



State of Wisconsin
2025 - 2026 LEGISLATURE

LRB-2924/1
SWB:emw&skw

2025 BILL

1 **AN ACT** *to create* 50.01 (1f) and 50.035 (9) of the statutes; **relating to:**
2 requirements for the use of a memory care designation by community-based
3 residential facilities.

Analysis by the Legislative Reference Bureau

This bill provides that, beginning on July 1, 2027, a community-based residential facility (CBRF) may use the designation of “memory care” in its name, advertising, or communications only if the CBRF serves the client group for individuals with irreversible dementia, such as Alzheimer’s disease, and ensures that, as part of both the initial training and the annual continuing education required for CBRF administrators and resident care staff, the administrator and resident care staff receive training that includes 1) an introduction to dementia, including understanding Alzheimer’s disease and other dementias and including causes, progression, symptoms, and the impact on individuals and caregivers; 2) person-centered dementia care; 3) effective communication; 4) behavioral interventions and alternatives to medication; and 5) supporting independence and quality of life, including encouraging dignity, autonomy, and meaningful engagement in daily activities.

The bill specifies that a CBRF providing memory care services before July 1, 2027, and intending to continue services using a memory care designation on or after July 1, 2027, must be in full compliance with the requirements of the bill to continue operations using a memory care designation.

BILL**SECTION 1**

For further information see the state fiscal estimate, which will be printed as an appendix to this bill.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

SECTION 1. 50.01 (1f) of the statutes is created to read:

50.01 (1f) “Client group” means a group of individuals who need similar services because of a common disability, condition, or status. “Client group” includes all of the following groups of individuals:

(a) Individuals with functional impairments that commonly accompany advanced age.

(b) Individuals with irreversible dementia, such as Alzheimer’s disease.

(c) Individuals who have a developmental disability, as defined in s. 51.01 (5).

(d) Individuals who are emotionally disturbed or who have a mental illness, as defined in s. 51.01 (13) (a).

(e) Individuals who are alcoholics, as defined in s. 51.01 (1h), or who are drug dependent, as defined in s. 51.01 (8b).

(f) Individuals with physical disabilities.

(g) Individuals who are pregnant and in need of counseling services.

(h) Individuals who are prisoners, as defined in s. 302.388 (1) (f), or under the legal jurisdiction of a criminal court.

(i) Individuals diagnosed as terminally ill.

(j) Individuals with traumatic brain injuries.

(k) Individuals with acquired immunodeficiency syndrome.

SECTION 2. 50.035 (9) of the statutes is created to read:

BILL**SECTION 2**

1 50.035 (9) MEMORY CARE DESIGNATION. (a) In this subsection:

2 1. “Administrator” means an employee, including the licensee under this
3 subchapter, or an employee designated by the licensee, who is responsible for the
4 management and day-to-day operation of a community-based residential facility.

5 2. “Resident care staff” means the licensee under this subchapter and all
6 employees of a community-based residential facility who have one or more of the
7 following responsibilities for residents: supervising a resident’s activities or
8 whereabouts, managing or administering a resident’s medications, providing
9 personal care or treatments for a resident, or planning or conducting training or
10 activity programming for a resident. “Resident care staff” does not include
11 volunteers and employees who work exclusively in the food service, maintenance,
12 laundry service, housekeeping, transportation, or security or clerical areas and
13 employees that do not work on the premises of the community-based residential
14 facility.

15 (b) Beginning on July 1, 2027, a community-based residential facility may use
16 the designation of “memory care” in its name, advertising, or communications only
17 if it serves the client group for individuals with irreversible dementia, such as
18 Alzheimer’s disease, and does all of the following:

19 1. Ensures that, as part of the initial training required for the administrator
20 and resident care staff of the community-based residential facility, the
21 administrator and resident care staff receive or have already received training that
22 includes all of the following:

23 a. An introduction to dementia, including understanding Alzheimer’s disease

BILL**SECTION 2**

1 and other dementias and including causes, progression, symptoms, and the impact
2 on individuals and caregivers.

3 b. Person-centered dementia care, including strategies to provide
4 individualized, compassionate care that respects the preferences and needs of each
5 person.

6 c. Effective communication, including techniques for engaging with
7 individuals with cognitive impairments to promote communication.

8 d. Behavioral interventions and alternatives to medication, including
9 approaches to managing distressing behaviors such as aggression, wandering, and
10 agitation using nonpharmacological interventions.

11 e. Supporting independence and quality of life, including encouraging dignity,
12 autonomy, and meaningful engagement in daily activities.

13 2. Ensures that, as part of the annual continuing education required for the
14 administrator and resident care staff of the community-based residential facility,
15 the administrator and resident care staff annually receive training that includes all
16 of the subjects in subd. 1. a. to e.

SECTION 3. Nonstatutory provisions.

17
18 (1) A community-based residential facility providing memory care before July
19 1, 2027, and intending to continue services using a memory care designation under
20 s. 50.035 (9) on or after July 1, 2027, shall be in full compliance with the
21 requirements under s. 50.035 (9) by July 1, 2027, to continue operations under a
22 memory care designation.

23 (END)