

Milwaukee Enrollment Network (MKEN)

OVERVIEW

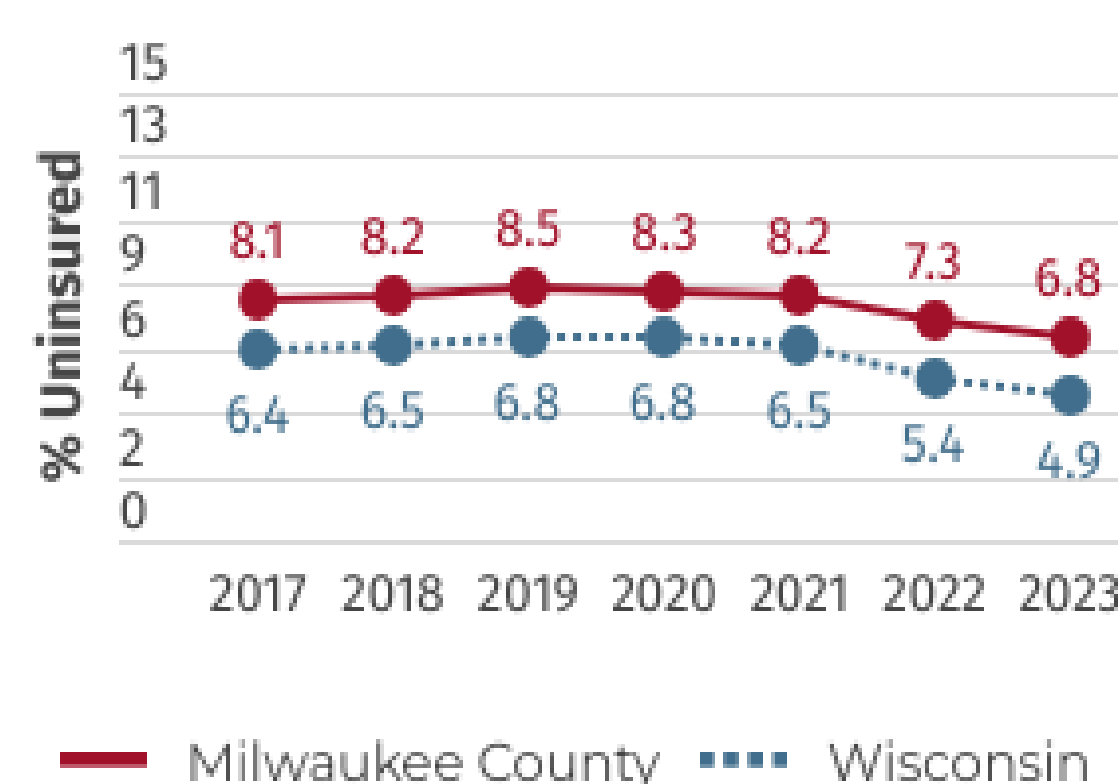
- **The Milwaukee Enrollment Network (MKEN)** is convened by the Milwaukee Health Care Partnership and Covering Wisconsin.
- It is a public/private coalition of nearly 100 organizations working together to support the enrollment of eligible individuals in public and private insurance, with a focus on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

GOALS

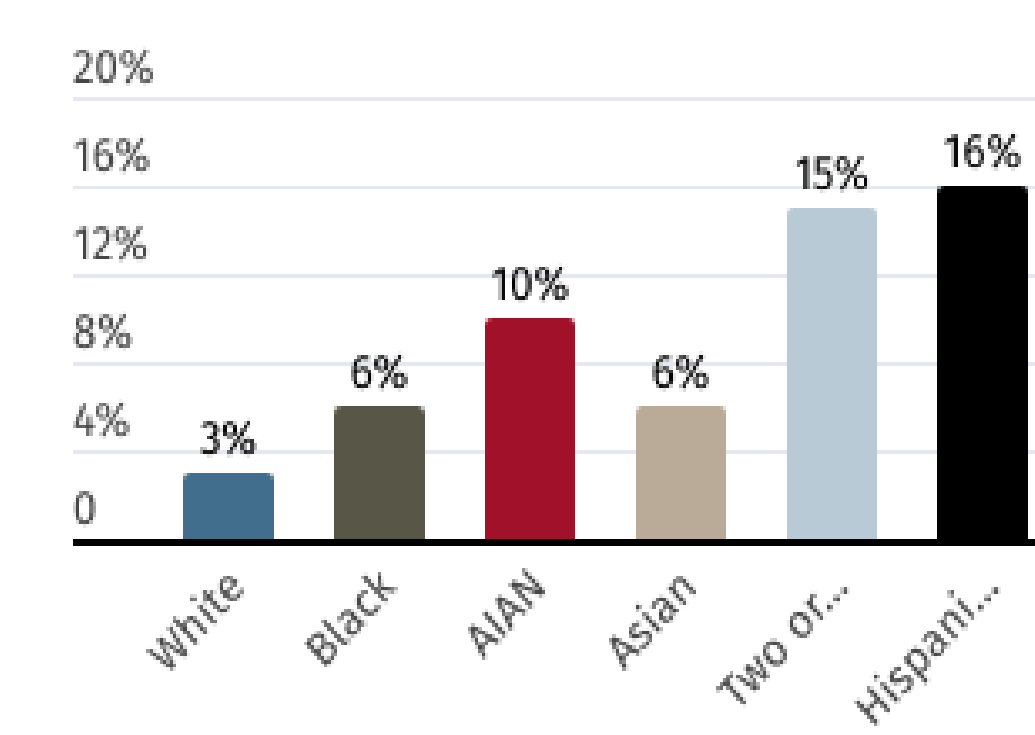
- Support and engage 10 or more public-facing organizations in providing health insurance enrollment assistance
- Support the enrollment and retention of eligible individuals in Medicaid, Marketplace, or other health insurance programs via Covering Wisconsin navigators and other partner enrollment assister organizations
- Reduce the uninsured rate in Milwaukee County (**7.3% in 2022, 6.8% in 2023**) 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 Rate Trend, 2017-2023



Uninsured by Race/Ethnicity, Milwaukee County, 2023



OUTCOMES

Resulting from the increase in Medicaid enrollments during the pandemic, and the well-managed decrease during the Medicaid Unwinding period, today 37% of the county population is on some form of Medicaid program. There are 30,000 more BadgerCare Plus enrollees today than there were in 2019. **In both the 2023 and 2024 Open Enrollment season**, we again saw increases in national, state, and county **Marketplace enrollment** as compared to last year.

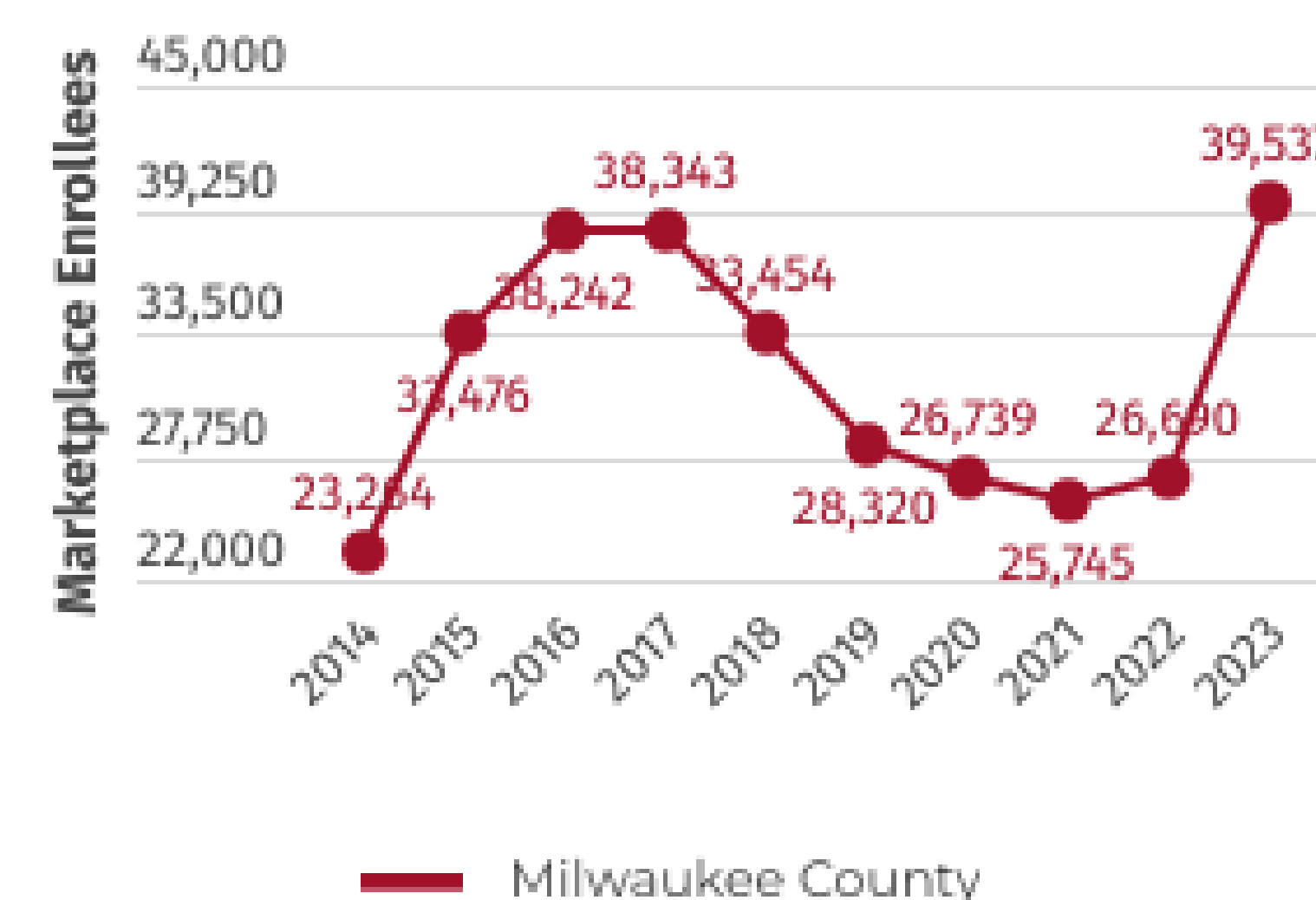
Marketplace Enrollment

20% Increase Nationally

18% Increase

44% Increase in Milwaukee County

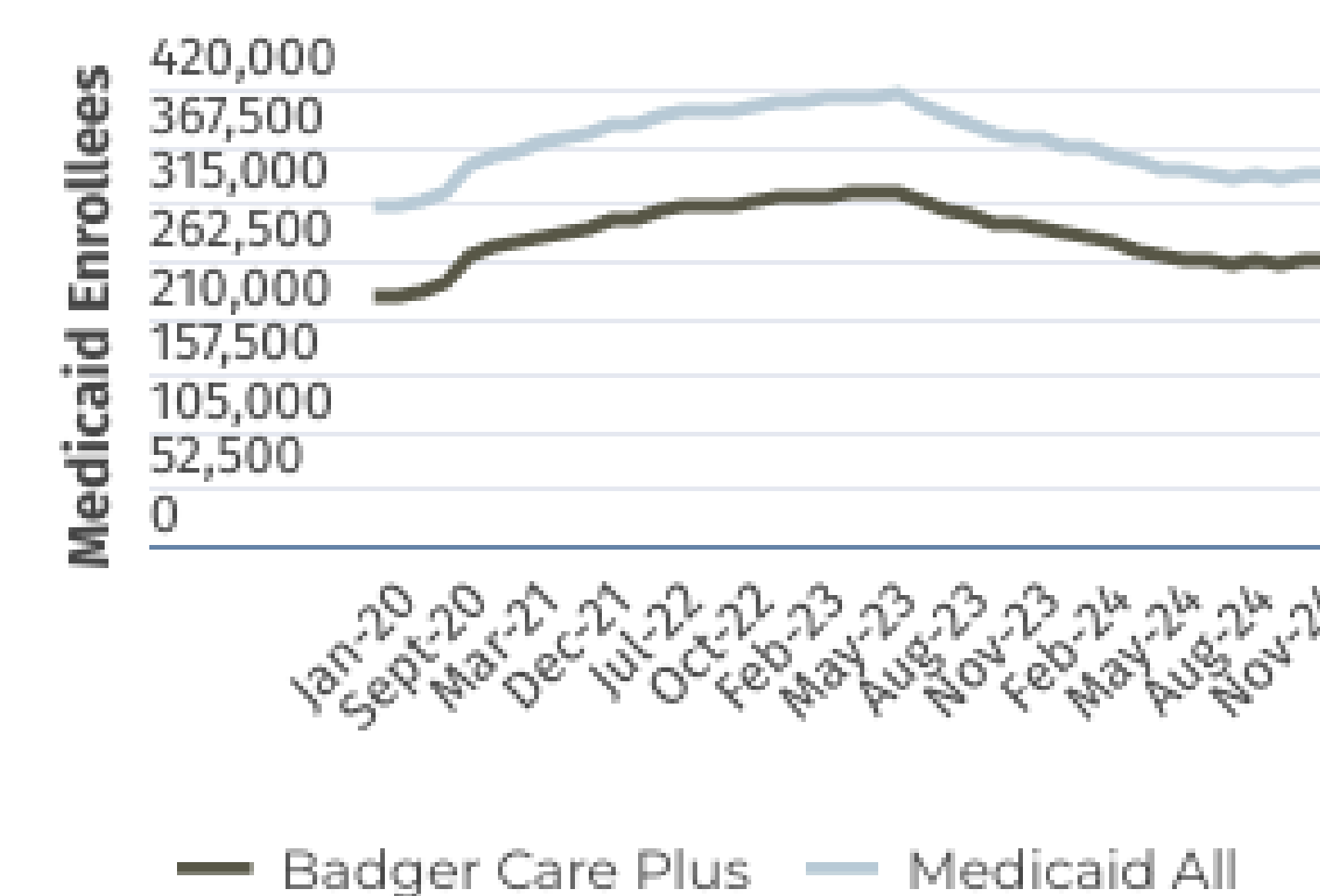
Marketplace Enrollee, Milwaukee County, 2014-2023



Medicaid Enrollment

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.

Medicaid Enrollment Trend, 2020-2024



37%

Of Milwaukee County residents enrolled in Medicaid as of March 2025

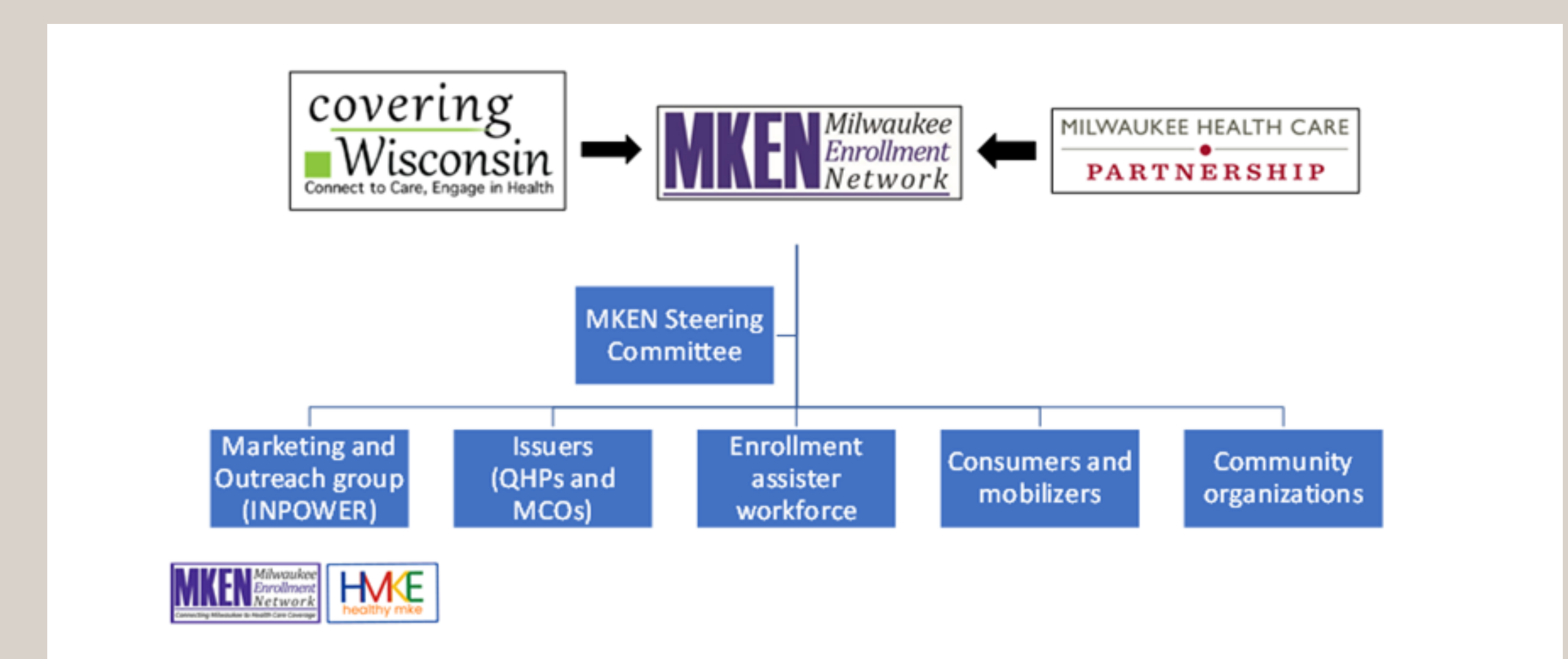
30K

30,000 more BadgerCare Plus members resulting from Medicaid enrollment growth during PHE and following unwinding

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.**

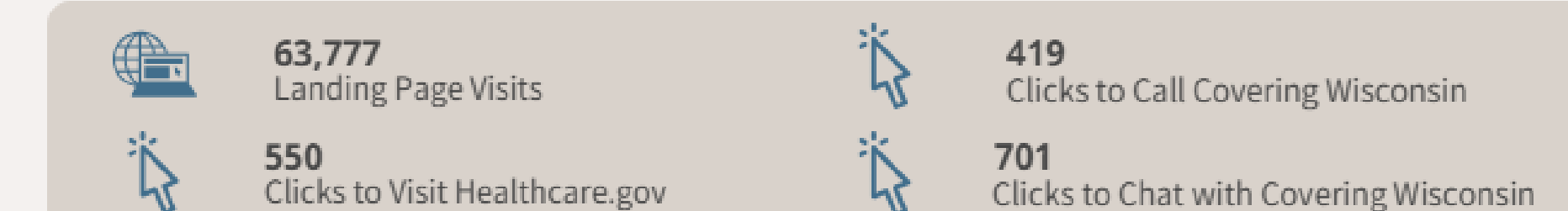
PARTICIPATING MEMBERS



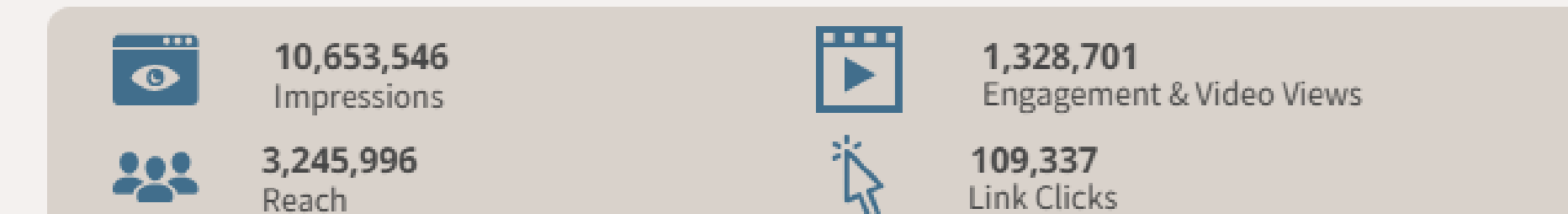
Consumer and Mobilizer Education

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.

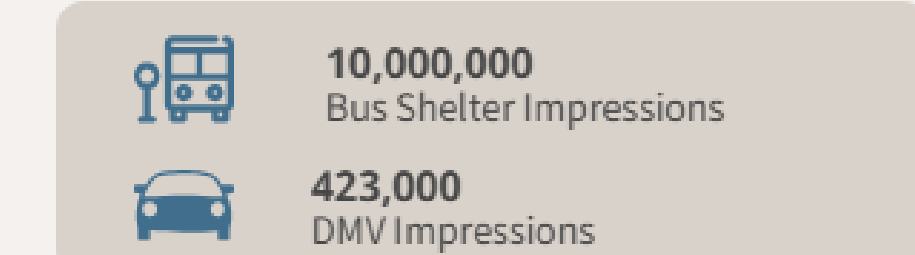
2024 HealthyMKE.com Landing Page Performance



2024 Social Media Performance



2024 Traditional Media Performance



2024 Grass Roots / Community Outreach



MKEN Management

