

## Plan at a Glance • Enrollment Year 2017 – 2018

The Milwaukee Enrollment Network 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 individuals in public and private insurance, with a focus on low-income, vulnerable populations in Milwaukee County.

<p><b>Purpose:</b> Educate, enroll and retain health insurance coverage for Milwaukee County residents with the aim of reducing the uninsured rate.</p> <p><b>2017 – 18 Objectives</b></p> <ol style="list-style-type: none"> <li>1. Support and maintain an adequate supply of organizations providing health insurance enrollment assistance</li> <li>2. Support the enrollment and retention of eligible individuals in Medicaid programs</li> <li>3. Support the enrollment and retention of additional eligible residents in Marketplace / private insurance options.</li> <li>4. Reduce the uninsured rate in Milwaukee County to 5% of the total population.</li> </ol>	<p><b>Consumer / Mobilizer Outreach &amp; Education</b></p> <p><b>Consumer Outreach</b></p> <ul style="list-style-type: none"> <li>• Provide enrollment education, promotion and assistance with a special focus on at-risk populations:             <ul style="list-style-type: none"> <li>○ Immigrants</li> <li>○ Homeless</li> <li>○ Individuals with mental illness</li> <li>○ Recently incarcerated</li> <li>○ Young adults</li> <li>○ English as a Second Language</li> </ul> </li> <li>• Coordinate and promote enrollment events at:             <ul style="list-style-type: none"> <li>○ Libraries</li> <li>○ Colleges</li> <li>○ Community based organizations</li> <li>○ Religious congregations</li> </ul> </li> <li>• Utilize IMPACT 211 for enrollment information and referral</li> <li>• Support an on-line connector tool for assistance appointment scheduling</li> <li>• Implement a marketing plan with earned and paid media</li> <li>• Support and promote outreach conducted by MKEN members</li> </ul> <p><b>Mobilizer Outreach &amp; Education</b></p> <ul style="list-style-type: none"> <li>• Engage community organizations to promote health care coverage and enrollment</li> <li>• Provide mobilizer education and consumer materials for broad consumer dissemination</li> </ul>	<p><b>Enrollment Assister Capacity Building</b></p> <p><b>Assister Identification and Engagement</b></p> <ul style="list-style-type: none"> <li>• Identify and engage 160 Certified Enrollment Assistors, including bi-lingual assistors</li> <li>• Update and distribute annual Directory of Certified Application Counselors, Navigators and public benefits assistors</li> <li>• Identify and engage qualified Agents &amp; Brokers</li> <li>• Identify and engage organizations and attorneys assisting clients with applications and appeals</li> <li>• Collaborate with Qualified Health Plans and Managed Care Organizations to support outreach and education</li> </ul> <p><b>Assister Development</b></p> <ul style="list-style-type: none"> <li>• Assess needs and implement continuing education programs for enrollment assistors</li> <li>• Host an Enrollment Assister learning collaborative</li> <li>• Develop and maintain assister tools and resources</li> <li>• Provide assister consultation for complex cases</li> </ul>	<p><b>Insurance Enrollment and Renewal</b></p> <p><b>Medicaid Enrollment</b></p> <ul style="list-style-type: none"> <li>• Support enrollment and re-enrollment of those eligible             <ul style="list-style-type: none"> <li>○ Childless adults</li> <li>○ Pregnant women</li> <li>○ Children</li> <li>○ Parents and caretakers</li> <li>○ Elderly/Blind/Disabled</li> </ul> </li> <li>• Support applications, appeals and hearings assistance for Supplemental Security Income and Social Security Disability Insurance</li> <li>• Support renewal notification strategies for Medicaid members</li> </ul> <p><b>Marketplace Enrollment</b></p> <ul style="list-style-type: none"> <li>• Support annual Marketplace open enrollment assistance</li> <li>• Enhance referral relationships with qualified agents and brokers</li> <li>• Provide ongoing Special Enrollment Period support</li> </ul>	<p><b>Network Management and Evaluation</b></p> <p><b>Consortium Development and Management</b></p> <ul style="list-style-type: none"> <li>• Maintain and support MKEN steering committee</li> <li>• Maintain MKEN workgroups:             <ul style="list-style-type: none"> <li>○ Enrollment Assister</li> <li>○ Outreach &amp; Education</li> <li>○ Marketing</li> </ul> </li> <li>• Manage MKEN Google Group list serve with &gt;500 members</li> </ul> <p><b>Communications &amp; Fund Development</b></p> <ul style="list-style-type: none"> <li>• Identify &amp; secure MKEN funding for operations and paid media</li> <li>• Implement internal (MKEN) and external communications plans</li> </ul> <p><b>Data Collection &amp; Reporting</b></p> <ul style="list-style-type: none"> <li>• Produce, distribute and continuously improve MKEN quarterly Coverage Report</li> </ul> <p><b>Statewide Collaboration</b></p> <ul style="list-style-type: none"> <li>• Participate in WI Department of Health Services' Regional Enrollment Network work group and Covering Wisconsin annual enrollment conference</li> </ul> <p><b>Advocacy &amp; Policy Development</b></p> <ul style="list-style-type: none"> <li>• Work with statewide partners and advocacy networks to inform policy and regulation reform</li> </ul>
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