

ENROLLMENT YEAR REPORT

JULY 2017– JUNE 2018

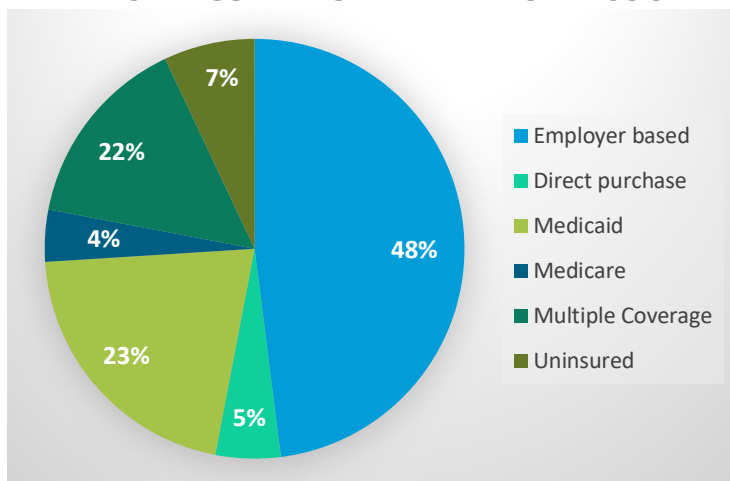
Adequate and affordable health insurance coverage is the gateway to health care access and improving the health of individuals – as well as our community.

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



2016 American Community Survey | US Census Bureau

ENROLLMENT ASSISTER SUPPORT & TRAINING

The MKEN includes **36 organizations** that employ **158 enrollment assisters** who served at **83 locations** in Milwaukee County in the 2017-18 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 2017-18, the MKEN:

- Provided **6 trainings with 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 **78 updates** with technical assistance and general enrollment information to the **MKEN list serve, reaching 498 members**.

ENROLLMENT & RETENTION

MKEN's assister organizations worked with nearly **10,000 consumers** during the 17-18 enrollment year, submitting 2,358 Marketplace applications and 1,786 BadgerCare applications during the six-week ACA open enrollment period.

HEALTH INSURANCE MARKETPLACE

- ☛ **33,454 consumers** in Milwaukee county selected a plan in the fifth ACA open enrollment period (Nov.1, 2017 – Dec. 15, 2018), including **8,794 NEW enrollees**

In 2017, Milwaukee county experienced a 12.8% decline from the previous year's Marketplace enrollment.

*Contributing factors include an **open enrollment period reduced by half**, a **42% cut in federal Navigator funding** to Covering Wisconsin, significant increases in premiums for those not eligible for subsidies, and the withdrawal of the area's largest Qualified Health Plan from the Milwaukee market - causing more than 18,000 people to transition to different coverage.*

MEDICAID / BADGERCARE

- ☛ **48,370 childless adults** in Milwaukee County were enrolled in BadgerCare Plus at the end of June, for a total of:
- ☛ **312,630 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 throughout the year.

- **Education:** Covering Wisconsin (CWI) collaborated with more than **45 mobilizer and consumer groups** to promote enrollment and increase health insurance literacy including: **Alma Center, Center for Self Sufficiency, Community Advocates, Citizen Action Wisconsin, Ebenezer Food Pantry, Free & Community Clinic Collaborative (FC3), Latino Health Coalition, Lutheran Social Services, Milwaukee HealthWatch, Planned Parenthood, Sojourner Family Peace Center, Transitional Jobs Collaborative, and Winged Victory**; reaching hundreds of professionals and consumers.
- **Events:** MKEN members hosted **38 events during the ACA open enrollment period**, including educational and enrollment sessions at **Centro Hispano, Independence First, Sixteenth Street Community Health Centers** and **Progressive Community Health Centers**.
- **Advertising:** During the ACA open enrollment period, MKEN invested in advertising targeted to low-income and minority audiences through transit and bill board ads in English and Spanish; radio and print ads in African American and Spanish-speaking outlets; and Facebook and Digital campaigns to key demographics. Flyers in English and Spanish were distributed at Hayat Pharmacies and El Rey grocery stores. Additionally, WISN-TV hosted a **Healthcare Coverage Hotline** phone bank, logging more than 450 callers.
- **IMPACT 2-1-1:** Fielded **788 calls** for health insurance inquiries during the ACA open enrollment period resulting in **741 referrals** to local MKEN partners for in-person assistance. IMPACT also pushed more than **14,000** text reminders to clients about enrollment.

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