

ENROLLMENT YEAR REPORT

JULY 2018 – JUNE 2019

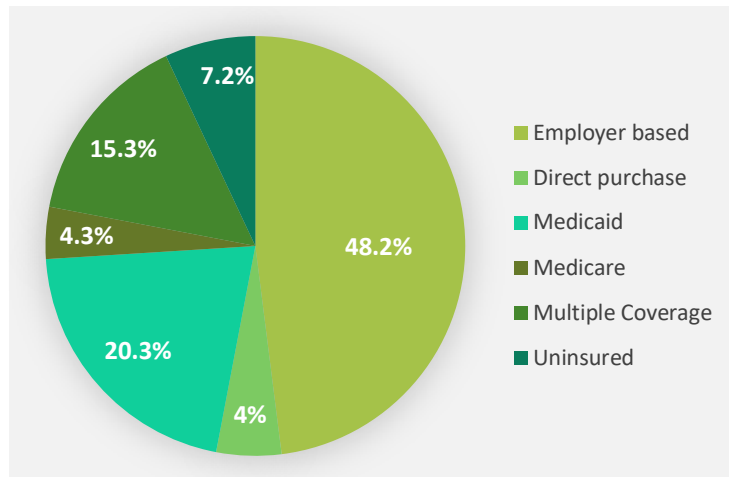
Adequate and affordable health insurance coverage is the gateway to health care access and improving the health of individuals – as well as our community.

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.

STRATEGIES

- Build the capacity and capability of the enrollment assister workforce and infrastructure
- Facilitate consumer and mobilizer education and health insurance literacy
- Assist consumers with insurance enrollment, retention and renewal
- Measure /report enrollment outcomes and support MKEN operational effectiveness

HEALTH CARE COVERAGE IN MILWAUKEE COUNTY



2017 American Community Survey | US Census

ENROLLMENT ASSISTER SUPPORT & TRAINING

The MKEN includes **36 organizations** that employ **135 enrollment assisters** who served at **89 locations** in Milwaukee County in the 2018-19 enrollment year.

Enrollment assisters include **Navigators** and **Certified Application Counselors (CACs)** who provide help with both public benefits and insurance enrollment in the Marketplace, **financial counselors** who support Medicaid enrollment, as well as **38 agents and brokers** who are Marketplace and Medicaid certified and agree to receive referrals and assist with more complex cases.

The MKEN provides a variety of education and information offerings to strengthen the knowledge and skill of enrollment assisters, mobilizers and advocates in our community. In 2018-19, the MKEN:

- Provided **8 trainings with average attendance of 58 and 75 YouTube views per session**, on timely and relevant topics such as *Immigration and Public Benefits*, as well as the annual *Qualified Health Plan Panel*.
- 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 686 members**.

ENROLLMENT & RETENTION

During the six-week ACA open enrollment period, more than **7,000 consumers** were helped by 13 (one-third) of MKEN's 36 assister organizations, resulting in nearly 4,000 Marketplace and BadgerCare applications submitted.

HEALTH INSURANCE MARKETPLACE

- ☛ **28,320 consumers** in Milwaukee county selected a plan in the fifth ACA open enrollment period (Nov.1, 2018 – Dec. 15, 2018), of which **25.7% were NEW enrollees**

In 2018, Milwaukee County experienced a 15% decline from the previous year's Marketplace enrollment.

While there was an overall decline in Marketplace enrollments nationally and in Wisconsin, virtually all of the overall decline in ACA plan selections in Milwaukee County in the last two years has occurred in the lowest income groups (100% - 200% FPL).

There has not been a corresponding increase in BadgerCare enrollment among low-income childless adults in Milwaukee County, for which there are 7,839 fewer enrollees since the peak in March 2015.

MEDICAID / BADGERCARE

- ☛ **48,851 childless adults** in Milwaukee County were enrolled in BadgerCare Plus at the end of June, for a total of:
- ☛ **312,220 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: **Free and Community Clinic Collaborative, Transitional Jobs Collaborative, local health departments, Healthy Worker/Healthy Wisconsin Project, Lutheran Social Services, Meta House, Social Development Commission (SDC), Continuum of Care Coalition, Milwaukee County Behavioral Health Division, and the Reentry Council;** reaching hundreds of professionals and consumers.
- **Events:** Thirty-five organizations hosted **172 events at more than 80 locations** in Milwaukee County. Sponsors included **Sixteenth Street Community Health Centers, Independence First, Milwaukee Public Libraries, UW Milwaukee, SDC VITA sites, and Community Advocates.**
- A calendar of 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 1,280 consumers attended enrollment events** during the six-week ACA open enrollment period.
- **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, as well as radio and print ads in African American and Spanish-speaking outlets. Flyers in English and Spanish were distributed at Hayat Pharmacies and El Rey grocery stores, as well as a number of schools and clinics. And, a **Healthcare Coverage Hotline** phone bank on WISN-TV, logged more than 300 callers. New this year, CWI produced a 30 second enrollment reminder video played in Milwaukee County DMV customer service centers – reaching hundreds of drivers each day.
- A year-long **BadgerCare Plus promotional campaign** was launched in March, using social media, billboards and transit ads to promote nine key covered benefits for adults and children.
- **IMPACT 2-1-1:** Fielded **470 calls** for health insurance inquiries during the ACA open enrollment period resulting in **599 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