



Wisconsin

Federal Vision for Person Centered Counseling

Through the use of PCC, a NWD System can empower individuals to make informed choices about their LTSS options consistent with their personal goals, and to successfully navigate the various organizations, agencies and other resources in their communities that provide LTSS. A visual representation of the core functions for a PCC Counselor can be found in the NWD schematic below

The ACL/CMS/VHA vision is that each state will have a single statewide NWD System to LTSS which provides Person Centered Counseling (PCC) for all populations and all payers. Person Centered Counseling (PCC) is the NWD System term for person centered planning which is an approach when working with individuals that is now being required in the LTSS System under multiple Medicaid regulations, including the Person-Centered Planning provisions in the recently issued Home and Community Based (HCBS) "Settings Rule." The HCBS Rule establishes clear expectations for person centered planning and recognizes it as foundational for the delivery of effective HCBS. The HCBS Rule is the result of several years of work within CMS, other agencies across the DHHS (including ACL), and multiple stakeholder groups across the country through the federal public rule making process. As such, it is a highly vetted statement on Person Centered Planning. This brief highlights **Wisconsin's promising practice to develop a Person Centered Counseling (PCC) program (called Options Counseling in Wisconsin) which provides follow-up and links people with private pay resources to support community living.**

For more information about the NWD model, visit
<http://www.acl.gov/Programs/CDAP/OIP/ADRC/Index.aspx>

Wisconsin's Successful Promising Practice - Person Centered Counseling: Follow-Up and Linking to Private Pay

Linking Individuals to Private Pay Resources

Wisconsin has offered PCC as part of its NWD system since ADRCs were established as part of LTSS reform in the state, which began in the late 1990s. The mission statement of Wisconsin ADRCs remains inclusive of all incomes and is "to empower and support seniors and people with disabilities and their families by providing useful information and providing the help people seek." ADRC Orientation Manual available at <https://www.dhs.wisconsin.gov/adrc/pros/opsguide-6-options.htm>. The value of offering PCC to private pay individuals was a strategy the state adopted when it redesigned its LTSS system and created ADRCs as a front door to LTSS. They believed that getting information and resources to people who could pay for services privately would prevent or delay institutionalization. Wisconsin reports that 80 percent of people who contact the ADRC never go on to qualify for publically funded services.

Wisconsin has implemented a comprehensive strategy to reach out to and serve individuals who have private funds to spend on LTSS using the following methods:

Marketing—Wisconsin ADRCs were formerly regional counties, aging offices, and social

Resources

- ▶ [NWD Model Webpage](#)
- ▶ [Wisconsin ADRC Options Counseling Tools and Training](#)

Acronyms

ADRC = Aging and Disability Resource Center

LTSS = Long Term Services and Supports

NWD = No Wrong Door

PCC = Person Centered Counseling

service agencies. They had to work very hard to re-brand themselves as new organizations that existed to support people of all incomes and not just people with lower incomes. They did this through health fairs and other community events as well as developing consumer tools which ADRCs use to work with individuals to help them explore the options available to them and spend resources wisely. A few include a cost calculator to help individuals considering a move and a planning guide to provide a way for consumers to think through key issues and personal preferences before meeting with an ADRC staff member for PCC. Available at <https://www.dhs.wisconsin.gov/adrc/pros/opsguide-6-options.htm>.

Increasing Knowledge about Private Pay Options—Person Centered Counselors need to have information about a variety of options, including those that cost money. In preparation to become ADRCs, local sites pulled together robust directories of community supports (paid and un-paid). Local sites maintain “Information Assistance Resource Databases” which contain information on services and programs in the ADRC service area. The State Office for Resources Center Development offers a model and supports local sites in developing exclusion and inclusion criteria for deciding who and what gets listed. Each local site also continually brings in community groups to present to staff and the state offers webinars on private pay topics including, but not limited to, “Introduction to Assisted Living” and “Introduction to Assistive Technology.” Full list is available at <https://www.dhs.wisconsin.gov/aging/information.htm>

Skills Training—Most ADRCs were built from agencies providing information and referral. The state worked hard to achieve a shift in staff mindset from “intake” (matching people with formal programs) to starting with the person and building a list of options (public and private) to meet their individual and personalized need for supports. A focus on building staff skills to facilitate informed decision making about those options informs much of the training the state provides to local sites. Motivational Interviewing has been a key strategy and technique Wisconsin has used to provide staff with the skills needed for PCC. The state has posted a series of webcasts on motivational interviewing on their website for local sites. <https://www.dhs.wisconsin.gov/aging/information.htm>.

Follow-up

Follow-up represents a critical element of PCC in Wisconsin. In 2010, an evaluation of Wisconsin ADRCs found that only 58.3 percent of individuals referred received services. Following exploration, the State developed training on options counseling and made follow-up a critical element of the process, as well as a foundational part of the Options Counseling state standards.

The focus of ADRC quality improvement projects are determined from key findings from the customer satisfaction research. Wisconsin learned the value of follow-up in the PCC process with evidence from consumer satisfaction research. Through consumer satisfaction surveys (including phone interviews with over 1,500 individuals) and site visits to local ADRCs, they found that formal follow-up was a key indicator of high levels of consumer satisfaction.¹ As a result of this finding, they have developed a list of best practices in follow-up from local sites, including implementing follow-up policies about timeframes and content of follow-up interaction. They also have supervisors check for consistency by doing spot checks and analyzing follow-up data. Each local site is required by state standards to have a follow-up policy that guides staff on when to follow-up with consumers.

¹ Reports available at <https://www.dhs.wisconsin.gov/adrc/pros/publications.htm>

Identifying No Wrong Door Promising Practices

No Wrong Door (NWD) Promising Practices are intended to highlight successful state programs providing a model from which NWD Systems can gather strategies and innovations that can augment their own work. A promising practice may be a research or evaluation project, policy analysis, data assessment, outreach initiative, or awareness effort. While Promising Practices are unique to each program, they do offer replicable components for diverse settings and share many common characteristics including the capacity to reach the population of focus, address the aspirations of individuals, drive quality and impact methodology and measurement.