

**Board of Directors Meeting**  
Board on Aging and Long Term Care  
Holiday Inn at the American Center  
5109 W Terrace Dr, Madison Wi 53704  
October 30, 2019

Board Member Mike Brooks called the meeting to order at 9:00 am. It was noted that this meeting was properly noticed under the Open Meetings Notice law.

**Members Present:** James Surprise            Dr. Dale Taylor            Mike Brooks  
Dr. Valerie Palarski            Tanya Meyer            Barbara Bechtel

**Newly Appointed Member:** Abigail Lowery

**Members Excused:** Tanya Meyer

**Staff Present:** Heather Bruemmer            Kellie Miller            Vicki Buchholz  
Kim Marheine            Vicki Tiedeman            Jessica Trudell  
Brandie Hanson            Rachel Selking            Nancy Studt  
Mary LeMay            Jenny Knudson            Vi Quang  
Hannah Luckasson            Matt Rohloff            Kathi Miller

**Guests Present:** Jeff Becker, Department of Health Services  
Denice Mender, Department of Administration, Accountant  
Cory Stinebrook, Department of Administration  
Cindy Ofstead, Department of Health Services, Aging Director

**Agenda:** Approval of agenda as submitted M/S/C (Surprise/Palarski)

**Minutes:** Minutes of the August 17, 2019, board meeting were approved as presented. M/S/C (Bechtel/Palarski)

**Remarks by a Board Member:** Dr. Dale Taylor

Dr. Taylor gave updates on media technology and how the various platforms are used in Music and Memory in Music Therapy.

**Presentation:** Updates from Department of Health Services on Nursing Home and Assisted Living Oversight by Otis Woods, Administrator, Division of Quality Assurance

Otis Woods reported on Center for Medicare and Medicaid Services (CMS) updates:

- Notice of public rulemaking
- Patient Driven Payment Model
- Long Term Care Survey Process

Mr. Woods presented:

- The top ten regulation cites in Nursing Homes as of 6/30/2019

- Immediate Jeopardy Trends through 8/21/2019
- Recent trends in Wisconsin Nursing Homes
- Trends in number of facilities in Assisted Living vs. Long Term Care
- Recent trends in Assisted Living

**Presentation:** Updates from Matt Rohloff, Regional Ombudsman

Mr. Rohloff gave updates from the Crisis Innovation Network:

- Dementia Redesign and the struggles with placement when people are in crisis
- Created mission statement
- Developed 3 subgroups to address:
  1. Changes in the physical location with renovating and remodeling.
  2. Develop funding streams, training strategies, caregiver supports, and resident stabilization through multi-disciplinary approaches.
  3. Research policy and programs that will meet the needs of the residents and the community.

**Legislative Updates:** Jessica Trudell, Counsel to the Board

Ms. Trudell introduced herself as the Counsel to the Board as she was recently hired in September. Ms. Trudell's has previous experience as the Managing Attorney of the Guardianship Support Center with the Greater Wisconsin Agency on Aging Resources. Prior to that, Jessica ran a solo law practice for ten years in La Crosse, WI where she focused on guardianship, children's law, Guardian ad Litem work and related areas of law.

**Volunteer Services Update,** Ms. Miller, Volunteer Services Supervisor

Volunteer Coordinators, Jenny Knudson and Mary LeMay gave updates on successful recruitment efforts.

Ms. Miller provided general Volunteer Ombudsman Program highlights:

October is Residents' Rights month; the Volunteer Ombudsman Program conducted eight in-services and invited the Volunteer Ombudsmen to participate with their Regional Ombudsmen. They discussed and highlighted the rights of residents in nursing homes, networked with each other and received program updates and supplies.

The in-services were very well attended and appreciated by the Volunteer Ombudsmen. The Volunteers request and appreciate the time with our staff for continuous learning, problem solving and support for their weekly resident centered visits.

The Volunteer Ombudsman Program submitted the volunteers' words describing "I Stand for Quality" as the voice for the residents for whom they advocate to the National Consumer Voice for Quality Long-Term Care. The submissions are posted on the Consumer Voice website!

The VOP continues to support the residents during the facility closures and relocations. The Volunteer Coordinators and Volunteer Ombudsmen work closely with the Regional Ombudsmen

and the Relocation Ombudsman Specialist. Residents who have moved to a new home are a priority to meet and greet for the Volunteer Ombudsmen.

Volunteer Ombudsmen assigned to a closing nursing home continue with weekly visits until each resident has moved. The volunteers then work with their Coordinators to select a new nursing home assignment.

Outreach to provide community education, awareness and volunteer recruitment is in full force. The Volunteer Coordinators are promoting the need for Volunteer Ombudsmen in several areas on local television and radio shows, setting up exhibit booths, making presentations, and posting the recruitment posters in local businesses.

The current number of Volunteer Ombudsmen covering the 32 counties is 82. We continue to need more volunteers in most regions to strengthen the advocacy services provided by the Regional Ombudsmen to residents living in nursing homes.

The Volunteer Ombudsman Program is improving the program evaluations to be completed by Volunteer Ombudsmen after each initial training, each in-service and now on an annual basis.

The Volunteer Ombudsman Program has designed a “back to the basics” pocket guide for the volunteers to make their weekly conversations with the residents and information shared with facility staff and the Board on Aging easier.

Plans for the 2020 Volunteer Recognition/ in-services will focus on Dementia Live and Virtual Dementia Training for the Volunteer Ombudsmen.

Staff attended in-service September 18th and 19th in Madison.

Staff will be attending the FOCUS Conference this November and the agency will have an exhibit booth for attendees at the Kalahari in the Wisconsin Dells.

### **Medigap Helpline Update, Ms. Buchholz, Medigap Helpline Services Supervisor**

Ms. Buchholz reported on Work Updates:

The Medigap Helpline Programs has a strong start to this year’s Annual Enrollment Period. The call volumes into the Medigap and Prescription Drug Helplines have been around 100 calls a day.

- The Medigap Team had 49 outreach events through October with close to 7,000 participants.
- As part of the Administration for Community Living (ACL) efforts, beneficiaries who have received services from the SHIP counselors are surveyed to measure the satisfaction level of the SHIP Medicare counseling services.
- Some issues have been identified with a TTY telephone number (for those who need assistance with communication, either hearing or visually impaired) on the Medicare &

You book (2019 and 2020) which does not reach the intended agency. Beneficiaries are instead being directed to a marketing/commercial business. This was reported to the SHIP director and to the Senior Medicare Patrol to address the potential for fraud.

- The recently updated Plan Finder tool has generated much discussion on the changes which have made providing accurate and trustworthy information to Medicare beneficiaries a challenge. Due to inaccuracies with the Plan Finder tool, Nebraska's Dept. of Insurance and the Nebraska Senior Health Insurance Information Program (SHIIP) have halted plan comparisons until the issue is corrected. CMS is aware of issue and is investigating.
- Pharmacy Student volunteers began volunteering their time on October 15 assisting with running Plan Finders.
- The Medigap Helpline staff have been invited to present program information to the Council on Veterans Programs with the Wisconsin Department of Veterans Affairs.

**Ombudsman Services Update, Ms. Marheine, Ombudsman Services Supervisor**

Ms. Marheine reported on the following:

Ombudsmen in every region continue to be involved with heightened monitoring of facilities, as well as monitoring the adjustment of residents relocated from several closures.

Fall remains the busiest time of year for the Ombudsman Program, with several staff presenting at state and regional conferences, providing Resident Rights in-services for facilities and the Volunteer Ombudsman Program, while also responding to higher than typical complaint volume. Noted particular areas of casework regarding rules and regulations, specifically, changes to managed care services; increased consultations and education to providers as a result of allegations of abuse; increased participation in calls related to Informal Dispute Resolution (IDR) related to nursing home citations; consultations with residents, families and providers regarding discharge planning and notice processes; complaints of not enough staff, staff not adequately trained; long-term care community closures.

Discussed ombudsman staff responded to twenty-one Immediate Jeopardy cites (as compared to 21 in the previous two reporting periods) since the last reporting period.

**Comments from the Public:** No comments from the public were received.

**Administrative Report: Ms. Bruemmer, Executive Director/State Ombudsman**

Ms. Bruemmer reported:

**Financial updates:**

Our contracts have recently been renewed and are in place. Our SHIP contract will now be a five-year contract instead of a one-year contract.

**Program updates:**

The Executive Director (ED) obtained a speaker for the September Inservice who focused on Generational Diversity. Staff found it to be very beneficial and presented learning opportunities.

The Windows 10 conversion went well along with the purchase of new computers. This will ensure that we are following required security updates.

The design work on the new website is going well. The management team is making progress and is looking into different options and enhancements for the new website.

The ED submitted a request to the Department of Health Services Secretary Designee Palm to remain on the Long Term Care Advisory Council and as Council chair.

The ED submitted the biennial report to Governor Evers' office and the legislature October 15, 2109.

The ED will be attending the National Consumer Voice Conference in Washington DC in November. The ED will participate in the State Ombudsman meetings while at the conference.

The ED is mentoring the Illinois State Ombudsman and understands her issues and concerns.

The ED introduced Abigail Lowery, newly appointed board member. The Agency staff and other Board Members look forward to working with Abigail.

**Legislative updates:**

The CNA Training Bill has not been finalized yet.

**Fiscal Bill 499 & 552:**

The ED is concerned about the language in the bill. There is a conflict of interest as the Agency staff are advocates and cannot be witnesses as well. The ED and the Counsel to the Board will meet with the authors in the next month or two to review language of the bill.

New Business: No new business was brought before the Board.

Next Meeting Date: February 19, 2020, Michael Brooks will offer Remarks from a Board Member

Other future meeting dates in 2020 are: May 13<sup>th</sup>, August 5<sup>th</sup>, October 28<sup>th</sup>

Adjournment: Meeting adjourned at 2:30 pm; M/S/C (Taylor/ Palarski)

Respectfully submitted,  
Vicki Tiedeman Recorder