

The Milwaukee Enrollment Network (MKEN) is a public/private consortium 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. From July 2015 through March 2016, its collaborative efforts contributed to the following results:

ENROLLMENT

Health Insurance Marketplace

89,480 consumers in Milwaukee's 10-county **Designated Market Area** selected a plan in the third open enrollment period, including **38,376 NEW enrollees**

38,242 **Milwaukee County** residents selected a plan during the third open enrollment period (Nov.1, 2015 – Jan. 31, 2016)

BadgerCare Plus

50,317 childless adults in **Milwaukee County** were enrolled in BadgerCare Plus at the end of January, for a total of:

233,649 Milwaukee County residents covered by BadgerCare Plus

With leadership from Milwaukee Mayor Tom Barrett and County Executive Chris Abele, MKEN members helped fuel the region's response to the White House **Healthy Communities Challenge**, securing a first place win among 20 metropolitan areas competing to sign up the most new Marketplace enrollees - - and a congratulatory visit from President Obama on March 3rd!

ENROLLMENT ASSISTERS SUPPORT & TRAINING

The MKEN works closely with 35 non-profit organizations providing enrollment assistance at more than 64 locations in Milwaukee County. Enrollment assisters include individuals who provide assistance in applying for public benefits, and certified Navigators and Certified Application Counselors (CACs) who provide assistance with both public benefits and insurance enrollment via the Federally Facilitated Marketplace. In addition, MKEN works with 35 Marketplace and BadgerCare certified agents and brokers who agreed to receive referrals and assist with more complex cases.

To support +150 enrollment assisters, local agents and brokers, and other enrollment advocates serving Milwaukee County residents, the MKEN:

- Provided 10 trainings with average attendance of 57 assisters, on timely and relevant topics such as *Qualified Health Plans, Medicaid Eligibility & Enrollment Processes, and Health Insurance Literacy*.
- Developed a list of 35 independent insurance agents willing to receive referrals and assist consumers with enrolling in a Marketplace plan or 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.
- Posted 29 updates with technical assistance and general enrollment information to the MKEN google group list serve, reaching 550 members.

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:** Co-convenor Covering Wisconsin (CWI) provided information sessions to a number of mobilizer and consumer groups, including Planned Parenthood, HealthWatch, the LGBT Center, and the Social Security Administration – 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 - reaching thousands of consumers. The City of Milwaukee Community Healthcare Access Program (CHAP) canvassed two Milwaukee Area Technical College campuses in the final week of open enrollment.

City of Milwaukee promotions during the open enrollment period included:

- 60,000 enrollment reminders placed in city water bills.
- an enrollment message on the City's call center greeting, heard by 1,500 – 2,100 callers per day.
- robo-calls and inserts in rent statements to Housing Authority residents and rent assistance households.
- a partnership with Uber to provide area residents discounted or free rides to the final weekend's enrollment events.
- **Events:** MKEN members hosted a variety of education and enrollment events. CWI hosted 86 events overall, including 6 Saturday educational and enrollment sessions at Centro Hispano, reaching 236 consumers. Two *Holiday Insurance Open Houses* were held at Aurora Family Service and Walker's Point Community Clinic. CWI and CHAP coordinated more than 30 enrollment assistance sessions at Milwaukee Public Library branches, assisting over 200 consumers. And, CWI hosted "*Last Chance*" enrollment events at Community Advocates on the last two days of the open enrollment period, assisting 107 consumers. Consumer education and enrollment events were published and regularly updated by CWI; posted to key websites, distributed to the MKEN membership and the media.
- **IMPACT 2-1-1** Community resources specialists fielded 927 calls for health insurance referral requests during the Open enrollment period and provided "in-reach" to an additional 1,142 callers, asking if they had questions or concerns about health insurance coverage.

MARKETING COMMUNICATIONS

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

- 1 TV phone bank, staffed by 24 volunteer assisters yielding over 650 calls and 30 on-line inquiries.
- 9 press releases and 2 press conferences resulting in more than 30 earned media placements in print, radio, TV and on-line outlets.
- Outdoor Advertising – 38 king ads on Milwaukee County transit, yielding 5,000 impressions per day, as well as 20 Bus Shelter ads and 20 Billboards (in English and Spanish) in high-need neighborhoods.
- Radio advertising and expert interviews on a Spanish language station and 3 African American outlets, as well as Traffic & Weather radio spots on 7 outlets that produced over 450,000 impressions.
- Print advertising in one Spanish language weekly newspaper.
- Pandora audio and digital ads resulting in 1.9 million impressions among a target audience of low-income and uninsured listeners.
- 18 collateral pieces and 1 interactive map developed for assister and consumer audiences, posted to MKEN page on MHCP website. Select collateral posted to CWI and EnrollWI websites.
- Social media regularly posted by CWI, the City of Milwaukee Health Department, and health systems.