

# ENROLLMENT YEAR REPORT

July 2021– June 2022

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.

## PURPOSE

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.

## OBJECTIVES

- Support and engage 10 or more public-facing organizations in providing health insurance enrollment assistance
- Support the enrollment and retention of eligible individuals in Medicaid, Marketplace or other health insurance programs via Covering Wisconsin navigators and other partner enrollment assister organizations
- Reduce the uninsured rate in Milwaukee County to 5% of the total population
- 60% of audience reached through paid communications efforts and outreach events are from the 10 lowest-income zip codes

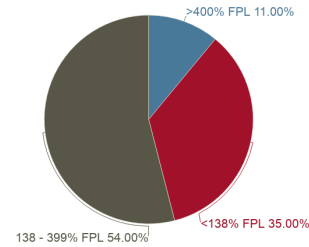
## GOALS

- 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 and monitor coverage and enrollment processes and outcomes

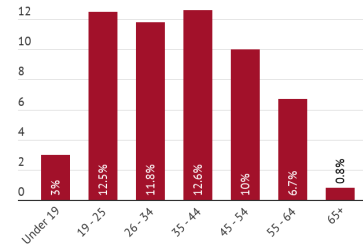
The MKEN's 31 assister organizations represent Navigators and Certified Application Counselors (CACs) who provide help with both public benefits and insurance enrollment in the Marketplace, financial counselors who support Medicaid enrollment, and 38 agents and brokers who are Marketplace and Medicaid certified and agree to receive referrals and assist with more complex cases.

## MILWAUKEE COUNTY'S UNINSURED POPULATION

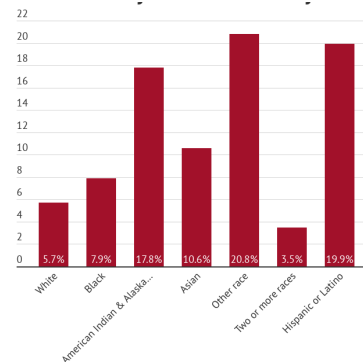
Uninsured by Income Status, 2019



Uninsured by Income Status, 2019



Percent Uninsured within each Race/Ethnicity, 2019



Uninsured who are Employed, 2019

Uninsured (non-institutionalized population)	61,384
Employed Uninsured	43,148
Uninsured who are Employed	67%



# ACTIVITIES & OUTCOMES

## Enrollment Assister Workforce

During the 2021-22 enrollment year, the MKEN provided to its enrollment assisters and mobilizers:

- **Trainings in partnership with Covering Wisconsin** (in-person and virtual), on timely and relevant topics including: *QHP Panel, Helping Consumers through the PHE Unwinding, Immigrant Eligibility, How to Spread the Word about PHE Unwinding, Miles Training*
- **Monthly meetings** of an enrollment assister peer-learning network to share best practices, address timely regulatory issues, and advise on ongoing training needs
- **Regular updates** with technical assistance and general enrollment information to the **MKEN list serve, reaching close to 700 members**

## Enrollment Retention & Renewal

In response to the COVID-19 public health emergency (PHE), the federal government both extended the open enrollment period one month (Nov-Jan) and brought down costs through increased ARPA subsidies for low-income earners. **In the 2021-22 Open Enrollment season**, we saw increases in national, state, and county **Marketplace enrollment** as compared to last year.

### MARKETPLACE



17% Increase Nationally



11% Increase in Wisconsin

3.7% Increase in Milwaukee Co.

### MEDICAID

Under the PHE, special rules were put in place to allow more consumers to get and keep **BadgerCare Plus and other Medicaid benefits**. Medicaid enrollees were not required to renew their coverage nor were individuals removed from any Medicaid programs.

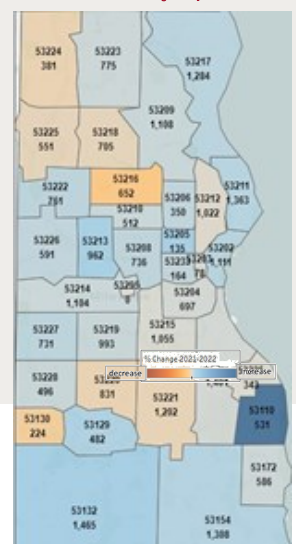
42%

Of Milwaukee County residents enrolled in Medicaid as of June 2022

33%

Increase in Medicaid enrollment between March 2020-June 2022 in Milwaukee County

### Milwaukee Co. Marketplace Enrollment by Zip Code



## Consumer & Mobilizer Education

MKEN worked to attract and inform un- and underinsured individuals in Milwaukee County to move to action through a **trusted, culturally relevant, multilingual communication strategy** that included paid traditional and digital advertising, influencer participation, grass-roots marketing, and web-based tools, like the ‘saver tool,’ to engage people of all ages online.

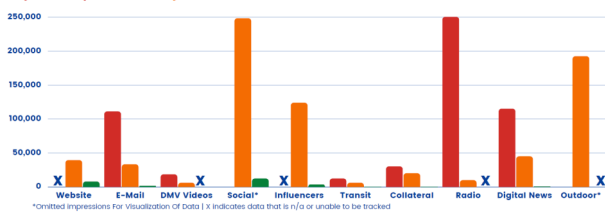
MKEN members also leveraged **partnerships with 50+ agencies and attended nearly 90 events** for on-the-ground connection around coverage.

## PERFORMANCE

### Performance By Channel / Tactic

Projected Impressions 8,273,674  
 Projected Reach 722,604  
 Tracked Conversions 27,034

Projected Impressions | Projected Reach | Tracked Conversion



## CREATIVE

### MESSAGE HIGHLIGHT:

New year, new me



## IMPACT 2-1-1

### PARTNER HIGHLIGHT:

**IMPACT 2-1-1** offered insurance help to 2,075 callers, and **290 referrals** were made to local MKEN partners for in-person assistance. **IMPACT** also pushed thousands of text reminders to key audiences during the open enrollment period.

## Measure & Monitor

The MKEN regularly reports updates and changes to health insurance programs and regulations and tracks its performance according to **35+ tactics identified in its Annual Work Plan**. It also publishes a Quarterly Coverage Report, found at [mkehcp.org/MKEN](http://mkehcp.org/MKEN).