

Western Wisconsin Cares
Long-Term Care District
1407 Saint Andrew St. La Crosse, WI 54603

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Western Wisconsin Cares Names Director

The first long-term care district to form in Wisconsin soon will welcome its first chief executive. Western Wisconsin Cares announced today that Tim Garrity has accepted the position of executive director for the district's managed care organization, effective May 27.

Garrity currently serves as chief operating officer for the Family and Children's Center in La Crosse, where he has spent the past 18 years. He holds a bachelor's degree in therapeutic recreation from the University of Wisconsin-La Crosse and a master's degree in counselor education with an emphasis in community counseling from Winona State University.

His selection followed a six-month search for an executive to lead the operation of a new managed long-term care organization that will provide services to elders and adults with disabilities who qualify for the state's Family Care program. WWC expects to serve more than 3,600 residents of Buffalo, Clark, Jackson, La Crosse, Monroe, Pepin, Trempealeau and Vernon counties by the end of 2010.

Garrity noted the importance of long-term care reform in light of an aging population and said he looks forward to leading the implementation of a regional Family Care program to help meet local needs.

"I am excited to assume a role in bringing this innovative and cost-effective program to western Wisconsin," he said. "The move toward outcome-based, person-centered care is precisely what attracted me to this position."

The new entity will replace the existing Family Care program in La Crosse and several long-term support "waiver" programs currently administered by the seven other participating counties. WWC plans to begin enrolling members on a county-by-county basis beginning in October and eliminate wait lists for home- and community-based services in the region by early 2011.

Under Family Care, enrolled members work with a case manager and a nurse to identify desired outcomes and create an individual service plan to achieve those objectives. The program allows member needs to be met in a more cost-effective manner by providing greater access to home- and community-based services, such as help with housecleaning, meal preparation and medication administration, than traditional Medicaid.

The boards of supervisors in participating counties voted in December to form the district, which will operate as an independent public agency. Since then, at least two other multi-county long-term districts have formed in the state. Western Wisconsin Cares is governed by a 14-member board comprised of appointees from each of the counties, consumer representatives and at-large members with business and medical expertise.

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