



## President's Message

by Bob Glowacki



**Hello Members!**

Last year CAPOW lowered dues on all its member agencies, some by as much as \$500! We saved our current members around 10% on their dues and, giving them the same service, access to our talented lobbyist and place on the board of directors to give voice to their concerns and guide CAPOW legislative initiatives.

So, to respond to those who want that same benefit package, but are afraid of encountering new expenses in these challenging times, we are offering new members who sign up before the end of 2009, FREE dues for the remainder of the year! And in 2010, we are offering 25% reduction in dues for new members, saving some organizations as much as \$500!

I thank the Board of Directors for their leadership and their strong belief in growing our numbers and raising our voices together. As the budget is now passed, there will be a new focus on legislators around regulations, licensing requirements and training requirements that can effect the quality of service we provide and added expenses that can cut into resources we have available for our direct care staff.

Now, the introduction of my letter went to current members, so if we are to add to our base, we need to forward this newsletter to colleagues and professionals seeking an Association like CAPOW. I am asking all members to forward this newsletter to at least five contacts with your personal endorsement of CAPOW.

To join CAPOW, go to our website at [www.capow.org](http://www.capow.org) or if you have questions contact our office at 414-431-3093 to learn more.

**Bob Glowacki**

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## Lobbyist's Report:

### Working For You "Under the Dome"

by Ramie Zelenkova



With the 2009-11 state budget signed into law, our focus turns toward recommendations from the ForwardHealth Rate Reform Project to address ongoing Medicaid rate reform and a targeted Medicaid savings during the 2009-11 biennium of \$625 million (all funds).

The initial list of recommendations released by the Department of Health Services this week include, but are not limited to: restructuring MA personal care reimbursement to an acuity-based capitation payment, discontinuing payments for care coordination, and instituting member-based PA for personal care, private duty nursing, and home health services. The list of recommendations also includes a number of pharmacy recommendations - placing diabetic supplies on the PDL, imposing quantity limits for specific drug classes, tablet splitting, and transitioning to generics. Major reforms relate to managed care (BadgerCare Plus and SSI) recommendations include reducing the HMO administrative rate for BadgerCare Plus and SSI, and ending all existing BadgerCare Plus contracts with HMOs in Milwaukee, Washington, Ozaukee, Waukesha, Racine, and Kenosha counties and issuing an HMO RFP to serve this population.

Advisory groups are meeting with department officials this week and next to discuss the package of recommendations. The Long-Term Care Provider group is scheduled to meet TOMORROW Friday, July 17. Final recommendations will be implemented beginning August 1, 2009. Please visit the CAPOW website for additional information on the ForwardHealth Rate Reform Project beginning Monday, July 20.

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## Deadlines Work

by Robert Evans Wilson

The Un-Comfort Zone

**A**s I sit here writing this column against the deadline, I'm reminded of my days as a young advertising copywriter when I occasionally needed a deadline as motivation to finish a boring project. The deadline did more than motivate me to finish

-- more often than not, it was what finally stimulated enough creative thinking to move me forward -- in other words, it motivated me to think outside of the box.

"Thinking outside of the box." Boy, has that phrase become overused. People are so often telling us that we need to think outside of the box that it has fallen into the realm of cliché. Never-the-less it is still true. Sometimes, however, we need to be put into a box first before we can think outside of it. A deadline is just such a box.

I used to believe that the more freedom I had, the more creative I could be. But it doesn't necessarily work that way. Ingenuity needs to be motivated by something, and if the desire to achieve isn't there, then an uncomfortable boundary may work.

Have you ever watched a man or a woman with one leg running a marathon or competing in downhill snow skiing? I have, and every time I'm deeply impressed because I have both of my legs and I can't do either one. I used to wonder why they were able to do so much more than me when I was the one born with the greater advantage. Now I can see that the difference is that they were challenged by a boundary and I wasn't. Some of them might even argue that they were the ones born with the greater advantage. Being unable to walk made them uncomfortable, and conquering their disability became a powerful motivating factor. They had to get out of that box!

Think of creativity as a prisoner trying to bust out of jail. When your resources and opportunities are limited you must become innovative. A good illustration of this is the World War II movie *The Great Escape*. It is an amazing tale of ingenuity. Men with little to work with escape from a German POW camp. In addition to digging three tunnels without shovels, they made hand-drawn traveling documents and identification papers that looked authentic enough to pass for ones made on a printing press. Now that was a box to get out of!

I have enjoyed working for myself most of my adult life. People frequently tell me they wish they could be self-employed like I am. They say things like, "If I could just get one client then I could quit my job." My response is always the same, "Until you quit your job, you are never going to find that first client. There is nothing like the deadline of a rent or mortgage payment staring you down at the end of the month to motivate you to get out and look for clients."



## Upcoming Meetings

### Next Teleconference

- Date:** Wednesday, July 22
- Time:** 12pm – 2pm
- Topic:** State Budget Issues & Medicaid Rate Reform Proposals

Everyone works under some kind of deadline. They force us to prioritize our responsibilities; they limit procrastination; and they help us achieve our work related goals. But, we often lack them in our private lives. We are not given deadlines to accomplish our most important personal goals and without those boundaries, procrastination can creep in and destroy our best intentions. The trick is to impose a deadline on yourself. But it has to have some teeth to work.

Here's how to do it: Write down your goal. Then set a reasonable date in which you can achieve it. Next, go to your bank or attorney and set up an escrow account. Now add the teeth -- put into the account an amount of money that will hurt to lose: \$1,000... \$10,000... \$100,000... you decide! Set it up so that if you haven't achieved your goal by the deadline then the funds go to a favorite charity... or make it even more motivating: let the funds go to your worst enemy!

Not ready to try that? Then try the buddy system. Pair up with a friend and each of you take responsibility to follow up on the other one. You can get together once a week and check on each other's progress. If goals aren't being met, then nag each other into the UnComfort Zone!

*Robert Evans Wilson, Jr. is a motivational speaker and humorist. He works with companies that want to be more competitive and with people who want to think like innovators. For more information on Robert's programs please visit [www.jumpstartyourmeeting.com](http://www.jumpstartyourmeeting.com).*