

**2026 ANNUAL
CONFERENCE**
WISCONSIN COUNTIES ASSOCIATION

Three stars (blue, red, blue) are positioned below the association name.

Supporting Behavioral Health Through Medicaid and County
Partnerships

9:15 – 10:15 am

WCA 2026 Conference

Understanding the County Behavioral Health Landscape

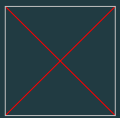


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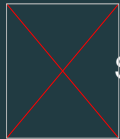
Sellers Dorsey: A Proven Record

Insights, Innovation and Impact in Health
& Human Services

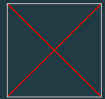
Who We Serve



States and
Counties



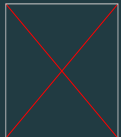
State Associations



Medicaid
Managed
Care Plans



Safety Net
Hospitals



Technology
Vendors



Behavioral Health
Providers

What We Know

- Medicaid Financing and Strategy
- Delivery System Transformation
- Public Policy
- Child and Family Wellbeing
- Medicaid Managed Care

Who We Are



Former State Medicaid &
Officials



Political & Public
Policy Experts



Reimbursement &
Rate Specialists



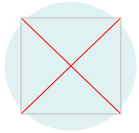
Former Medicaid
Managed Care
Executives



Former Health Care
Provider Executives

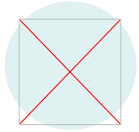
WCA County Behavioral Health Survey

Overview



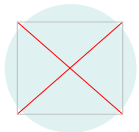
Distributed April 2026

On April 16, the WCA distributed a survey designed by Sellers Dorsey to county behavioral health leaders.



Operates a unique hybrid system

Wisconsin delivers community behavioral health through a hybrid, county-powered model.



Data captured

The survey captured high-level data on the programs and services each county provides.

At a Glance



38%
Completion Rate

27
Submitted financial data

54%
WI population represented
in the responses

Areas Assessed

Wisconsin Behavioral Health Services



Individual Outpatient Therapy

One-on-one therapy for adults living with severe and ongoing mental health conditions.



Substance Use Disorder (SUD) Treatment

Screening, counseling, medication-assisted referrals, and overdose prevention education.



Community Support Program (CSP)

Coordinated community-based mental health services for adults with SMI, such as case management, skill-building and medication support.



Comprehensive Community Services (CCS)

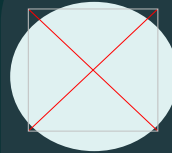
Coordinated community-based mental health and SUD services for children and adults, such as social skill development, peer support, and medication management.



Crisis Services

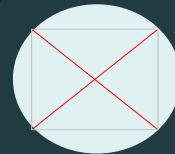
Community-based interventions designed to respond rapidly to individuals experiencing a behavioral health crisis.

Behavioral Health and Child Welfare: Pain Points and Intersections



Rising Case Complexity

Rural counties face a range of factors that affect their ability to deliver child welfare services, including increased case complexity tied to mental health and substance-use needs.



Complex Needs, Limited Support

Access to care is increasingly difficult when children have high acuity co-occurring needs, histories of trauma, and significant behavioral health concerns.

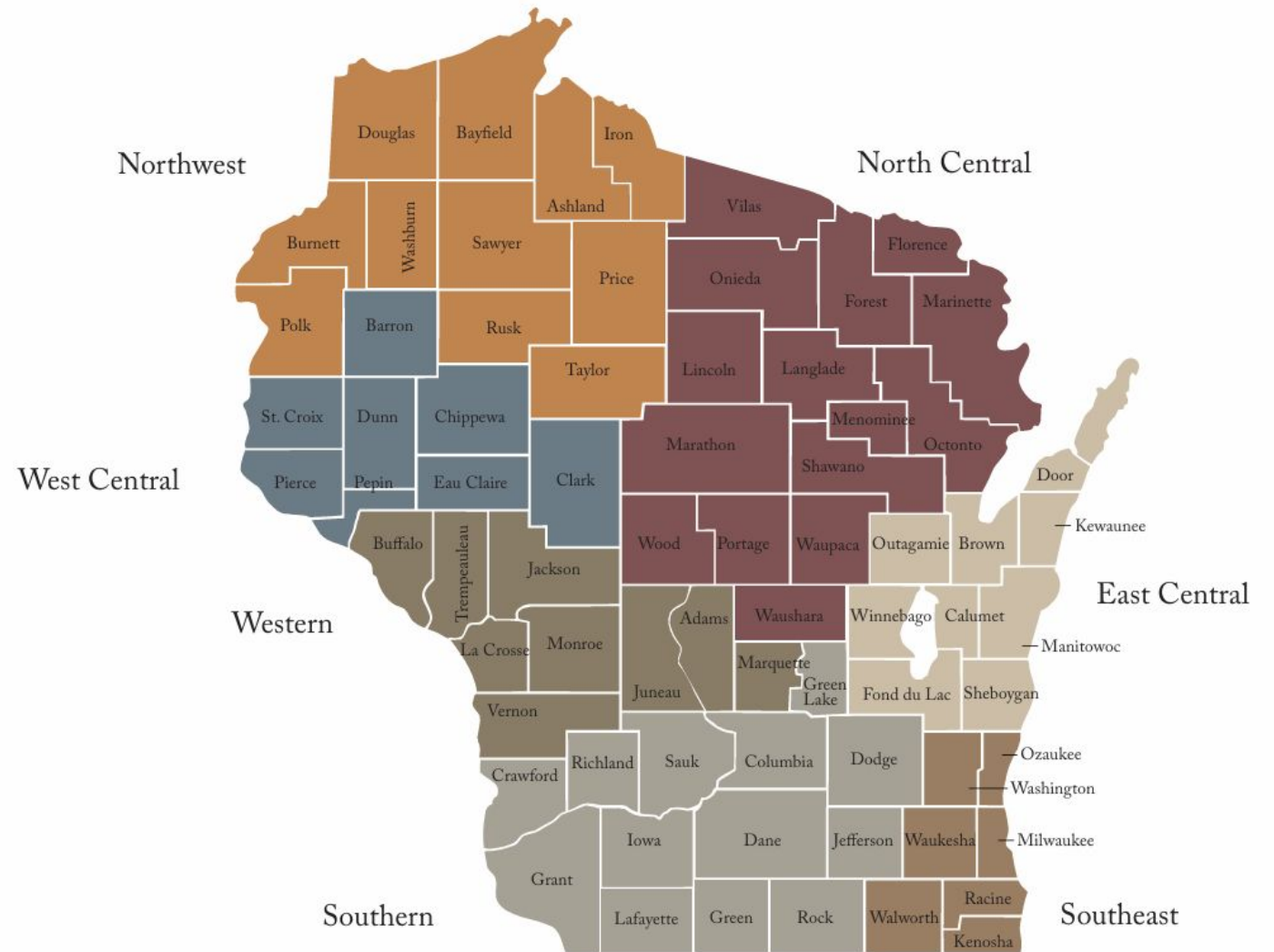
With limited access to community support, families are relying more heavily on formal services, which are already strained by the workforce shortage.

WCA 2026 Conference

Survey Results



WCA Districts Region Map



Fiscal Gap Analysis

WCA Regional Overview

Region	Responding Counties	Average County Population % Medicaid Recipients	Mental Health Services: People Served
Average	27 Counties	23%	1.4%
Northwest	Polk, Burnett, Douglas, Sawyer	16%	0.9%
North Central	Lincoln, Langdale, Marathon, Marinette, Florence	23%	5.7%
West Central	Eau Claire, Dunn, St. Croix, Barron	18%	1.4%
Western	La Crosse, Adams	37%	0.7%
Southern	Green, Rock, Crawford	21%	1.2%
East Central	Door, Kewaunee, Brown, Winnebago, Calumet, Manitowoc	17%	1.5%
Southeast	Milwaukee, Waukesha, Racine	26%	0.8%

Fiscal Gap Analysis

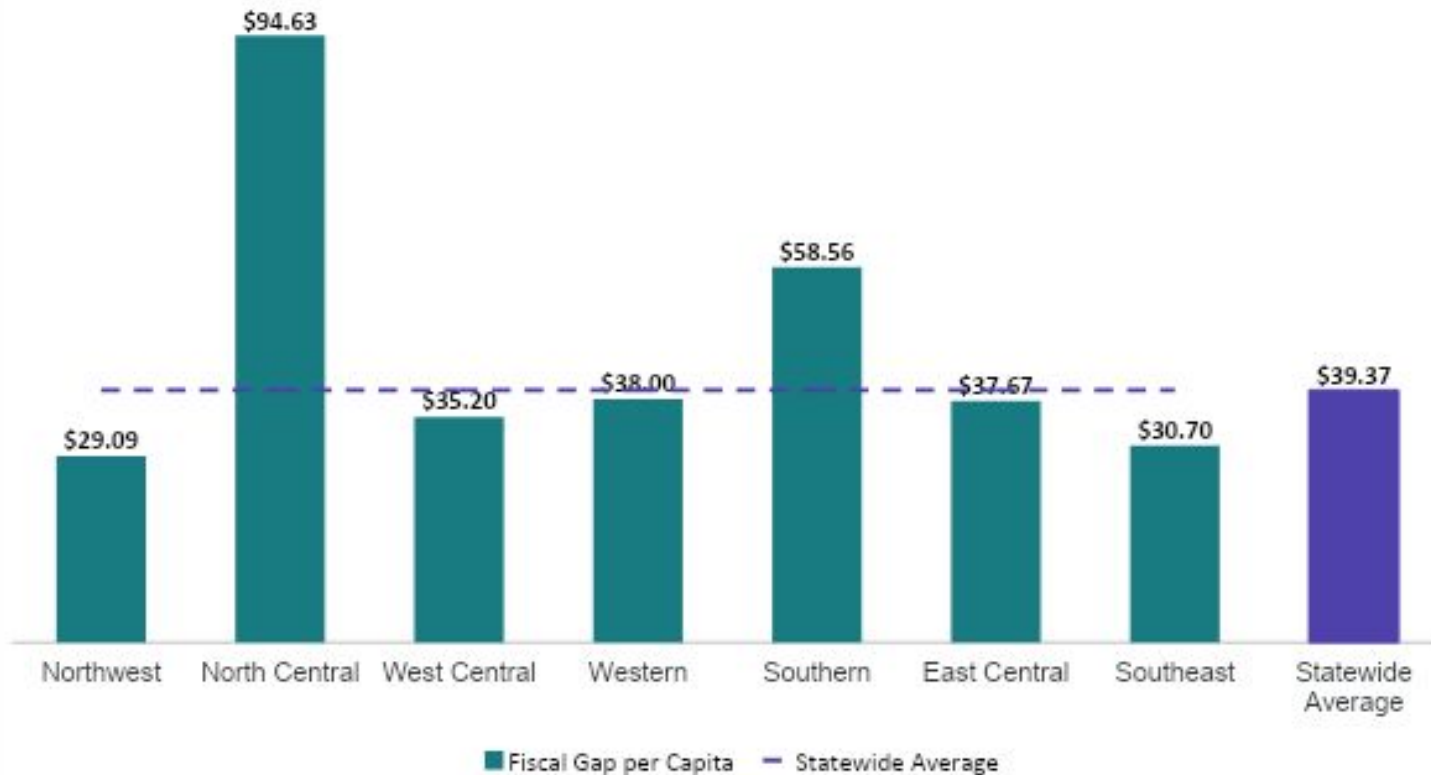
WCA Regional Overview

Region	Share of Total Fiscal Gap Reported by Responding Counties	Total Fiscal Gap Per Capita
Statewide	\$126M	\$39
Northwest	\$3.6M; (3%)	\$29
North Central	\$22.2M; (18%)	\$95
West Central	\$11M; (8.5%)	\$35
Western	\$5.5M; (4%)	\$38
Southern	\$13M; (10%)	\$59
East Central	\$24M; (19%)	\$38
Southeast	\$47M; (38%)	\$31

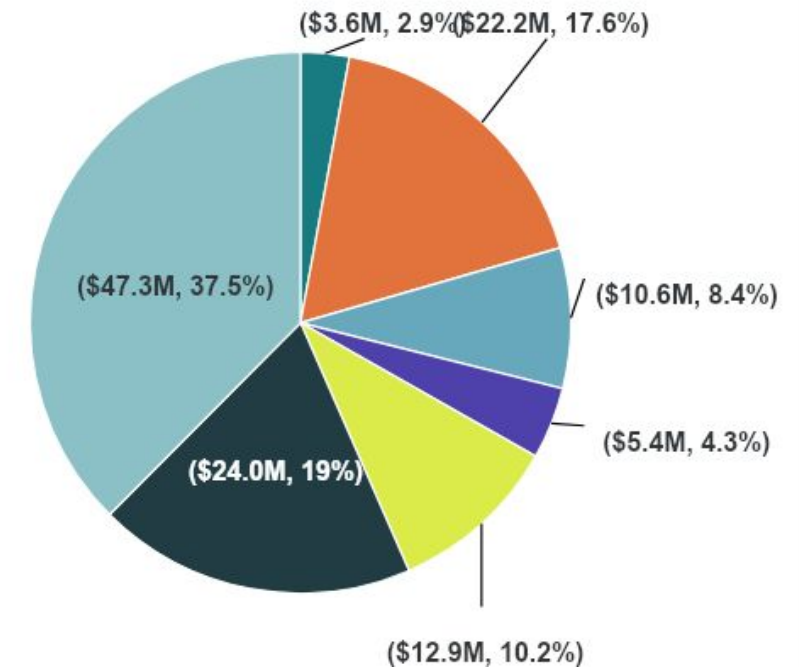
Fiscal Gap Analysis

Regional Overview

Total Fiscal Gap per Capita by Region



Total Fiscal Gap by Region



**Statewide Total Fiscal Gap —
All Services: \$126,016,414**

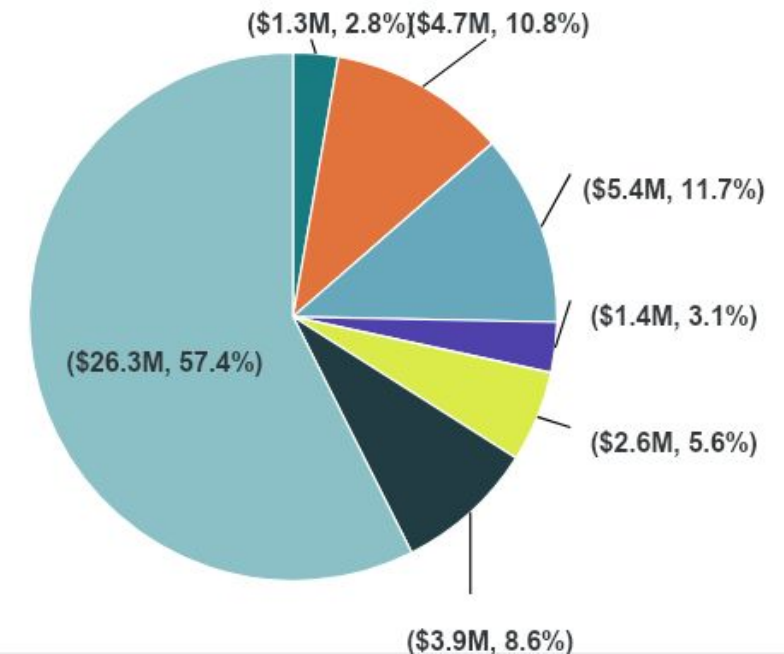
Crisis Services

Regional Overview

Crisis Services Fiscal Gap per Capita by Region



Crisis Services Share of Total Fiscal Gap by Region



**Statewide Total Fiscal Gap —
Crisis Services: \$45,764,172**

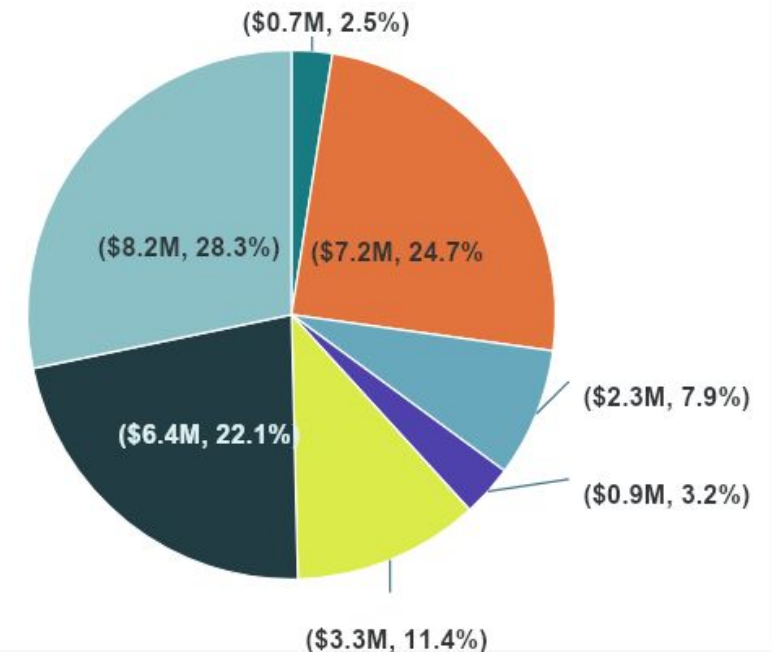
Individual Outpatient Therapy

Regional Overview

Outpatient Fiscal Gap per Capita by Region



Outpatient Share of Total Fiscal Gap by Region

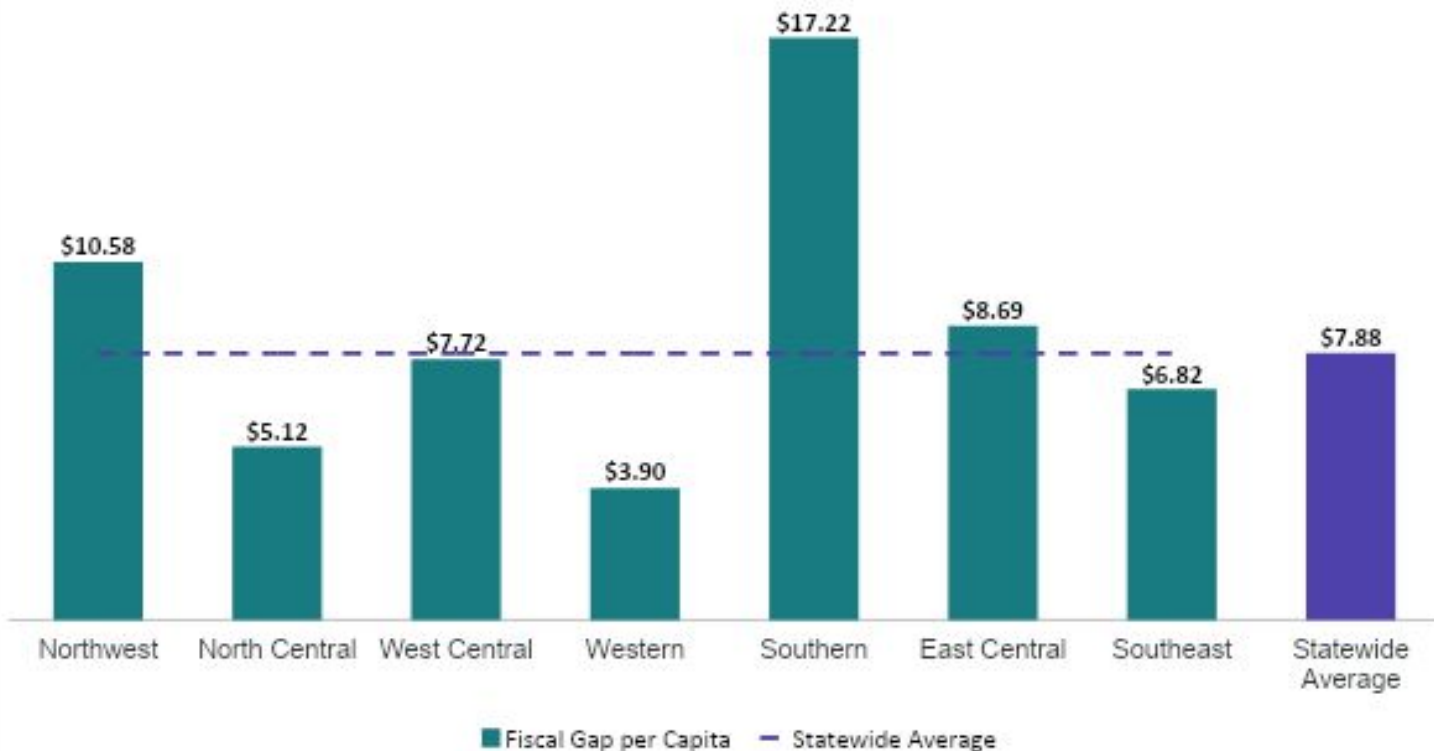


Statewide Total Fiscal Gap —
Outpatient: \$29,083,665

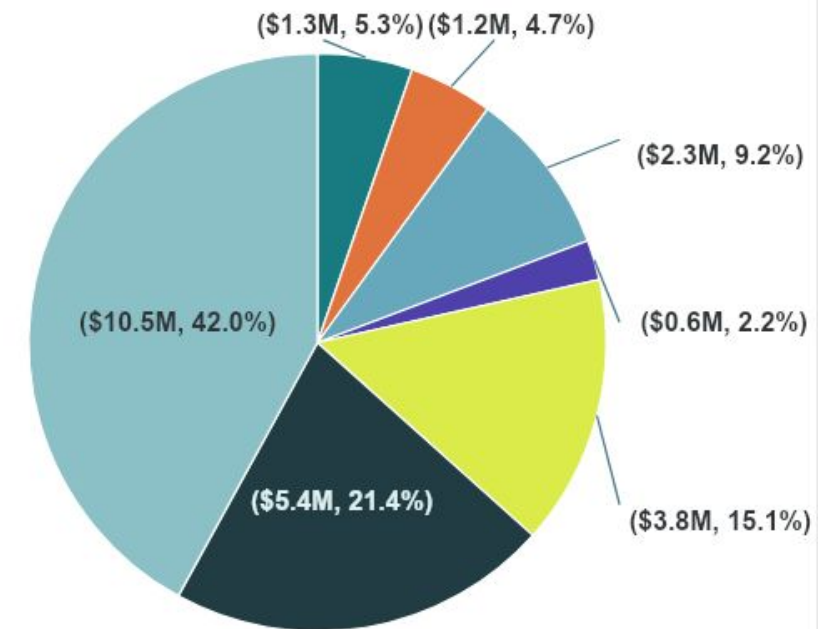
Community Support Program (CSP)

Regional Overview

CSP Fiscal Gap per Capita by Region



CSP Share of Total Fiscal Gap by Region



Statewide Total Fiscal Gap —
CSP: \$25,030,368

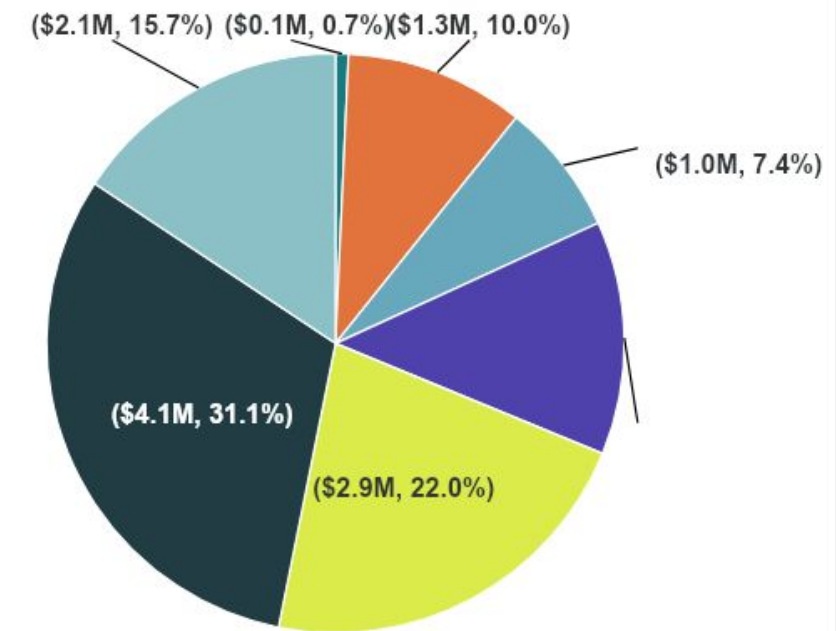
Substance Use Disorder (SUD) Treatment

Regional Overview

SUD Fiscal Gap per Capita by Region



SUD Share of Total Fiscal Gap by Region



Statewide Total Fiscal Gap
—SUD: \$13,241,590

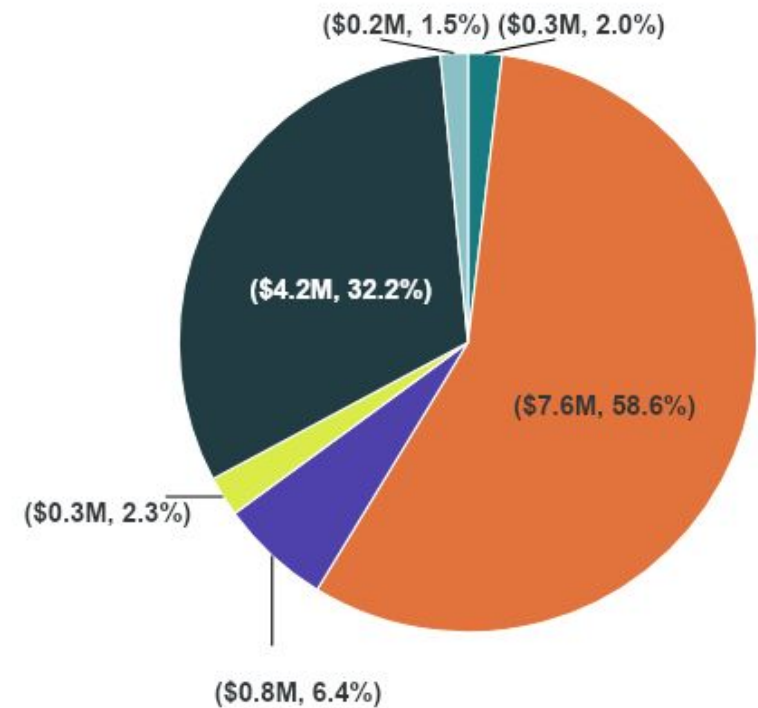
Comprehensive Community Services (CCS)

Regional Overview

CCS Fiscal Gap per Capita by Region



CCS Share of Total Fiscal Gap by Region



Statewide Total Fiscal Gap —CCS:
\$12,896,619

Q&A

For the remainder of this presentation, we would like to take the opportunity to hear from all of you.

Thank You

For more information please contact **Tyler DeRubio**, TDeRubio@sellersdorsey.com.

Service Delivery

How counties coordinate and get reimbursed for behavioral health services

Service Coordination

Crisis and CCS rely most on private providers; clinical services rely least



CCS has the highest county-staff coordination of any BH service



Reimbursement Type

Individual Outpatient and SUD lean more on HMO reimbursement than CSP and Crisis

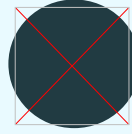


FFS dominates reimbursement overall, but notably less so for CSP and Crisis



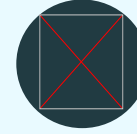
These percentages reflect categorical survey responses, not actual financial or claims data.

Service Delivery



Service Coordination

Counties lean on privately contracted providers more for crisis response and CCS than for clinical services like Individual Outpatient and SUD treatment.

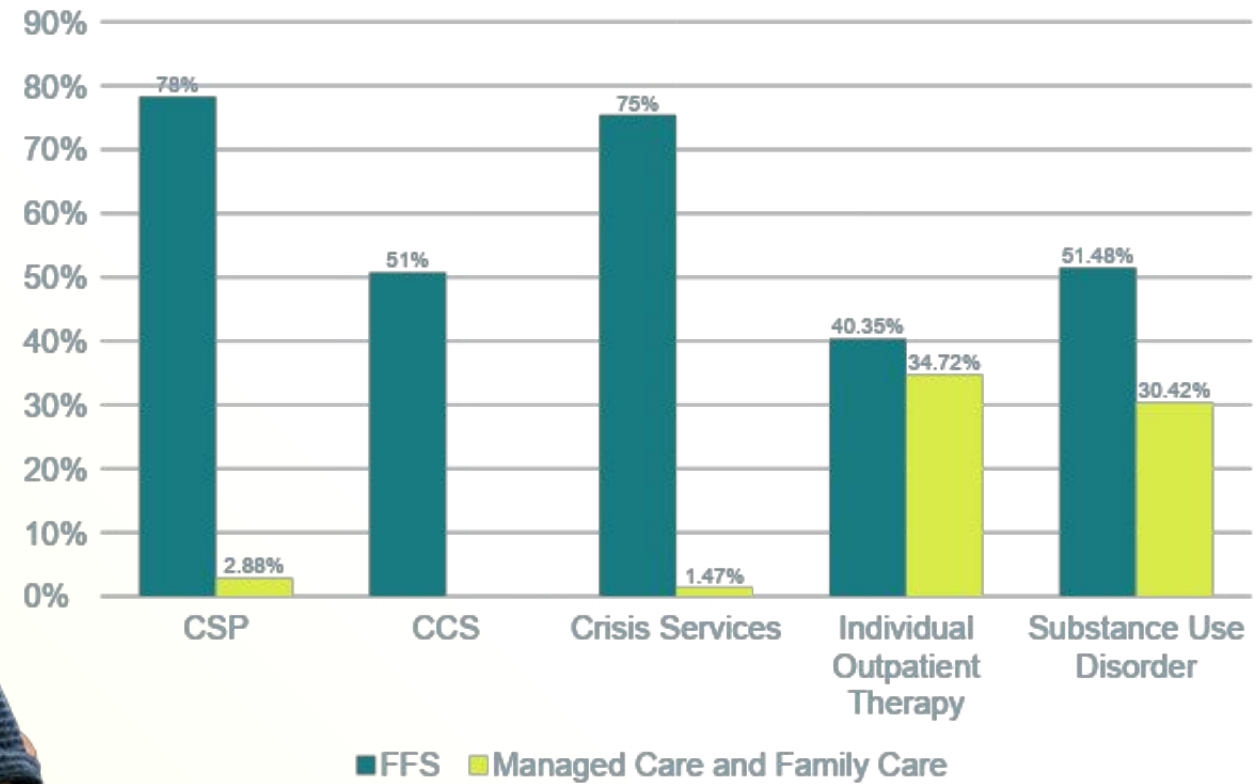


Reimbursement

- Individual Outpatient and Substance Use Disorder services have a higher percentage of being reimbursed through a Health Management Organization (HMO) than CSP and Crisis.
- Fee-for-service (FFS) is the dominant reimbursement pathway among the BH services, but is notably lower within Community Support and Crisis services.

Service Delivery

Share of Reimbursement by Program Type



Not shown above: WIMCR and Private/Self Pay

Fiscal Gap Analysis

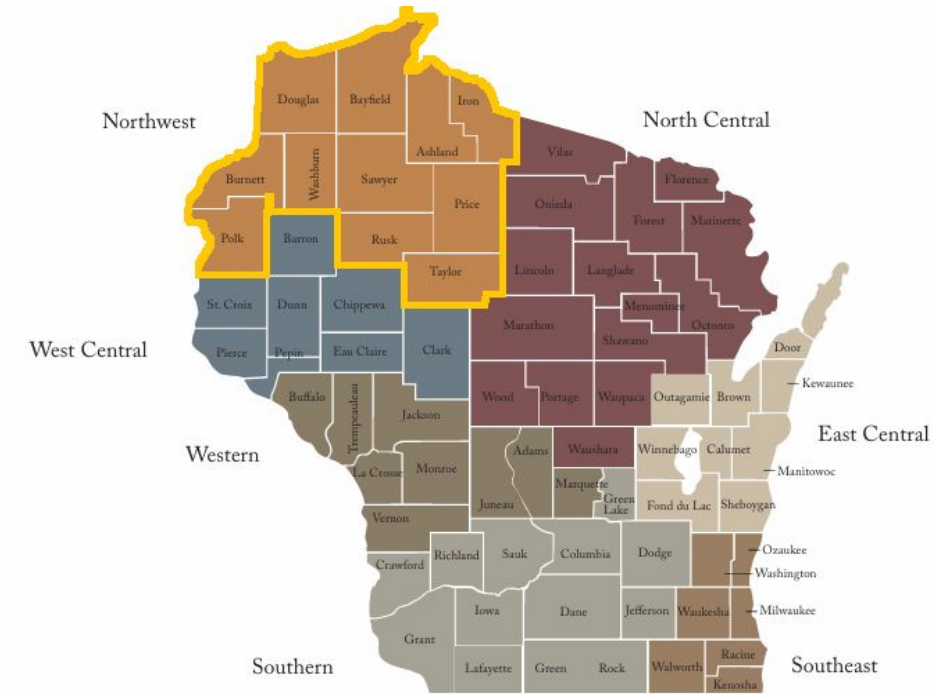
WCA Regional Overview

Region	Average Personal Income Per Capita	Average County Population % Medicaid Recipients	Mental Health Services: People Served	Total Fiscal Gap Per Capita
Northwest	\$57,148	19,694 (15.6%)	1,161 (0.9%)	\$29.09
North Central	\$63,854	53,496 (22.8%)	13,033 (5.7%)	\$94.63
West Central	\$63,006	52,963 (17.7%)	4,317 (1.4%)	\$35.20
Western	\$62,987	53,296 (37.2%)	1,953 (0.65%)	\$38.00
Southern	\$59,955	75,499 (20.7%)	2,578 (1.2%)	\$58.56
East Central	\$65,741	106,507 (16.7%)	9,595 (1.5%)	\$37.67
Southeast	\$71,501	401,991 (26.1%)	11,992 (0.78%)	\$30.70
Average	\$67,261	733,446 (22.9%)	44,629 (1.4%)	\$39.37

Northwest

WCA Regional Overview

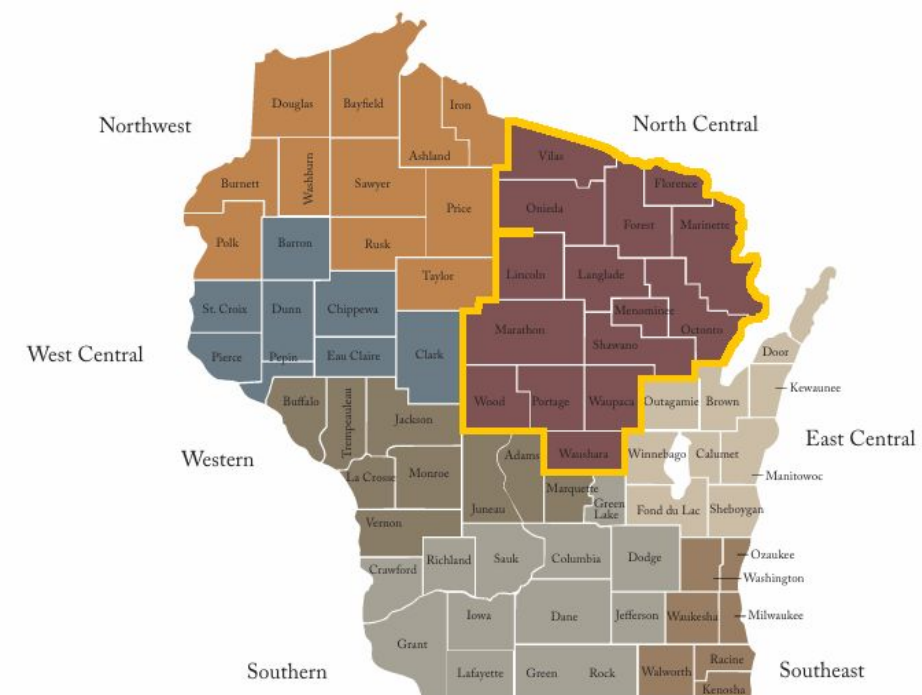
Service Area	# Counties	Total Fiscal Gap	Avg Fiscal Gap per County
Outpatient	2	\$723,410	\$361,705
SUD	1	\$95,600	\$95,600
CSP	4	\$1,331,591	\$332,898
CCS	2	\$467,366	\$233,683
Crisis Services	4	\$1,259,444	\$314,861



North Central

WCA Regional Overview

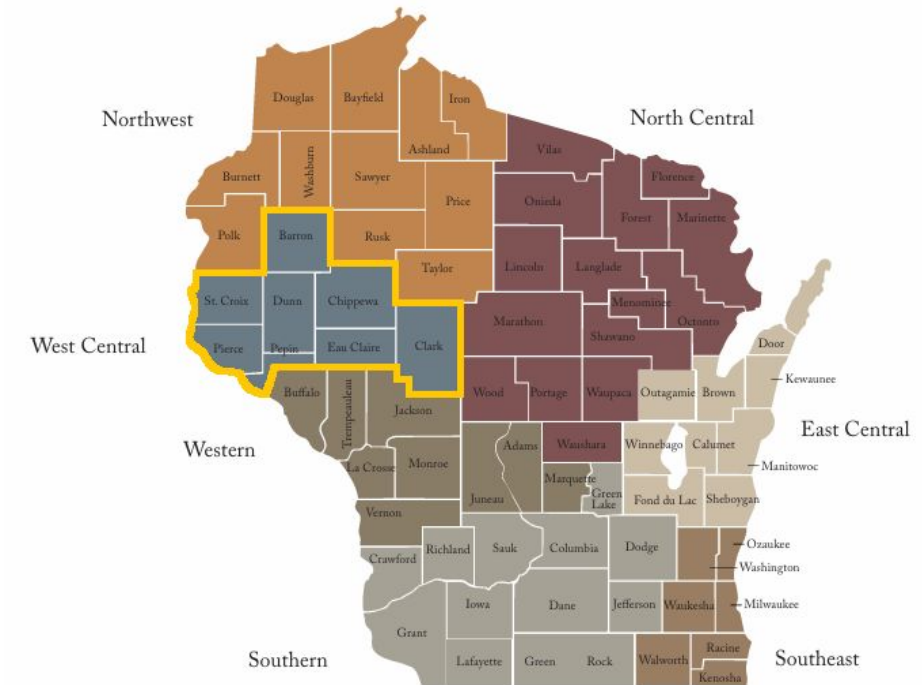
Service Area	# Counties	Total Fiscal Gap	Avg Fiscal Gap per County
Outpatient	2	\$7,182,418	\$3,591,209
SUD	2	\$1,329,283	\$664,641
CSP	2	\$1,177,991	\$588,995
CCS	2	\$7,555,273	\$3,777,636.5
Crisis Services	3	\$4,963,590	\$1,654,530



West Central

WCA Regional Overview

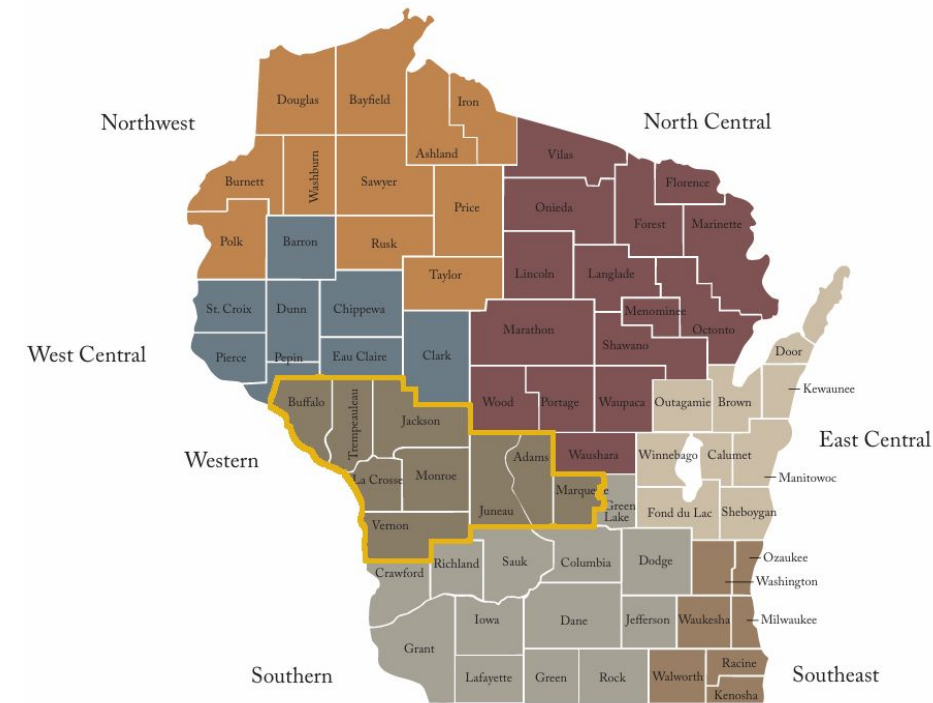
Service Area	# Counties	Total Fiscal Gap	Avg Fiscal Gap per County
Outpatient	3	\$2,290,800	\$763,600
SUD	3	\$983,058	\$327,686
CSP	4	\$2,314,787	\$332,898
CCS	3	-\$393,715	-\$131,238
Crisis Services	4	\$5,365,900	\$1,341,475



Western

WCA Regional Overview

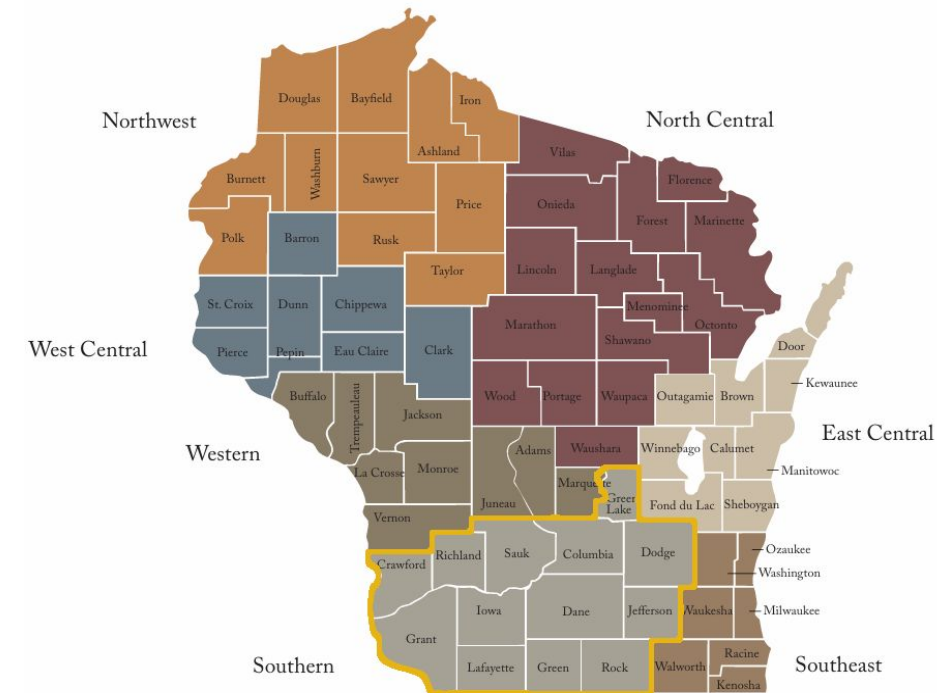
Service Area	# Counties	Total Fiscal Gap	Avg Fiscal Gap per County
Outpatient	2	\$916,437	\$458,219
SUD	2	\$1,724,818	\$862,409
CSP	2	\$557,767	\$278,884
CCS	1	\$825,700	\$825,700
Crisis Services	2	\$1,406,601	\$703,301



Southern

WCA Regional Overview

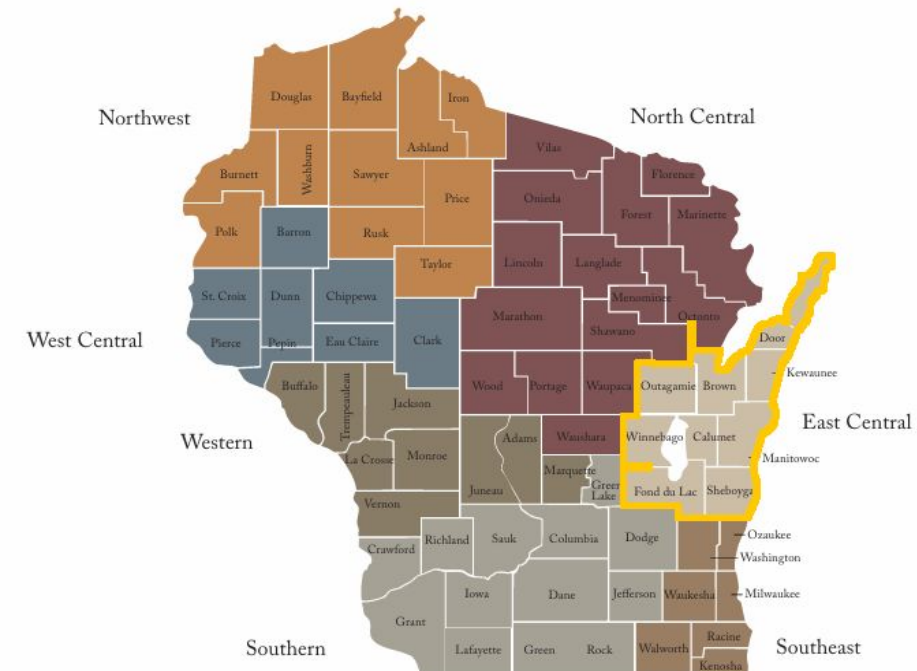
Service Area	# Counties	Total Fiscal Gap	Avg Fiscal Gap per County
Outpatient	2	\$3,318,326	\$1,659,163
SUD	2	\$2,906,977	\$1,453,488
CSP	3	\$3,781,792	\$1,260,597
CCS	3	\$300,147	\$100,049
Crisis Services	3	\$2,553,376	\$851,125



East Central

WCA Regional Overview

Service Area	# Counties	Total Fiscal Gap	Avg Fiscal Gap per County
Outpatient	6	\$6,431,132	\$1,071,855
SUD	5	\$4,124,579	\$824,915
CSP	5	\$5,355,693	\$1,071,139
CCS	6	\$4,154,323	\$692,387
Crisis Services	6	\$3,935,069	\$655,845



Southeast

WCA Regional Overview

Service Area	# Counties	Total Fiscal Gap	Avg Fiscal Gap per County
Outpatient	3	\$8,221,141	\$2,740,380
SUD	2	\$2,077,275	\$1,038,638
CSP	3	\$10,510,748	\$3,503,583
CCS	3	\$203,223	\$67,741
Crisis Services	3	\$26,280,192	8,760,064

