

ENROLLMENT YEAR REPORT

July 2022– June 2023

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 (7.2% in 2021)
- 60% of audience reached through paid communications efforts and outreach events are from the 10 lowest-income zip codes

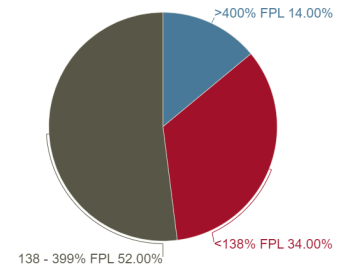
GOALS

- Build the capacity and capability of the enrollment assister workforce and infrastructure (training and continuing education)
- 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

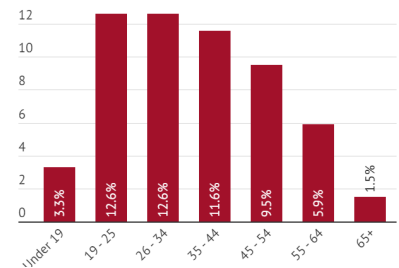
The MKEN's 31 assister organizations represent Navigators and Certified Application Counselors (CACs) who provide help with both public benefits and insurance enrollment in the Marketplace, financial counselors who support Medicaid enrollment, and 44 agents and brokers who are Marketplace and Medicaid certified and agree to receive referrals and assist with more complex cases.

MILWAUKEE COUNTY'S UNINSURED POPULATION

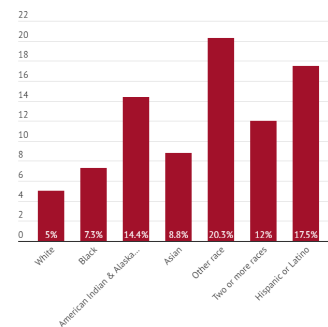
Uninsured by Income Status, 2021



Uninsured by Age Range, 2021



Percent Uninsured within each Race/Ethnicity, 2021



Uninsured who are Employed, 2021

| | |
|--|--------|
| Uninsured (non-institutionalized population) | 67,404 |
| Employed Uninsured | 41,352 |
| Uninsured who are Employed | 61% |



ACTIVITIES & OUTCOMES

Enrollment Assister Workforce

During the 2022-23 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, Medicaid Renewal Unwinding, Immigrant Eligibility, Medicaid Unwinding for Enrollment Assisters, What Employers & HR Need to Know about Unwinding*
- **Monthly meetings** of an enrollment assister peer-learning network to share best practices, address timely regulatory issues, review complex cases and referrals, 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

Per the continued COVID-19 public health emergency (PHE), the federal government maintained the extended the open enrollment period (Nov-Jan) and brought down costs through increased subsidies for low-income earners. **In the 2022-23 Open Enrollment season**, we again saw increases in national, state, and county **Marketplace enrollment** as compared to last year.

MARKETPLACE



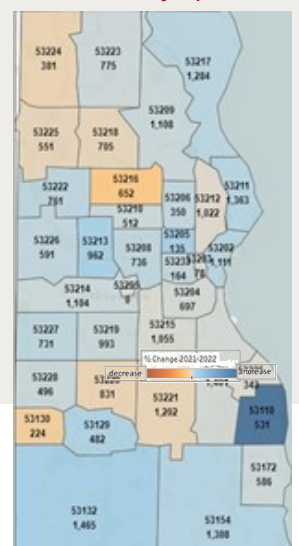
13% Increase Nationally



4.2% Increase in Wisconsin

2.8% Increase in Milwaukee Co.

Milwaukee Co. Marketplace Enrollment by Zip Code



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.

45%

Of Milwaukee County residents enrolled in Medicaid as of June 2023 (413,998 people)

41%

Increase in Medicaid enrollment between March 2020-June 2023 in Milwaukee County (99,729 people)

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 60 events engaging more than 4,500 community members** for on-the-ground connection around coverage.

PERFORMANCE

MEDIA & COMMUNICATIONS:

- DMV**
 - 12 DMV ads placed
 - 75K People Reached
- Youtube**
 - 12 ads placed
 - 1,226,999 Impressions
 - 8,353 People Reached
- Meta**
 - 12 ads placed
 - 1,279,772 Impressions
 - 15,852 People Reached
- Google PPC**
 - 28 ads placed
 - 1,129,849 Impressions
 - 10,910 People Reached
- Tik Tok**
 - 12 influencer ads placed
 - 226,516 Impressions
 - 1,458 People Reached
- Instagram**
 - 12 ads placed
 - 339,773 Impressions
 - 4,687 Conversions
- Google Search**
 - 12 ads placed
 - 339,820 Impressions
 - 698 Conversions
- OE10 content**
 - 9,212 Views
 - 6,472 People using the chat

On-the-Ground Outreach

- 20K** flyers distributed within target zip codes
- 400** posters installed in community businesses
- 100** posters installed on boarded-up homes
- 39** community events attended
- 493** QR code scans from community posters and home installations
- 4,500+** community members at place-based community locations*

CREATIVE

MESSAGE HIGHLIGHT:

Your Health is Wealth
Have Medicaid? We all have to renew.



IMPACT 2-1-1

PARTNER HIGHLIGHT:

IMPACT 2-1-1 offered insurance help to 722 Milwaukee County callers—**221 referrals were made to Covering Wisconsin and 228 referrals to local enrollment assisters**. IMPACT also pushed thousands of text reminders to key audiences.

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.