

Attachment B

**Statement of Interest – Statewide Long -Term Care Reform**  
*Format for Response to Request for Information/Proposals*  
*Wisconsin Department of Health and Family Services*

Organization Name (s) (List all public and private entities represented by this statement of interest.):

Clarity Care, Inc.

Contact Person and Contact Person’s Organization (List name, address, telephone number, email and fax number.):

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Brief Description of Organization (Legal entity status, purpose, scope of enterprise):

Clarity Care is a non-profit organization (501c3) that exists to serve people with developmental disabilities, traumatic brain injuries, and other long-term care needs. Clarity Care was established in 1972 to provide community-based services in residential homes and has since grown to serve 700 people with 500 employees working in ten counties. In 2005, our estimated gross revenues are approximately \$16 million. We provide services in four departments:

**Residential:** We provide certified and licensed adult family home services, CBRFs, supported apartments, and supportive home care services to 250 individuals in Brown, Calumet, Fond du Lac, Winnebago, Waupaca, and Shawano Counties. We currently have 47 residential and apartment programs, and one day service program. Our programs serve adults with developmental disabilities and traumatic brain injuries through contracts with 17 counties.

**Home Health:** Our Home Health department is licensed by Medical Assistance and certified by Medicare. We are also listed on several insurance panels. We are a licensed home health provider in 16 counties in Northeastern Wisconsin and we currently serve nearly 500 individuals. Consumers include some of our Residential Services clientele as well as people with a variety of needs (affirmities due to aging, mental health issues, physical disabilities, AODA issues) in their own homes.

**Vocational Services:** Clarity Care is a vendor with the Division of Vocational Rehabilitation as well for several human service departments and Creative Care Options in Fond du Lac County. we provide the menu of DVR employment-related services as well as long-term supported employment.

**Staff Development:** We not only train our own Clarity Care employees, we have 110 other contracting organizations who send their staff to us for training. We provide approved CBRF,

PCW, Nursing Assistant trainings and continuing education courses in our Oshkosh and Green Bay locations.

Interest in Planning and Implementation of Long-Term Care Reform in Wisconsin:  
Clarity Care is interested in working with other entities to devise and implement long-term reform in Northeastern Wisconsin.

Geographic Area of Interest (List counties within the potential planning and service area of the entity or consortium.):

We are interested in serving the 17 counties with whom we currently contract as well as geographically adjacent counties to those 17 counties.

Proposed Scope and Nature of the Program (including target groups to be served, benefit package to be offered, and rationale for this proposal in terms of fiscal soundness and program effectiveness)

Clarity Care has a very strong interest in developing a managed-care service for long-term care and Medical Assistance card services for persons with developmental disabilities, physical disabilities, and service needs due to aging. We propose to team with county consortiums and / or other entities with experience in managed care.

Other Comments or Information:

Clarity Care currently provides services through a variety of funding sources and in compliance with many (sometimes contradictory) administrative rules which can be administratively cumbersome and at times, prevents us from providing the support that may best meet the needs of the individual. We are in favor of implementing change and we believe that our expertise in the area of developmental disabilities (the most costly of the consumer groups) makes us an excellent candidate to implement change. Furthermore, we have been integrating long-term care (based on a social model) with home health care (based on a medical model) since 1988. Clarity Care as an organization is positioned well to achieve the Department's goals of regionalizing, integrating, and managing long term care.

Regionalizing Services: As a multi-county provider with services provided in either counties (Fond du Lac, Winnebago, Outagamie, Waupaca, Shawano, Brown, Calumet, Manitowoc, Sheboygan), we believe that it is necessary to regionalize services in order to realize some of the cost-savings the Department is hoping to see. At present, we are able to provide Clarity Care services in each county in a collaborative effort with counties, other local providers, and families in a manner that upholds and respects the local "flavor" of that particular community.

Integrating Services: Clarity Care has been providing services in the long-term care (social based model) since 1972, and in home health (medical model) since 1988. We have been able to

not only integrate these models of care, but also coordinate our service provision with physicians and other practitioners on a daily basis.

**Managing Services:** Our nurses act as care managers for our consumers. They are responsible for assessing their needs and developing appropriate plans of care for personal care or home health aide services. We are responsible for the care of our consumers 24/7, and our nurses and administrators receive calls on a 24-hour basis regarding Clarity Care consumers. They provide recommendations to staff and consumers who have questions. Our Home Health Services also provides skilled nursing visits, supervisory visits, as well as PT/OT/Speech Therapies.