
2025



ANNUAL REPORT



LAKELAND CARE
Together, we build better lives.



**LAKELAND
CARE PLUS**

A NOTE FROM THE CEO



2025 Annual Report Overview

As I reflect on 2025, I am deeply grateful—for the members we serve, the partners who work alongside us, and the people of Lakeland Care who bring our mission to life every day. This year marked continued growth and meaningful impact across our organization. We closed 2025 serving more than 7,500 members across 31 Wisconsin counties, supported by nearly 600 dedicated employees committed to helping individuals live independently and with dignity in their homes and communities. Together, we strengthened care coordination, expanded access to services, and supported hundreds of successful transitions from institutional settings back into community life.



Our progress was guided by intentional focus and responsible stewardship. In 2025, we aligned costs with funding, enhanced system efficiency, expanded Family Care membership, and grew the reach of Lakeland Care Plus. These priorities allowed us to manage resources thoughtfully while continuing to invest in people—our members, caregivers, employees, and provider partners. From preventive health initiatives to community-based services, our teams consistently delivered care with both compassion and accountability.

Equally important is the culture we continue to build within Lakeland Care. Employee engagement reached new highs this year, reflecting a workplace where people feel supported, valued, and connected to purpose. That culture strengthens everything we do. When our people thrive, so do the members and communities we serve. Beyond our core services, our impact extended across Wisconsin through volunteerism, partnerships, and innovation.

Through Lakeland Care Plus, we supported leaders and organizations working to create stronger, healthier, and more connected communities—reinforcing our belief that lasting impact is built through relationships. As we look ahead to 2026, we do so with optimism and resolve. The environment continues to evolve, and with it, our responsibility as a mission-driven safety-net organization. We remain committed to listening closely, acting thoughtfully, and leading boldly—always guided by our vision of creating a world we all want to live in.

Thank you for your trust, partnership, and shared commitment to our mission.

Sara Muhlbauer



ORGANIZATIONAL PROFILE

We closed 2025 with **7,501 ACTIVE MEMBERS**



About Lakeland Care

Lakeland Care, Inc. (LCI) has been in operation since 2000, initially launching as a pilot for the Family Care program. At the close of 2025, we proudly served 7,501 active members in 31 counties throughout the state of Wisconsin.

In 2025, we welcomed 130 new hires, closing the year with 592 employees and growing our workforce by 5.2%. Our average employee tenure of 5 years reflects strong mission alignment and team loyalty across the organization.

Employee referrals continued to play an import role in our hiring efforts, with 19 referrals accounting for 14.6% of all hires. We also welcomed back 11 rehires during the year, including team members from Lakeland Care Plus to Lakeland Care, Inc.

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 continued success in 2026.

As we reflect on 2025 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 2025 included concentration in four areas:

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

Employee Experience Insights

- Health insurance, PTO, and flexibility are viewed as highly competitive versus the broader market.
- With an average tenure of 5.1 years, well above the industry average of 3.1 years, our employees demonstrate exceptional commitment and long-term dedication.

Gallup-Certified Strengths Coaching

+4

coaches added in 2025

12

active coaches currently

85%

Gallup Employee Engagement Survey Response Rate

Highest Score:

My manager, or someone at work, seems to care about me as a person.

4.52





Pyx Health Program

OUR IMPACT

In 2025, Lakeland Care, Inc. (LCI) continued to strengthen its commitment to helping members live independently at home and in their communities. Through focused care coordination and community partnerships, 336 members successfully transitioned from skilled nursing facilities back into community settings.

The organization also invested over \$360,000 in Community-Based Day Services and Prevocational providers, expanding opportunities for members to build skills, engage in meaningful activities, and participate more fully in their communities.

Preventive care and early intervention remained a priority, with 1,793 members receiving education on early dementia screening, promoting awareness and early identification of cognitive health needs. Additionally, LCI exceeded its organizational goal for fall risk screening, with 94.21% of members assessed, surpassing the 90% target and supporting proactive safety planning.

Member voice continues to guide care planning with 90% of surveyed members reporting that their choices and preferences are reflected in their Lakeland Care service plan. This demonstrates LCI's ongoing mission of empowering individuals, strengthening communities, and inspiring futures.

- **Fostering human connection to combat loneliness, isolation, and stress for any LCI member and their caregiver.**
- **Helping to address caregiver fatigue by offering free support and resources to any Wisconsin caregiver.**

Support provided to **996** Members & Caregivers

“ **90%** of members report a positive relationship with their LCI Care Team! ”

Volunteer Time Off



LAKELAND CARE PLUS

Lakeland Care Plus operates as a subsidiary of Lakeland Care, Inc., expanding its impact through both Lakeland Care Plus Consulting and Lakeland Care Plus Technology. In 2025, Lakeland Care Plus reached over 4,200 individuals in our communities and served 54 organizations. Of those 54 organizations, 16 were returning customers, showcasing significant trust in the services LC Plus provides.

Lakeland Care Plus Technology ignited its mission to deliver expertly crafted IT solutions. In 2025, LC Plus Technology onboarded 10 new clients, delivered 12 projects, and resolved 66 support tickets. Beyond this, the technology arm provided services to LCI and its tribal partners, delivering on 29 projects and resolving 5,590 support tickets.

Lakeland Care Plus Consulting continued its mission to build strong leaders, strong teams, and positive work cultures through tailored training, coaching, and consulting. In 2025, 44 unique businesses engaged with our services. Our reach extended to 1,134 virtual training attendees and 467 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.

Technology Services

Delivering exceptional, dependable, and efficient tech services through:

-  **Support**
-  **Management**
-  **Innovation**

Net Promoter Score

99%



“I had the pleasure of working with Lakeland Care Plus to build my business website, and the experience was outstanding. They were professional, knowledgeable, and attentive. Their communication was excellent, and they ensured the website was completed on time with great attention to detail. I highly recommend Lakeland Care Plus for website development!”

Nyima Colley
Royalty Home Care



YEAR END FINANCIALS



Preliminary unaudited 2025 results reflect strong financial performance, with capitation and operating revenues outpacing member service and administrative expenses, resulting in a positive operating margin. Total Operating Revenue increased by 14%, driven primarily by stable membership levels and favorable rate adjustments. Total Operating Expenses rose by 9%, reflecting continued discipline in member service cost management and administrative efficiency. Key actions supporting sustained performance include targeted member service expense management initiatives, ongoing optimization of care management and utilization management programs, and reinforcement of revenue-generating strategies such as enrollment growth and value-based partnership expansion.

REVENUES, EXPENSES, & ASSETS (UNAUDITED)

