

2023

# ANNUAL REPORT



**LAKELAND CARE**  
Together, we build better lives.



**LAKELAND  
CARE PLUS**

# A NOTE FROM THE CEO



## LCI's Ongoing Vision

Lakeland Care, Inc. (LCI) stems from our predecessor organization, Creative Care Options of Fond du Lac County. In 2009, we operated within one county. Today we proudly serve 22 counties and more than 7,300 members. In 2023, we expanded our services to include consulting and people development, working to create a world we all want to live in.

Giving back to our communities through reinvesting in our providers, LCI's Day of Giving, and our United Way campaign are just a few ways that we show our communities that we care.



## Who We Are

We are a people-first organization, meaning that our staff, members, and community are what drive us to make better business decisions. We live out our mission of *Empowering Individuals. Strengthening Communities. Inspiring Futures.* by giving back to our communities through various volunteer opportunities and promoting self-sufficiency to those we support.

## Our 2023 Targets

LCI's focus in 2023 was to increase member satisfaction, employee engagement, and develop new lines of business.

- Member satisfaction remains high but did not meet the identified target.
- Employee engagement remains high, and we did meet the identified target.
- LCI initiated three new lines of business.

## Our Future

As a managed care organization that remains true to the pillars of the Family Care program, we must ensure organizational sustainability. We look forward to our work on the Baldrige journey that kicks off in 2024, and how our business practices will evolve through innovative and impactful means.

# ORGANIZATIONAL PROFILE

**We closed 2023 with  
7,283 ACTIVE  
MEMBERS**



## About Lakeland Care

Lakeland Care has been in operation since 2000 when it piloted the Family Care program. We currently provide Family Care services to 22 counties in Wisconsin. In 2023, we launched a care management program to individuals who do not qualify for Family Care. The program is designed to help people navigate the goals that are important to them, whether it is in relation to health and wellness, independence, or assisting with the coordination of necessary care.

We expanded our consulting services to form Lakeland Care Plus Consulting in 2023, further supporting individuals and businesses in building capacity, strengthening teams, and enhancing everyday operations through training, consulting and coaching services. Further planning was initiated to launch Lakeland Care Plus Technology, which will provide high-quality, reliable, and effective IT solutions for organizations across Wisconsin, ensuring businesses have what they need to build, support, and protect their everyday operations.

As we reflect on the past year, 2023 has proven to be another year of innovation, growth, and community investment. We continue to serve members, employees, and communities with a vision of creating a world we all want to live in.

Our mission of empowering individuals, strengthening communities, and inspiring futures continues to propel us into new endeavors, providing added strength and sustainability to the Family Care program.

Our strategic focus in 2023 included concentration in four areas:

- Member Satisfaction
- Employee Engagement
- Increasing Family Care Membership
- Diversifying Profit

**5-Star MCO Scorecard Rating  
for our delivery of  
Member-Centered Care!**

**97%**

**Gallup Employee  
Engagement Survey  
Response Rate**

**Highest Score:  
My Supervisor, or someone  
at work, seems to care  
about me as a person.**

**4.43**



# OUR IMPACT

In 2023, we continued our commitment to strengthening local communities through various engagement and investment efforts. This was evidenced by a significant increase in volunteerism and substantial reinvestment to local providers.

- Use of employee volunteer time-off **tripled** from the previous year, giving \$63,956 in value back to our communities.
- We were able to serve 60 Home and Community Based Service providers through **free** training on recruitment and retention through execution of the ARPA Grant.
- Our investment in our internal organizational culture is proving effective as we saw a nearly 7% **decrease** in our attrition, equating to an estimated \$167,800 in cost savings.

## Provider Investment

**\$7M**

Distributed to local provider partners in an effort to alleviate the stress and financial burden of increased costs.

## Pyx Health Program

➤ **Launched in 2023**

➤ **Fostering human connection to combat:**

- **Loneliness**
- **Isolation**
- **Stress**
- **Caregiver Fatigue**

➤ **Free for any caregiver or LCI member!**

**412** Hours of Support

Provided to **335** Members & Caregivers

## Volunteer Time Off



**24**

**Hours Awarded Per Employee**



**2,134**

**Volunteer Hours Donated**



**\$63,956**

**Value to the Community**



**Utilized**

**Volunteer Hours Tripled**

# LAKELAND CARE PLUS

**"A new set of tools for  
day-to-day situations."**

Horicon Bank

**Over  
2,000  
Individuals  
Served**

**200  
Sessions  
Facilitated**



**"Engaging"**

**"Informative"**

**"Eye Opening"**

Lakeland Care Plus operates as a subsidiary of Lakeland Care, Inc. and in 2023 provided training, coaching and consulting services through the focus of Lakeland Care Plus Consulting.

Lakeland Care Plus Consulting strives to build strong leaders, strong teams, and positive work cultures through workshops, coaching, and training sessions.

In 2023 over 2,000 individuals were served through 200 sessions. Our Organizational Impact Coaches earned a Net Promoter Score of 92 among an industry average of 80. This score showcases the value that individuals, organizations, and businesses feel they have gained through our services.

**Net Promoter  
Score**

**92**

## Services

Build strong leaders, strong teams, and positive work cultures through:

- ✓ **Workshops**
- ✓ **Trainings**
- ✓ **Coaching**

"Having been in this field for 25 years, I hadn't expected this workshop to provide information I hadn't already been exposed to at some point. I was mistaken.



The session introduced data driven statistics that were really eye opening. Our agency has already begun to implement some fresh ideas from session 1 and we are looking forward to seeing what develops over the next several sessions."

**Bill Jones, President  
Improved Living Services**

# YEAR END FINANCIALS



Total Operating Revenues saw a modest 1.4% increase, while Total Operating Expenses rose by 8.1%, primarily in the last quarter due to new member enrollments with significant needs. This was coupled with working with key stakeholders to maintain their viability and ensure uninterrupted member care.

We have a strong track record of managing cost increases, with reserves exceeding Department of Health Services requirements. Care Management teams review new enrollees' care plans to ensure proper service alignment, and administrative processes are also being reviewed to be more responsive to Care Management teams in service to members.

## REVENUES, EXPENSES, & ASSETS (UNAUDITED)

