

Plan at a Glance • Enrollment Year 2018– 2019

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>Purpose: Educate, enroll and retain health insurance coverage for Milwaukee County residents with the aim of reducing the uninsured rate.</p> <p>Support health insurance literacy among low-income, underserved populations</p>	<p>Consumer / Mobilizer Outreach & Education</p>	<p>Enrollment Assister Capacity Building</p>	<p>Insurance Enrollment and Renewal</p>	<p>Network Management and Evaluation</p>
<p>2018 – 19 Objectives</p> <ol style="list-style-type: none"> 1. Support and maintain an adequate supply of organizations providing health insurance enrollment assistance 2. Support the enrollment and retention of eligible individuals in Medicaid programs 3. Support the enrollment and retention of additional eligible residents in Marketplace / private insurance options. 4. Reduce the uninsured rate in Milwaukee County to 5% of the total population. 	<p>Consumer Outreach</p> <ul style="list-style-type: none"> • Provide enrollment education, promotion and assistance with a special focus on at-risk populations: <ul style="list-style-type: none"> ○ Immigrants ○ Homeless ○ Individuals with mental illness ○ Recently incarcerated ○ Young adults ○ English as a Second Language • Coordinate and promote enrollment events at: <ul style="list-style-type: none"> ○ Libraries ○ Colleges ○ Community based organizations ○ Religious congregations • Utilize IMPACT 211 for enrollment information and referral • Support an on-line connector tool for assistance appointment scheduling • Implement a marketing plan with earned and paid media • Support and promote outreach and health insurance literacy conducted by MKEN members <p>Mobilizer Outreach & Education</p> <ul style="list-style-type: none"> • Engage community organizations to promote health care coverage and enrollment • Provide mobilizer education and consumer materials for broad consumer dissemination 	<p>Assister Identification and Engagement</p> <ul style="list-style-type: none"> • Identify and engage 160 Certified Enrollment Assistters, including bi-lingual assistters • Update and distribute annual Directory of Certified Application Counselors, Navigators and public benefits assistters • Identify and engage qualified Agents & Brokers • Identify and engage organizations and attorneys assisting clients with applications and appeals • Collaborate with Qualified Health Plans and Managed Care Organizations to support outreach and education <p>Assister Development</p> <ul style="list-style-type: none"> • Assess needs and implement continuing education programs for enrollment assistters • Host an Enrollment Assister learning collaborative • Develop and maintain assister tools and resources • Provide assister consultation for complex cases 	<p>Medicaid Enrollment</p> <ul style="list-style-type: none"> • Support enrollment and re-enrollment of those eligible <ul style="list-style-type: none"> ○ Childless adults ○ Pregnant women ○ Children ○ Parents and caretakers ○ Elderly/Blind/Disabled • Support applications, appeals and hearings assistance for Supplemental Security Income and Social Security Disability Insurance • Support renewal notification strategies for Medicaid members <p>Marketplace Enrollment</p> <ul style="list-style-type: none"> • Support annual Marketplace open enrollment assistance • Enhance referral relationships with qualified agents and brokers • Provide ongoing Special Enrollment Period support <p>Other Insurance Options</p> <ul style="list-style-type: none"> • Assess, refer and connect consumers to certified brokers, agents and enrollment specialists to assist with other private and public options such as Medicare, Veterans; Benefits, SSI, etc. 	<p>Consortium Development and Management</p> <ul style="list-style-type: none"> • Maintain and support MKEN steering committee • Maintain MKEN workgroups: <ul style="list-style-type: none"> ○ Enrollment Assister ○ Outreach & Education ○ Marketing • Manage MKEN Google Group list serve with >500 members <p>Communications & Fund Development</p> <ul style="list-style-type: none"> • Identify & secure MKEN funding for operations and paid media • Implement internal (MKEN) and external communications plans <p>Data Collection & Reporting</p> <ul style="list-style-type: none"> • Produce, distribute and continuously improve MKEN quarterly Coverage Report <p>Statewide Collaboration</p> <ul style="list-style-type: none"> • Participate in WI Department of Health Services' Regional Enrollment Network work group and Covering Wisconsin annual enrollment conference <p>Advocacy & Policy Development</p> <ul style="list-style-type: none"> • Work with statewide partners and advocacy networks to inform policy and regulation reform