September 2009, Bucky had just regained his voice and was struggling with memory and balance issues—probable side effects of the cancer treatments he’d just finished.

With previous cardiac issues, Bucky already had several stints in his heart, and arthritic shoulders from a fall from a semi truck several years before. All of this combined to make it difficult for him to care for himself.

Now Donna and Bucky live in their Beaver Dam apartment and continue to work well as a husband and wife tandem. He uses a walker and is working to increase his stamina and sense of balance. While he always took care of her, now Donna works with Bucky’s team of a care manager and RN care manager to take care of him.

The independent and sociable Bucky misses being able to take off on his own. He does frequently socialize with his buddies at the coffee shop, giving both he and Donna a little break. And his interests in politics and technology have helped him to jump on the information highway. He uses Facebook and the Internet to keep connected with the community and his extended family.

Referred to as “Mr. Personality” by his care team, Bucky’s energy is matched only by Donna’s. The couple is grateful he’s still in remission and happy to have the support of a team. While they can’t keep trucking along, they have found other ways to enjoy life’s ride.

# Lisa Krosinski, Dane County Partnership

When she was a child, Lisa Krosinski was diagnosed with spinal muscular atrophy (SMA), a disease which causes a progressive loss of muscle control and movement and increasing weakness due to the loss of motor neurons in the spinal cord. Lisa has never let SMA slow her down or get in the way of doing what she loves.

After high school and several years of creating art, Lisa went to college for graphic design and worked at the LaCrosse Tribune. In 2001, she decided to start her own marketing business, and make Verona her new hometown. This innovative, savvy businesswoman has found a niche helping people to get their dreams, businesses and endeavors off the ground.

Lisa specializes in web design and helping businesses implement social media marketing. She herself has a following of nearly 1,700 on Twitter. One of her clients is local author and expert on multiple sclerosis Shelley Peterman Schwarz, for whom Lisa started Twitter. She is also helping Schwarz set up a weekly Q & A section as the expert for MS questions on Dr. Oz's Web site, [www.ShareCare.com](http://www.ShareCare.com).

About 80% of her clients come from the state's Division of Vocational Rehabilitation, which provides employment

services for people with disabilities. She is amazed at her clients' creativity and desire to be productive. Her clients, in turn, often tell her that she inspires them. She is an avid reader of fiction and self-help works, and has developed a very strong belief that everything happens for a reason.

Almost as an aside to managing her business, Lisa also self-directs her own care and support services through Care Wisconsin's Partnership program. Lisa used the Wisconsin Academy for Graduate Service Dogs to acquire and train her service dog, Questa, who assists her in small but important ways throughout the day.

While Lisa is very independent, she knows she can turn to her care team for support when needed. Lisa has formed a trusting relationship with her social worker of many years. She also appreciates the clinical expertise offered by her nurse and nurse practitioner as they identify treatments that are safe and keep her feeling good.

Lisa has always set her goals high. Lisa says her ultimate goal is to be financially successful and to no longer rely on social security income. She's also helping a lot of people achieve their own goals along the way.



Robyn Kitson, owner of Kitson Marketing, meets with Lisa Krosinski (right) at a local coffee shop to discuss redesigning a Web site.

# Tim Murphy, Waukesha County Family Care

Born with Down syndrome, Tim Murphy lived with his parents in River Falls until 1984 when he moved to a local group home. The sad passing of his mother in 2008 shifted guardianship to Tim's older brother Chuck.

This was a difficult time of change for Tim, who at the age of 46 had to leave his childhood hometown and begin a new life. He quickly adjusted to the idea, though, and became excited about his adventure. In moving Tim to Menomonee Falls, Chuck was able to take his relationship with his brother—separated by geographic distance and 13 years of age—to a deeper level.

Right away, Tim's team with Care Wisconsin's Family Care program helped him find a place to live at Home Again Adult Family Care, managed by Jeff and Judy Olson. The Olsons also care for two other residents. Used to eating and spending time alone at his previous home, Tim eats dinner with the family and looks forward to participating in their different family activities. He also started going to Goodwill-Menomonee Falls Adult Day Center, where he really enjoys being able to choose what he does with his time.

Chuck says that Tim is doing better than ever. He credits Tim's care team and the Olsons for making the difference.

The transition to a full schedule of activities, exercise and field trips through the Goodwill day center was exhausting for Tim at first. Now he goes every weekday, enjoys ushering at church with Chuck, and attends dances on the weekend through Waukesha ARCh (Agency for Rights for Citizens with handicaps) and Fairview South.

Chuck's and Tim's relationship has blossomed, and the two "can really yuk it up," says Judy Olson. She calls Tim a gentle soul, and Chuck adds that Tim "truly enjoys being helpful to other people he senses need more help than he does." Judy finds the addition of Tim to their home has had the effect of helping another resident become more caring.



**Tim Murphy—whose favorite musician is Barry Manilow—is shown here with Care Wisconsin Care Manager Kim Lynch at Goodwill's Annual Fall Fashion Show.**

The Olsons have thought of adding one more resident, but they love the chemistry they have with Tim, whose interests and personality mesh well with the rest of the family. A move born of loss has resulted in many positive developments for this Family Care member and his expanded support system.

# Larry Swan, Columbia County Family Care

Juggling all his medical issues each day is a lot of work for Larry Swan. But he has a team to help him—and it's all worth it because in the end, he is able to stay in his own apartment.

Larry's health problems started early. He had a heart transplant at the age of 32, is diabetic, and has severe osteoporosis and end stage renal disease. In the two years since he joined Care Wisconsin's Family Care program, he's been in and out of hospitals and nursing homes.

At age 55, Larry's main goal is to manage all his health conditions well enough to minimize hospital and nursing home stays.

He does dialysis at home three days a week when he's able and monitors his condition well. He receives penicillin injections every three weeks, and has physical and occupational therapy at home. He also has skin cancer removed every six months. He takes 17 pills, twice a day, and receives 9.5 hours of supportive home care each week.

His weeks and days are filled with various appointments. "Support through us keeps him mobile at home," says his care manager at Care Wisconsin. His care team arranges for a bath aid, PT, OT, laundry and housekeeping, dialysis and rides. In between appointments, Larry manages to squeeze in church, crafts and his family.

His complex medical conditions make it crucial for Larry and his team to work with hospital discharge planners to insure that he is released into an environment that can help him rehabilitate safely. After Larry was hospitalized for three weeks last summer, his care manager worked all day to find a nursing home that could handle his complex needs. She finally located one in Randolph that Larry found to be excellent and wouldn't hesitate to use again when the need arises.

And the need will arise again for Larry, despite his best efforts to pay attention to his medical needs, communicate clearly and follow up with his care team. But it's well worth the effort to be able to continue living independently.



Larry Swan's care manager helps him remain independent in his apartment despite his many complex medical conditions.

# Care Wisconsin employees are committed to helping people



Care Wisconsin's commitment to better the lives of others in the community is not just a mission. It's a way of working and living for its employees.

For the second year in a row, Care Wisconsin was a sponsor of Memory Walks in Berlin, Oconomowoc, Portage, Baraboo, Fond du Lac and Madison. Our staff joined with friends, family and other local agencies to raise awareness and funds for research, education, prevention and treatment of Alzheimer's disease and dementia.

In the spring, we celebrated our 10th year at the Susan G. Komen Race for the Cure in Madison. A team of employees and Care Wisconsin members, many of whom are breast cancer survivors, walked side by side in the fight against breast cancer.

With a grant from American Family Insurance, Care Wisconsin was able to reach out to middle school students through its 10th Annual "Best Time Ever" Art and Writing Contest. Almost 1,000 students entered the contest, sharing best experiences with older adults and people with disabilities. Employees and other volunteer judges from the Dane County Department of Human Services, area providers, senior centers and Care Wisconsin board members selected the Top 100 entries.

Care Wisconsin's Dodge County team office held monthly food drives. A friendly competition among different departments in the Madison offices helped contribute more than 2,500 pounds of food and non-perishable items to Second Harvest Foodbank. Employees also logged enough weekly exercise time and weight loss through the Princeton Club's Million Pound Challenge to donate another 4,850 pounds of food.

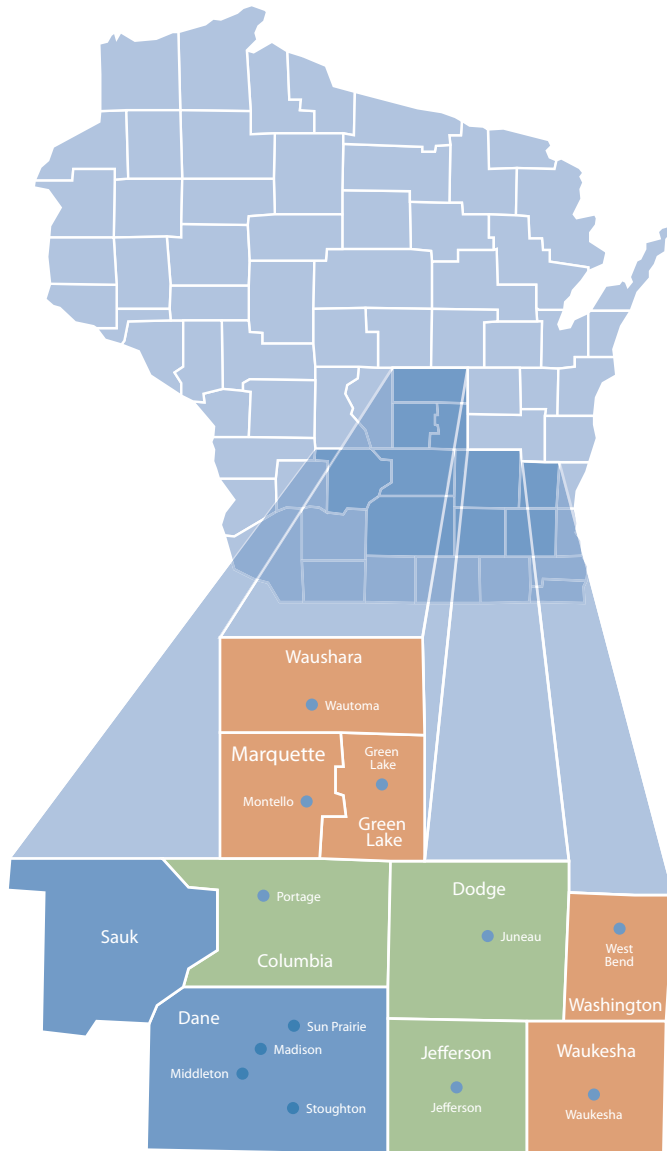
Our relationships with providers go beyond work, too. Employees in Jefferson County participated in a leukemia fundraiser for an ill adult family home provider—and two of our network providers, Meadowmere Assisted Living and Paratech Ambulance, sponsored a raffle to benefit our two adult day centers in Madison.

Individual Care Wisconsin employees also gave time and money to support soldiers stationed overseas, needy students in Africa and the missions of the American Heart Association and the AIDS Network, to name a few.

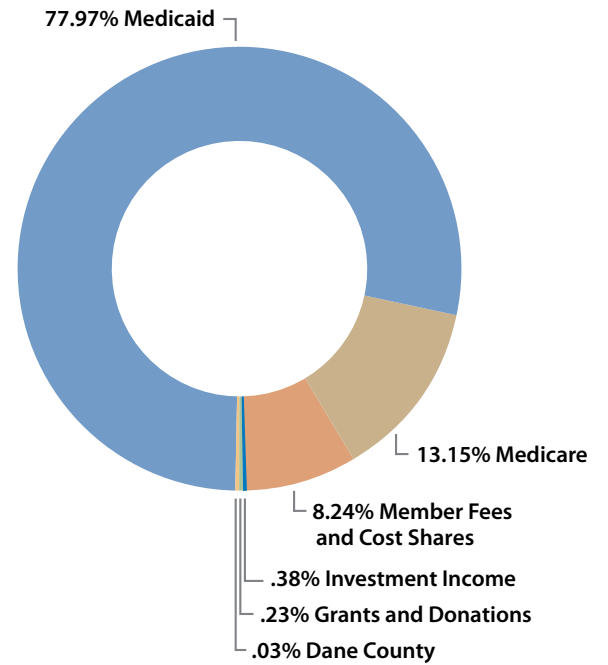
Whether as a group or as individuals, Care Wisconsin employees are committed to helping others in need.

# 2010 Service Area

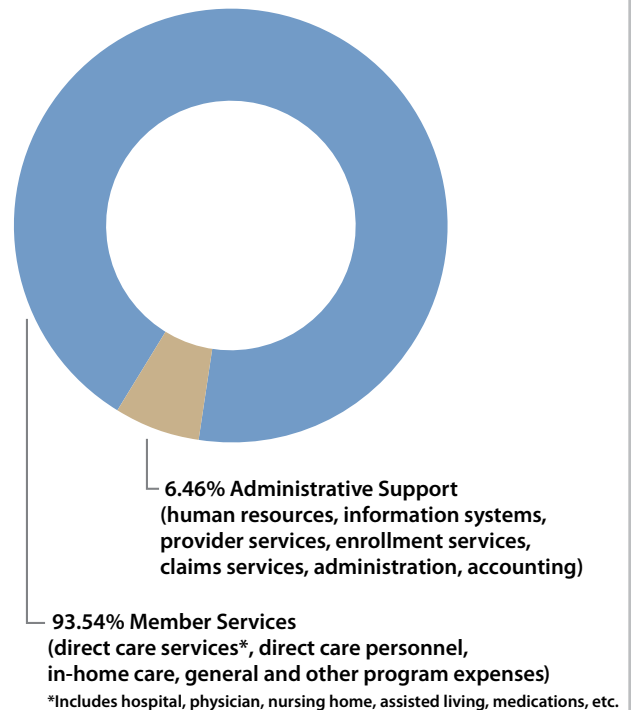
- Partnership
- Family Care
- Family Care and Partnership
- Care Wisconsin Office Locations



# 2010 Sources of Funds



# 2010 Uses of Funds



## Care Wisconsin First, Inc. 2010 Board of Directors

---

Tom Alt  
Retired  
Wisconsin State Government

Barb Bowers  
University of Wisconsin  
School of Nursing

Steve Cable  
Chief Financial Officer  
Total Administrative Services Corporation

Iris Christenson  
Elder Law Attorney  
Law Offices of Christenson and Alex, LLC

Brian Hellmer, Board Chair  
University of Wisconsin School of Business

Diane Krueger  
University of Wisconsin  
Osteoporosis Clinical Research

Melvin McCartney  
Retired  
WI Lawyers Mutual Insurance

Karen Musser  
Chief Executive Officer  
Care Wisconsin First, Inc.

Karen Paulson  
Retired  
American Family Insurance

John Schanen  
Vice President & Controller  
QBE Regional Insurance

Anne Smith  
University of Wisconsin  
Law School

Elaine Taylor  
University of Wisconsin Hospitals & Clinics  
Clinical Knowledge Management

Marsha Tesar  
Attorney  
Tesar Law Group, S.C.

Mary Pat Williams  
Vice President  
US Bank

David Zimmerman  
University of Wisconsin  
Center for Health Systems Research & Analysis

## Care Wisconsin Health Plan, Inc. 2010 Board of Directors

---

Karen Musser, President  
Chief Executive Officer  
Care Wisconsin First, Inc.

Dennis Carlson  
Retired  
American Family Insurance

Jim Jaeger  
Elder Law Attorney  
Hill, Glowacki, Jaeger & Hughes, LLP

Robert Mucci  
Senior Vice President  
National Guardian Life Insurance Company

Peg Smelser  
Retired  
WEA Trust

## Care Wisconsin First, Inc. 2010 Executive Team

---

Karen Musser  
Chief Executive Officer

Ken Eimers  
Chief Operating Officer

Michael Tegler  
Chief Financial Officer

Wayne Hagenbuch  
Vice President  
Health Plan Operations

Debbie Waite  
Vice President  
Human Resources

Kristin Jeffries  
Vice President  
Planning & Communications



## Administrative Support Offices & Long-Term Care Services

---

**(608) 240-0020**  
**1-800-963-0035 toll free**  
**www.carewisc.org**

Main Office  
2802 International Lane  
P.O. Box 14017  
Madison, WI 53708-0017

3118 International Lane  
P.O. Box 14017  
Madison, WI 53708-0017

2917 International Lane  
P.O. Box 14017  
Madison, WI 53708-0017

## Team Offices

---

**Columbia County**  
2425 New Pinery Road, Suite 201  
Portage, WI 53901

**Dane County**  
7448 Hubbard Avenue  
Middleton, WI 53562

100 Wilburn Road, Suite 114  
Sun Prairie, WI 53590

**Dodge County**  
820 North Main Street, Suite C  
P.O. Box 147  
Juneau, WI 53039

**Green Lake County**  
745 South Street, Suite 3B  
Green Lake, WI 54941

**After June 1, 2011:**  
610 South Street, Unit B  
P.O. Box 695  
Green Lake, WI 54941

**Jefferson County**  
824 West Racine Street  
Jefferson, WI 53549

**After July 1, 2011:**  
37 South Water Street East  
Fort Atkinson, WI 53538

**Marquette County**  
219 East Montello Street  
P.O. Box 176  
Montello, WI 53949

**Sauk County**  
2425 New Pinery Road, Suite 201  
Portage, WI 53901

**Washington County**  
2021 South 18th Avenue, Suite 201  
West Bend, WI 53095

**Waukesha County**  
N19 W24075 Riverwood Drive, Suite 300  
Waukesha, WI 53188

**Waushara County**  
203 South 16th Court  
P.O. Box 1135  
Wautoma, WI 54982