



COMMUNITY CARE OF CENTRAL WISCONSIN

Board Meeting Minutes: Approved

DATE: March 27, 2013
PLACE: Central Wisconsin Airport, Mosinee, WI, Meeting Room A
TIME: 3-5 p.m.
PRESENT: Board Members Ray Bloomer, Jim Clark, Ken Day, Peter DeSantis, Sam Hardin, Peter Hendler, Jim Jansen, Rob Kublank, Janis Ribbens, and Donna Rozar
EXCUSED: All Present
OTHERS PRESENT: Jim Canales, CCCW Chief Executive Officer; Jody Kohl, CCCW Chief Human Resources and Information Officer, Jason Taylor, CCCW Chief Financial Officer

1. The meeting was called to order at 3 p.m. by Board Chair Ken Day.
2. No Public Comment was made.
3. Motion by Jim Jansen, seconded by Janis Ribbens, to approve the Minutes dated February 27, 2013. Motion carried.
4. Board Education/Governance Monitoring
 - A. Administrative Updates
 - ✓ CEO Jim Canales informed the Board that CCCW's leased vehicle program, which is operational at both the Stevens Point and Marshfield locations, has saved the organization approximately \$9,000 over the last ten months. Six leased vehicles are utilized by the organization's employees.
 - ✓ Representatives from CareWorks from both the United States and Dublin, its home base, visited CCCW this morning to discuss the recent signed contract between the two organizations to create a new Informational Technology/computer system for CCCW. CareWorks also has a major contract with the state of Wisconsin in developing an IT system for all of the state ADRCs. The ADRC of Central Wisconsin will be the pilot site for the statewide contract.
 - B. ADRC-Central Wisconsin Presentation

ADRC-CW staff, including Linda Weitz - Executive Director, Sharon Davisson - Resource Services Director, and Doug Below - Quality Manager, reviewed with the CCCW Board the role of the ADRC, how the long term care program enrollment process for an individual occurs, and what types of marketing and outreach is done in the community.

 - ✓ Consistent messaging regarding the ADRC-CW is done with both television and radio commercials. An extensive marketing campaign promoting the ADRC-CW was recently wrapped up. The last survey completed showed an increase of 81% in new customers coming to the ADRC-CW since the most recent marketing campaign. In addition, a new tracking system of marketing materials used by ADRC staff has been created. The ADRC-CW also works closely with high schools and their transition teams designed for children who transition to an adult-based program. The CCCW Board noted that it appears the general population do not know where to turn when services are needed, but with the continued marketing and consistent communication, knowledge of the ADRC process statewide hopes to be improved.

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- ✓ Although the ADRC's charge is to be a single point of entry for people who have changes related to aging or a disability, historically, many people struggle with where to look for help. One of the ADRC's roles is to provide individuals with information to help them determine what options would be in their best interest to consider. ADRC services are available to all individuals regardless of their income. Linda added that the majority of people who come to the ADRCs do not end up receiving publicly funded long-term care. The ADRC also helps people use their own resources which delays use of public funds. Information is often tailored for each unique individual situation. Resource Specialists receive intake information that comes into the agency; the individual is referred to options counseling within the ADRC if they would like to pursue any of their programs, and a long-term care functional screen is then performed to determine eligibility to those programs.

C. Monitoring Reports

- ✓ Member Report. Membership over the last 3 months has remained stagnant; net enrollment numbers are down by 60 individuals from what was budgeted for at this time. Jason Taylor stated that disenrollments have been higher over the last three months with deaths being the most prominent reason. Voluntary disenrollments were also higher than normal - Jason will keep an eye on this to identify other trends.
- ✓ Monthly Income Statement. Revenue is down due to limited member growth occurring in the last three months. Throughout much of the last half of 2012, the Per Member Per Day (PMPD) costs averaged \$84-\$85; December numbers are showing the PMPD around \$82.
- ✓ Annual Internal Member Satisfaction Survey Results and Report. Member satisfaction results provided to the Board shows CCCW having the overall highest ratings of all MCOs for the second year in a row. It was noticed that the greatest area of opportunity for improvement revolves around employment for members. CCCW has a focus on employment, assisting its provider partners by providing support, incentive money, or assistance in moving toward a different model of service to allow more members to enter the workforce versus being in sheltered employment.
- ✓ Annual Appeal & Grievance Report. A low number of appeals (17) took place in 2012. Seven of them were withdrawn by members and two were upheld. The report shows that CCCW continues to value the ability to work through issues with members before they rise to the occasion of formal appeal.

5. Board Policy Discussion/Actions

A. Strategic Planning Update

A document was provided to the Board that identified key strategic issues to be prioritized. The Board took a few moments to mark their three highest priority issues for CCCW over the next two years. This information will be added to staff responses and will be compiled in total by CCCW.

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- B. Review and Approve Board Appointment Process and Schedule
A document was provided to the Board showing the schedule and process of County Board appointments/reappointments, as well as the schedule for advertising and appointing a Member-At-Large. Motion by Peter DeSantis; seconded by Donna Rozar, to approve the schedule as provided. All voted in favor; Motion carried.
- C. Review and Approval of 2013 CCCW Quality Work Plan
This document will be shared with the Board at the April 2013 Board meeting.
9. Next Meeting Agenda Items
- Administrative Reports
 - Member Report
 - Monthly Income Statement
 - Quarterly Balance Sheet
 - Quality Work Plan
 - Annual Provider Network Satisfaction Survey Report
 - Quarterly Business Sustainability Report
 - Quarterly Self-Directed Supports Usage Report
 - Board Actions
 - New Board members seated and new Board member orientation conducted during the month
10. The next Board meeting will occur on Wednesday, April 24, 2013, at 3 p.m. in Meeting Room A at Central Wisconsin Airport. An Open House will be scheduled at the new Marshfield location in either May or June; more information will be forthcoming.
11. There being no further business, the meeting was adjourned with a Motion from Donna Rozar; seconded by Janis Ribbens. Motion carried.
12. Meeting adjourned at 4:30 p.m.

Respectfully submitted by Tara Adam, CCCW Executive Assistant