

# ENROLLMENT YEAR REPORT

JULY 2016 – JUNE 2017

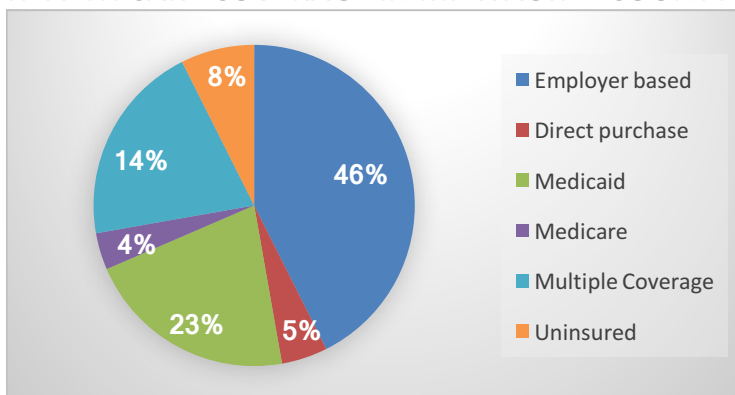
***Adequate and affordable health insurance coverage is the gateway to health care access and improving the health of individuals – as well as our community.***

The **Milwaukee Enrollment Network (MKEN)** is convened by the *Milwaukee Health Care Partnership* and *Covering Wisconsin*. It is a public/private coalition of nearly 100 organizations working together to support the enrollment of eligible individuals in public and private insurance, with a focus on low-income, vulnerable populations in Milwaukee County.

## GOALS

- Build the capacity and capability of the enrollment assister workforce and infrastructure
- Support insurance enrollment and retention
- Facilitate consumer and mobilizer outreach and education
- Measure and monitor coverage and enrollment processes and outcomes

## HEALTH CARE COVERAGE IN MILWAUKEE COUNTY



2015 American Community Survey | US Census Bureau

## ENROLLMENT ASSISTER SUPPORT & TRAINING

The MKEN includes **36 organizations** that employed **158 enrollment assisters** who served at **83 locations** in Milwaukee County in the 2016-17 enrollment year.

Enrollment assisters are Navigators and Certified Application Counselors (CACs) who provide help with both public benefits enrollment and insurance enrollment in the Federally Facilitated Marketplace. This group also includes **36 agents and brokers** who are Marketplace and BadgerCare certified and agree to receive referrals and assist with more complex cases.

The MKEN provides a variety of education and information outlets to strengthen the knowledge and skill of enrollment assisters, mobilizers and advocates in our community. In 2016-17, the MKEN:

- Provided **6 trainings with an average attendance of 70** assisters, on timely and relevant topics such as *Qualified Health Plans, Medicaid Eligibility & Enrollment Processes, and Health Insurance Literacy*.
- 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.
- Posted **76 updates** with technical assistance and general enrollment information to the **MKEN list serve, reaching 566 members**.

## ENROLLMENT & RETENTION

MKEN's assister organizations worked with more than **13,000 consumers** during the 16-17 enrollment year and submitted 2,909 Marketplace applications and 3,056 BadgerCare applications.

## HEALTH INSURANCE MARKETPLACE

- ☛ **95,195 consumers** in Milwaukee's 10-county Designated Market Area selected a plan in the fourth ACA open enrollment period (Nov. 1, 2016 – Jan. 31, 2017), including **24,750 NEW enrollees**
- ☛ **38,343 Milwaukee County residents** selected a plan during the open enrollment period.

*The metro Milwaukee area saw a 6.4% increase in Marketplace enrollment in the past open enrollment period, vs. a 1.6% increase state wide, and a 4% reduction nationally.*

## MEDICAID / BADGERCARE

- ☛ **47,046 childless adults** in Milwaukee County were enrolled in BadgerCare Plus at the end of June, for a total of:
- ☛ **311,044 Milwaukee County residents** covered by a Medicaid program, including BadgerCare, Elderly / Blind / Disabled (EBD) and Supplemental Security Income (SSI)

## COMMUNITY OUTREACH & EDUCATION

Partnerships with agencies serving low-income consumers and special populations resulted in numerous educational opportunities and enrollment assistance events throughout the open enrollment period.

- **Education:** Covering Wisconsin (CWI) provided information sessions to many mobilizer and consumer groups including **Word of Hope, Centro Hispano Milwaukee, Free & Community Clinic Collaborative (FC3), American Cancer Society, Citizen Action of Wisconsin, Milwaukee Professionals Association, Lutheran Social Services, Impact 2-1-1, Wisconsin HIV Case Workers, and Milwaukee HealthWatch**, reaching hundreds of professionals and consumers.
- **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.

- **Events:** MKEN members hosted **129 events overall**, including four Saturday educational and enrollment sessions at **Centro Hispano**, and an enrollment event at **Independence First** in December. **Progressive Community Health Centers** held a public enrollment event at their clinic in January.

The City of Milwaukee's Community Healthcare Access Program (CHAP) held two enrollment events at **Milwaukee Area Technical College**. CWI and CHAP coordinated 35 enrollment assistance sessions at **Milwaukee Public Library** branches, and they partnered with **UW Milwaukee** to provide an enrollment event for students and the public in January. Consumer education and enrollment events were published and regularly updated by CWI; posted to key websites, distributed to the MKEN membership and the media. Overall, **more than 741 consumers attended enrollment events** during the open enrollment period.

- **Enrollment Connector Tool:** As a pilot, the MKEN implemented an on-line scheduling platform to help consumers, community partners and Impact 2-1-1 book appointments with local assisters. There were **716 appointments** booked through the Connector Tool in Milwaukee County with a 78% appointment show rate.
- **IMPACT 2-1-1:** Community resource specialists fielded **761 calls** for health insurance referral requests during the open enrollment period and provided **"in-reach" to an additional 4,588 callers**, asking if they had questions or concerns about health insurance coverage. **823 total referrals** were made to local MKEN partners for in-person assistance.

## MEASUREMENT

The MKEN regularly reports process and outcome measures according to its annual Work Plan, and publishes a quarterly Coverage Report, found at [mkehcp.org/MKEN](http://mkehcp.org/MKEN)