

## OVERVIEW

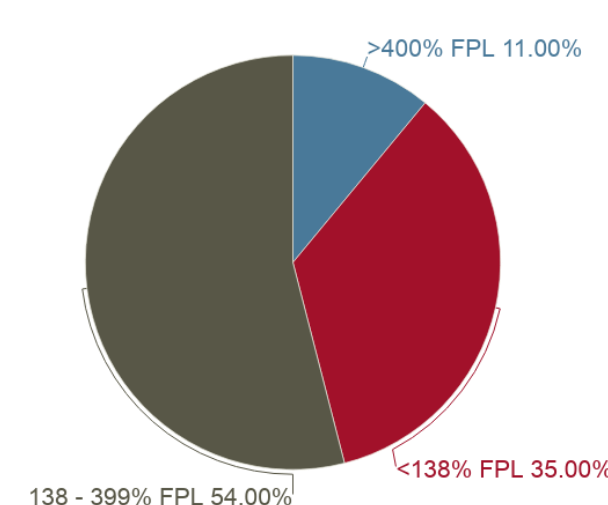
- **The Milwaukee Enrollment Network (MKEN)** is convened by the Milwaukee Health Care Partnership and Covering Wisconsin.
- It is a public/private coalition of nearly 100 organizations working together to support the enrollment of eligible individuals in public and private insurance, with a focus on low-income, vulnerable populations in Milwaukee County.

## GOALS

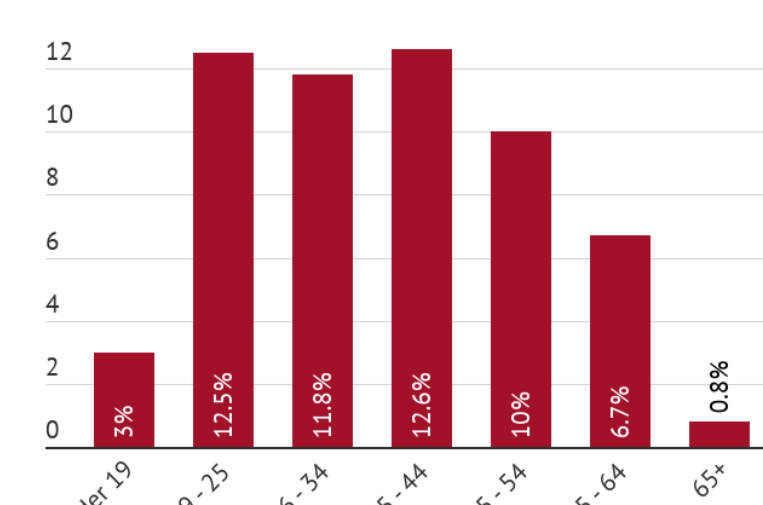
- Support and engage 10 or more public-facing organizations in providing health insurance enrollment assistance
- Support the enrollment and retention of eligible individuals in Medicaid, Marketplace, or other health insurance programs via Covering Wisconsin navigators and other partner enrollment assister organizations
- Reduce the uninsured rate in Milwaukee County (**7.2% in 2021, 7.4% in 2019**) to 5% of the total population
- At least 60% of audience reached through paid communications efforts and outreach events are from the 10 lowest-income zip codes

Milwaukee County's Uninsured Population

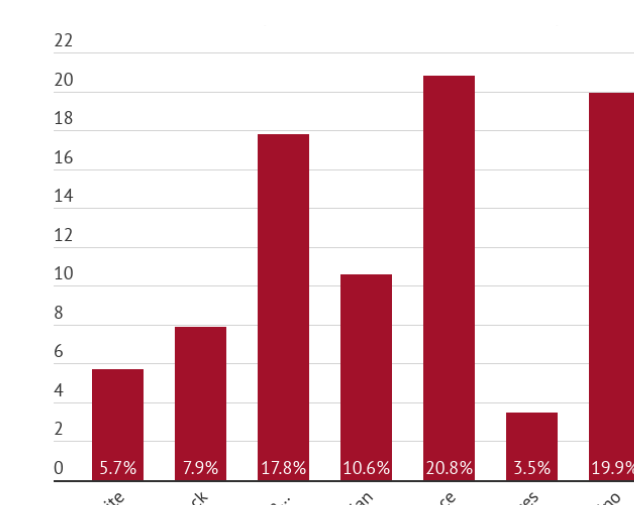
Uninsured by Income Status, 2021



Uninsured by Age Range, 2021



Uninsured by Race & Ethnicity, 2021



## 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.

## TARGET POPULATION

- Low-income individuals and families are more likely to be uninsured
- People of color and Hispanics/Latinos of any race are more likely to be uninsured
- Young adults (ages 18-34) account for the declining portion of individual market enrollees and a large portion of state's uninsured population

## OUTCOMES

### 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



### MEDICAID

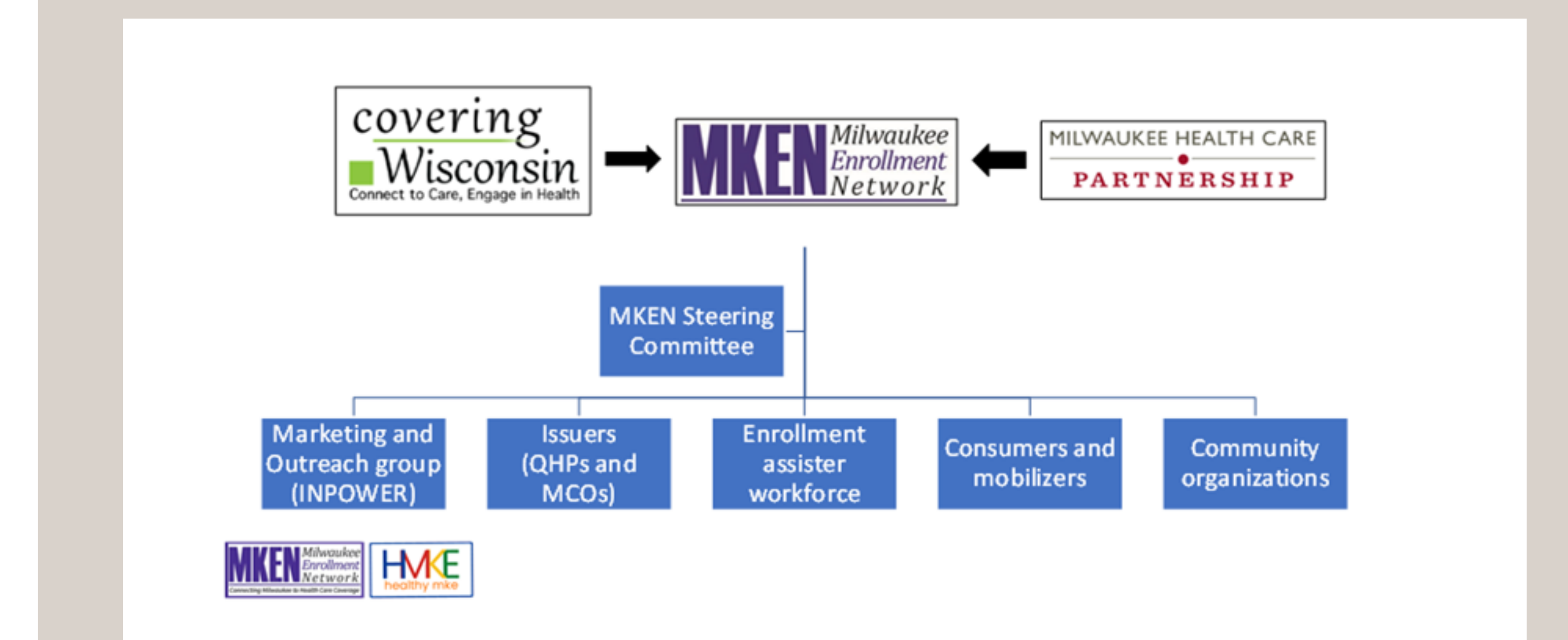
Under the PHE, special rules were put in place to allow more consumers to get and keep **BadgerCare Plus** and other **Medicaid benefits**. Medicaid enrollees were not required to renew their coverage nor were individuals removed from any Medicaid programs.

**45%** Of Milwaukee County residents enrolled in Medicaid as of June 2023

**41%** Increase in Medicaid enrollment between March 2020—June 2023 in Milwaukee County

## PARTICIPATING MEMBERS

- Aurora Health Care
- Ascension Wisconsin
- Children's Wisconsin
- City of Milwaukee Health Department (CHAP)
- Covering Wisconsin
- DHS / Milwaukee Enrollment Services (MilES)
- Free & Community Clinic Collaborative (FC3)
- Froedtert & the Medical College of Wisconsin
- IMPACT 211
- Milwaukee County Behavioral Health Division
- Milwaukee County DHHS / Disability Benefit Specialists
- Milwaukee Health Services, Inc.
- Outreach Community Health Centers
- Progressive Community Health Centers
- Sixteenth Street Community Health Centers
- Agent-Broker Liaison
- United Way of Greater Milwaukee & Waukesha County
- Wisconsin Primary Health Care Association



### Consumer & Mobilizer Education

MKEN members leveraged **partnerships with 50+ agencies** and attended nearly **60 events** engaging more than **4,500 community members** for on-the-ground connection around coverage.

### MEDIA & COMMUNICATIONS

- DMV**
  - 12 DMV ads placed
  - 75K People Reached
- Youtube**
  - 12 ads placed
  - 1,226,969 Impressions
  - 8,353 People Reached
- Meta**
  - 12 ads placed
  - 1,276,372 Impressions
  - 15,852 People Reached
- Google PPC**
  - 28 ads placed
  - 1,028,849 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
  - 338,820 Impressions
  - 698 Conversions
- OE10 content**
  - 8,212 Views
  - 6,472 People using the chat

### ON-THE-GROUND OUTREACH

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

