



## FOR IMMEDIATE RELEASE

### BOALTC Launches New Website Domain to Better Serve Wisconsin Residents

**Madison, Wis. - February 26, 2026** - The State of Wisconsin Board on Aging and Long Term Care (BOALTC) announced today the transition of its official website from [longtermcare.wi.gov](http://longtermcare.wi.gov) to [boaltc.wi.gov](http://boaltc.wi.gov).

This update is part of a modernization initiative to align the agency with state digital standards and to provide a more intuitive experience for users. The new domain name is inclusive of all vital BOALTC services, including the Medigap Helpline Program, and provides streamlined access for Wisconsin residents seeking assistance.

“Our website is the digital front door for thousands of Wisconsin residents,” said Jessica Trudell, Executive Director of the Board on Aging and Long Term Care. “By moving to [boaltc.wi.gov](http://boaltc.wi.gov), we are creating a more accessible, recognizable gateway to our advocacy programs and essential support services.”

#### What to Expect During the Transition:

- **Automatic Redirects:** Users visiting the old address ([longtermcare.wi.gov](http://longtermcare.wi.gov)) will be automatically redirected to the new site. All existing links and bookmarks will remain functional.
- **Updated Branding:** The new web address will be reflected on agency communications, including letterhead, business cards, and digital signatures.
- **Phased Print Updates:** To ensure fiscal responsibility, existing printed stock of brochures and informational materials will be used until depleted; new materials will reflect the updated website upon re-printing.





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1402 PANKRATZ ST, STE 111 • MADISON, WI 53704-4001 • [BOALTC@WISCONSIN.GOV](mailto:BOALTC@WISCONSIN.GOV) • 1-800-815-0015 • [BOALTC.WI.GOV](http://BOALTC.WI.GOV)

- **Partner Coordination:** Community partners and providers are encouraged to update their digital resource directories and website links to reflect the new [boaltc.wi.gov](http://boaltc.wi.gov) address.

BOALTC remains dedicated to providing uninterrupted, high-quality service and advocacy throughout this transition. For more information, visit the new site at <https://boaltc.wi.gov>.

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**About BOALTC:**

The Board on Aging and Long Term Care advocates for long-term care consumers and Medicare beneficiaries. The agency informs Wisconsin residents of their rights and provides public education through its core programs: the Ombudsman Program, the Ombudsman Volunteer Program, and the Medigap and Part D Helplines.

**Contact:**

Board on Aging and Long Term Care  
1-800-815-0015  
[BOALTC@wisconsin.gov](mailto:BOALTC@wisconsin.gov)

