



APRIL 2015

The Milwaukee Enrollment Network (MKEN) supports the enrollment of eligible individuals in public and private insurance with a focus on low-income, vulnerable populations in Milwaukee County. From July 2014 through March 2015, its collaborative efforts contributed to the following results:

**ENROLLMENT**

<u>Health Insurance Marketplace</u>	33,469 Milwaukee County residents selected a plan in the second Open Enrollment
<u>BadgerCare Plus</u>	56,690 childless adults were enrolled in BadgerCare Plus at the end of March, for a total of: 242,511 covered by BadgerCare Plus

**ENROLLMENT ASSISTERS SUPPORT & TRAINING**

The MKEN works closely with 35 organizations providing enrollment assistance at over 75 locations in Milwaukee County. Enrollment assisters include certified Agents/Brokers, Navigators, and Certified Application Counselors (CACs) who provide assistance on the Federally Facilitated Marketplace. Many assisters also provide assistance in applying for public benefits. To support the 170 enrollment assisters, including agents and brokers serving Milwaukee County, the MKEN:

- Provided 10 trainings with average attendance of 67 assisters, on timely and relevant topics (e.g. Qualified Health Plans, Medicaid HMOs, and Special Enrollment Periods).
- Developed a list of 36 independent insurance agents willing to receive referrals and assist consumers with enrolling in a plan on the Marketplace and BadgerCare Plus. These agents are registered with OCI and certified on the Federally Facilitated Marketplace, have completed the state BadgerCare Plus continuing education course and are contracted with a minimum of 50% of the Qualified Health Plans offered in southeast Wisconsin.
- Held regular meetings of an enrollment assister peer-learning network to share experiences from the field, identify best practices, address ongoing issues, and suggest training topics.

**COMMUNITY OUTREACH & EDUCATION**

Partnerships with agencies serving low income consumers, Latinos, Native Americans, the homeless, consumers with mental health and disabilities, students, seniors, and those involved in the criminal justice system resulted in hundreds of educational opportunities and enrollment assistance events throughout the Open Enrollment period.

- **Education:** Co-convenor Covering Kids & Families (CKF) provided training to eight mobilizer and consumer groups, reaching 142 professionals and 109 consumers. Organizations included the Mental Health Task Force, Milwaukee Public School Pupil Services, Small Business Administration, Milwaukee Area Workforce Investment Board and the Housing Authority of the City of Milwaukee.
- **Outreach:** MKEN members disseminated information on consumers' health insurance options at various community events and at the grass-roots level; sharing fact sheets and flyers at job fairs, grocery stores, schools, and neighborhood businesses - reaching thousands of consumers.

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- **Events:** MKEN members hosted 135 education and enrollment events. CKF coordinated weekly educational and enrollment sessions at Centro Hispano, reaching 236 consumers. CKF and the City of Milwaukee Community Health Access Program coordinated weekly enrollment assistance at five Milwaukee Public Library branches, assisting over 200 consumers. Additional large-scale events were organized with other community partners including Neighborhood House, Journey House, UMOs, and Walker's Point Clinic. The community education and enrollment events were published and regularly updated in an MKEN calendar posted to key websites, distributed to the MKEN membership and the media. A total of 36 posts were shared to the MKEN list serve, which reaches over 600 members.

### **IMPACT 2-1-1**

Community resources specialists fielded 1,156 calls for health insurance referral requests during the Open Enrollment period (Nov. 15, 2014 – Feb. 15, 2015), and provided “in-reach” to an additional 3,034 callers, asking if they had questions or concerns about health insurance coverage. Also, IMPACT 2-1-1:

- Sent 6 outbound test messages to over 1,100 customers, alerting them to approaching enrollment deadlines.
- Provided an enrollment reminder message in its ‘phone hold’ recording for all callers

### **MARKETING COMMUNICATIONS**

The MKEN Outreach & Education and Communications workgroups collaborated to help consumers understand, buy and keep health care coverage through targeted media relations, advertising promotion and collateral, including:

- 2 TV phone banks, staffed by 20 volunteer assisters yielded nearly 900 calls and over 70 on-line inquiries.
- 8 press releases and 2 press conferences yielded 28 earned media placements in print, radio, TV and on-line outlets.
- Bus Advertising - 38 king ads between January 25 and February 15 yielded 5,000 impressions per day
- Billboards - 2 digital ‘countdown’ placements and 12 ‘poster’ billboards ran February 6 – 15.
- Latino radio and print advertising was placed in the final month of Open Enrollment.
- 18 collateral pieces and 1 interactive map were developed for assister and consumer audiences, posted to MKEN page on MHCP website. Select collateral posted to CKF and EnrollWI websites.
- Social media was regularly posted by CKF, the Milwaukee Health Department, and health systems.