
2024



ANNUAL REPORT



LAKELAND CARE
Together, we build better lives.



**LAKELAND
CARE PLUS**

A NOTE FROM THE CEO

2024 Annual Report Overview

As we reflect on the achievements and milestones of 2024, it has been a year of growth, innovation, and strong community engagement. Our organization has seen significant progress across all areas, with notable expansions in both our membership and professional network. We are proud to report that our community now consists of nearly 7,200 members, a testament to the increasing trust and value our stakeholders place in us.

In addition to our growing membership, we are thrilled to share that our workforce has expanded to nearly 600 dedicated employees. Their hard work and commitment have been instrumental in driving our mission forward, ensuring we continue to deliver exceptional service to our members.

Furthermore, our network now includes more than 2,400 providers, further strengthening our ability to support and serve our members with an ever-expanding array of resources and expertise.

These milestones highlight the ongoing growth of our organization, and we remain focused on delivering impactful programs, services, and solutions that meet the evolving needs of our members and partners. As we look ahead to 2025, we are excited to build upon these successes, continuing to foster a vibrant, inclusive, and thriving community.



ORGANIZATIONAL PROFILE

We closed 2024 with
**7,195 ACTIVE
MEMBERS**



About Lakeland Care

Lakeland Care has been in operation since 2000, initially launching as a pilot for the Family Care program. At the close of 2024, we proudly served 7,195 active members in 22 counties throughout northeast and north-central Wisconsin. In preparation for 2025, we laid the groundwork to expand Family Care services to nine additional counties.

In 2024, we welcomed 83 new hires, closing the year with 561 employees. Our average employee tenure of 5 years reflects the dedication and stability of our workforce.

Additionally, we forged meaningful relationships through Lakeland Care Plus, expanding our technology and consulting services to new businesses and organizations across various sectors. By nurturing these partnerships, we are laying a strong foundation for growth and positioning ourselves for continued success in 2025 and the years to come.

As we reflect on 2024 and look toward the year ahead, we are grateful for the opportunity to serve individuals and communities across our service regions. With a vision to create a world we all want to live in, and a focus on fostering meaningful connections, we take great honor in the services and support we have extended to members, providers, communities, and area partners over the past year!

Our strategic focus in 2024 included concentration in four areas:

- Aligning costs with funding
- Enhancing system efficiency
- Increasing Family Care membership
- Increasing Lakeland Care Plus market share

“

91% of members report a positive relationship with their LCI Care Team!

”

82%

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 2024, Lakeland Care continued to prioritize member satisfaction, community health, and employment opportunities. Our commitment to quality care was reflected in the 2023 Department of Health Services Annual Family Care Member Satisfaction Survey results which were published in May of 2024. Through the survey, 91% of members reported a positive relationship with their care team, and 92% felt treated kindly by their care team. Additionally, 84% of members expressed overall satisfaction with Lakeland Care. This valuable feedback highlights the effectiveness of our dedicated teams, guides our future efforts, and supports our ongoing mission of empowering individuals, strengthening communities, and inspiring futures.

Our prevention and wellness initiatives showed strong results, particularly in immunizations. LCI's influenza vaccination rate reached 66.4%, surpassing the statewide rate of 64.1%, while the pneumococcal vaccination rate was 88.9%, just slightly below the statewide rate of 89.1%.

In workforce integration, we saw a 4.6% increase in the number of members aged 18-45 employed, advancing our efforts to create more inclusive opportunities within the community. Total employment grew by 3.31%, with 717 members employed by the end of 2024. This progress reflects our commitment to ensuring all members have equal access to meaningful employment and the opportunity to thrive in their communities.

Volunteer Time Off



24
Hours Awarded
Per Employee



2,926
Volunteer
Hours Donated



\$86,765
Value to the
Community



37%
Increase in
Hours Donated

639 Hours of Support

Provided to **474**
Members & Caregivers

Provider Investment

LCI invested in providers through professional development training offered at no cost.

3
Sessions
98
Unique
Participants

LAKELAND CARE PLUS



Lakeland Care Plus operates as a subsidiary of Lakeland Care, Inc., expanding its impact through both Lakeland Care Plus Consulting and the newly developed Lakeland Care Plus Technology.

In 2024, Lakeland Care Plus Technology focused on developing innovative solutions to support a fully integrated digital work environment, enhancing efficiency and collaboration across the subsidiary and its parent company, LCI. Additionally, the technology arm provided services to LCI, its tribal partners, and successfully onboarded its first external client. A key milestone was the launch of a dedicated website for Lakeland Care Plus to further establish its presence and accessibility.

Lakeland Care Plus Consulting continued its mission to build strong leaders, strong teams, and positive work cultures through tailored training, coaching, and consulting. In 2024, 38 unique businesses and individuals engaged with our services, with 18 clients returning for additional support. Our reach extended to 397 virtual training attendees and 861 individuals impacted through conference speaking engagements. Our Organizational Impact Coaches maintained a high level of client satisfaction, reinforcing the value we bring to individuals, organizations, and businesses.

Lakeland Care Plus remains committed to driving excellence through tailored solutions, elevating potential and inspiring growth.

Consulting Services

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

- Workshops**
- Training**
- Coaching**

Net Promoter Score



99%

"Lakeland Care Plus coaching transformed our strategic planning by turning goals into clear, actionable steps.

Their guidance in communication and teamwork ensured our ideas became impactful actions. A game-changer for our organization!"

Rob Servais, CEO
Lakeside Packaging Plus

YEAR END FINANCIALS



Net Assets
Year End
\$32,268,590

Total Operating Revenues saw a 6.4% increase, while Total Operating Expenses rose by 5.5%. These increases are partially due to increased rates paid to stakeholders to ensure uninterrupted quality member care.

We continue to 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 reviewed to be more responsive to Care Management teams in service to members.

REVENUES, EXPENSES, & ASSETS (UNAUDITED)

