

# Plan at a Glance • Enrollment Year 2020 – 2021

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></p> <p><i>Educate, enroll and retain health insurance coverage for Milwaukee County residents, with the aim of reducing the uninsured rate and improving health insurance literacy – with a focus on low-income underserved populations.</i></p>	<p><b>Enrollment Assister Capacity Building</b></p>	<p><b>Consumer / Mobilizer Outreach &amp; Education</b></p>	<p><b>Insurance Enrollment and Renewal</b></p>	<p><b>Network Management and Evaluation</b></p>
<p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. Support and engage 10 or more organizations in providing health insurance <b>enrollment assistance</b></li> <li>2. Support the enrollment and retention of eligible individuals in <b>Medicaid, Marketplace or other health insurance programs</b> via Covering Wisconsin navigators and other partner enrollment assister organizations</li> <li>3. Reduce the <b>uninsured</b> rate in Milwaukee County to 5% of the total population</li> </ol>	<p><b>Assister Identification and Engagement</b></p> <ul style="list-style-type: none"> <li>• Maintain 10 public facing enrollment organizations</li> <li>• Update and distribute annual Milwaukee Enrollment Directory</li> <li>• Expand the number of participating agencies and increase use of appointment scheduling software (Connector Tool) to streamline enrollment assister referral</li> <li>• Identify, document, and engage health insurance agents</li> <li>• Identify opportunities to recruit and deploy more bilingual enrollment assisters (particularly Spanish Speaking)</li> <li>• Implement continuing education plan; track and monitor outcomes</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 assisters</li> <li>• Host and manage an Enrollment Assister Learning Collaborative (EALC) also known as Enrollment Assister Workgroup</li> <li>• Develop and distribute enrollment assister tools and information via MKEN email blasts</li> <li>• Provide assister consultation for complex cases</li> </ul>	<p><b>Consumer Outreach</b></p> <ul style="list-style-type: none"> <li>• Promote awareness of Medicaid eligibility and covered benefits</li> <li>• Promote awareness of Marketplace eligibility and Open Enrollment</li> <li>• Promote consumer health insurance literacy</li> </ul> <p><b>Mobilizer Outreach &amp; Education</b></p> <ul style="list-style-type: none"> <li>• Train and provide technical assistance to IMPACT 211 representatives who provide information, referrals and proactive enrollment assistance alerts</li> <li>• Monitor and promote outreach conducted by CWI and other public-facing enrollment organizations</li> <li>• Garner buy-in and participation from target mobilizer groups/networks to provide enrollment awareness, education and referrals to their communities</li> <li>• Conduct and track mobilizer training and continuing education efforts</li> <li>• Identify and engage organizations and professionals that assist clients with Supplemental Security Income (SSI) / Social Security Disability Insurance (SSDI)</li> <li>• Increase understanding among enrollment assisters of the impact of COVID-19 and job loss/furlough/income loss/early retirement</li> </ul>	<p><b>Medicaid Enrollment</b></p> <ul style="list-style-type: none"> <li>• Support the enrollment and re-enrollment of those eligible for Medicaid, including childless adults, pregnant women, children, parents and caretakers, and elderly/blind/disabled</li> <li>• Work with DHS and Medicaid HMOs to optimize enrollment APP and renewal notification strategies for BC+ members</li> </ul> <p><b>Marketplace Enrollment</b></p> <ul style="list-style-type: none"> <li>• Support annual Marketplace enrollment assistance for individuals between 100-400% FPL during the 6- week open enrollment period</li> <li>• Provide ongoing Special Enrollment Period (SEP) enrollment in Marketplace coverage for those eligible</li> </ul> <p><b>Other Insurance Options</b></p> <ul style="list-style-type: none"> <li>• 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.</li> </ul>	<p><b>Consortium Development and Management</b></p> <ul style="list-style-type: none"> <li>• Maintain and support MKEN Steering Committee</li> <li>• Manage MKEN listserv membership and schedule of email communications with &gt;600 members</li> <li>• Maintain MKEN activity through subgroups: Leadership Group, Enrollment Assisters, and Communications</li> <li>• Conduct MKEN member survey</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>• Develop and execute marketing communications plan and related materials</li> <li>• Develop relationships and communicate with reporters and earned media</li> </ul> <p><b>Data Collection &amp; Reporting</b></p> <ul style="list-style-type: none"> <li>• Produce and distribute MKEN Quarterly Coverage Report</li> <li>• Produce and disseminate Annual Enrollment Year Report</li> </ul> <p><b>Statewide Collaboration</b></p> <ul style="list-style-type: none"> <li>• Participate in state-wide enrollment initiatives</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>