



Wisconsin Office of the
COMMISSIONER
OF INSURANCE

DHS and OCI Health Care Coverage Partnership Forum

February 19, 2024 | Quarterly Meeting

Agenda

1. Introduction
2. Agency Updates
3. Open Enrollment Recap
4. Workgroup Reports
5. General Questions and Feedback



Lieutenant Governor Sara Rodriguez



Office of the Commissioner of Insurance

Sarah Smith, Director of Public Affairs



Health Care Closures

- A proactive approach to make sure insurance companies respond and adjust appropriately so their policyholders are protected
- Evaluating the impact these closures may have on insurer's in-network providers, use of telehealth, plan for communicating with policyholders
- Continue to work collaboratively with the Governor's office, state agencies, federal partners, and local stakeholders to support continued health care access in western Wisconsin



Department of Health Services

Deputy Secretary Deb Standridge



Open Enrollment

Marketing and Promotions Workgroup

Enrollment Numbers

- 266,327 Wisconsinites signed up on HealthCare.gov
- 45,199 more than last year (over 20% increase)
- Exceeded all previous total enrollments during Open Enrollment



How Did We Do It? -Teamwork

- Government, Partner and Community Organization Coordination on messaging, promotions, and platforms
- Revved up outreach with the RENs
- Working together towards a common goal



Campaign Highlights (All Workgroup Partners)

- Total landing website (WisCovered, HealthyMKE, CWI) page views: **Over 120K**
- Total 211 calls: **Over 1.4K**
- Total digital media (streaming TV, social and Google) impressions: **Over 10M**
- Total digital media clicks: **100K**
- Total cable TV ads: Over **39K**
- Total earned media: **38 articles**



Open Enrollment Kickoff

Commissioner Houdek joined Governor Tony Evers alongside partners from Covering Wisconsin and Centro Hispano to kick off Open Enrollment season.



Earned Media

WisCovered.com and/or Covering Wisconsin were mentioned in **38 third party news articles** – resulting in coverage on tv, radio, and social networks.

October 31: ExpressHealthCareMGMT.com

[Wisconsin Governor Encourages Residents to Sign Up for Healthcare Coverage During Open Enrollment Period](#)

October 31: WisPolitics.com

[Gov. Evers, Insurance Commissioner Houdek: Encourage Wisconsinites to sign up for healthcare coverage during open enrollment](#)

October 31: LakeGenevaNews.net

[Wisconsinites encouraged to sign up for healthcare coverage during open enrollment](#)

October 31: ncb15.com

[Wisconsinites reminded to sign up for health insurance during Open Enrollment](#)

October 31: Urban Milwaukee

[Gov. Evers, Insurance Commissioner Houdek Encourage Wisconsinites to Sign Up for Healthcare Coverage During Open Enrollment](#)

November 1: 1330 & 101.5 WHBL

[Experts Can Guide You Through Open Enrollment](#)

November 1: WKOW

[Wisconsinites can get expert help while registering for health care coverage during open enrollment](#)

November 1: WSAW

[Wisconsin residents urged to sign up for health insurance during open enrollment period](#)

November 2: WisBusiness

[GOP Bill Would Require Insurers to Cover Certain Clinical Trial Costs; Open Enrollment Period Begins](#)

November 3: WisPolitics

[Weekly Dem radio address: Gov. Evers encourages Wisconsinites to sign up for healthcare coverage during open enrollment](#)

November 4: Baldwin Bulletin

[Wisconsinites are encouraged to sign up for Healthcare coverage during Open Enrollment](#)

November 5: ExpressHealthcareMGMT.com

[The Importance and Accessibility of Healthcare Coverage in Wisconsin](#)

November 6: News from Extension

[For those living without health insurance, a place to turn for answers](#)

November 8: MerrillFotoNews.com

[Open enrollment for health insurance](#)

November 16: WisPolitics

[Medicaid unwinding expected to impact open enrollment period](#)

November 27: WisPolitics

[Office of the Commissioner of Insurance: Releases new study analyzing network adequacy](#)

November 30: SpectrumNews1.com

[What Wisconsinites need to know about the upcoming insurance deadline](#)

December 5: Milwaukee Neighborhood News Service

[It's open enrollment time: Here's what you need to know to get or keep health insurance](#)

December 8: Milwaukee Courier

[It's Open Enrollment Time: Here's What you Need to Know to Get or Keep Health Insurance](#)

December 21: WisPolitics

[Protect Our Care: Lt. Governor Rodriguez, health advocates discuss expanded savings for Wisconsinites in Green Bay during open enrollment](#)

January 10: news8000.com

[Evers: Wisconsinites sign up in record numbers for health insurance on individual marketplace](#)

January 10: Channel3000.com

[Wisconsin sees record health insurance enrollment through individual marketplace](#)

January 10: WisPolitics

[Gov. Evers: Announces Wisconsin reached highest enrollment ever on HealthCare.gov](#)

January 10: WEAU.com

[Gov. Evers announces Wisconsin reaches highest enrollment ever on HealthCare.gov](#)

January 10: WSAW.com

[Gov. Evers announces state's highest ever healthcare open enrollment numbers](#)

January 10: New York Times

[More Than 20 Million People Have Signed Up for Obamacare Plans, Blowing by Record](#)

January 11: Wisconsin Examiner

[Affordable Care Act health insurance enrollment reaches new record in Wisconsin](#)

January 15: Baldwin Bulletin

[Wisconsin reaches highest enrollment on HealthCare.gov](#)

January 25: WKOW.com

[Wisconsin reports record enrollment in coverage on Healthcare.gov](#)

January 25: WisPolitics

[Gov. Evers: Announces record number of Wisconsinites enroll in health coverage on Healthcare.gov](#)

January 25: Wisconsin Examiner

[ACA health insurance enrollment reaches new records in Wisconsin, US](#)

January 25: Ladysmith News

[Record number of Wisconsinites enroll in health coverage on Healthcare.gov](#)

January 27: WQOW.com

[Wisconsin reports record enrollment in coverage on Healthcare.gov](#)

January 27: Lake Geneva Regional News

[Record number of Wisconsinites enroll in health coverage on Healthcare.gov](#)

January 28: FiorReports.com

[Wisconsin Reports Record Health Insurance Enrollments On Healthcare.Gov | Health Monitoring](#)

January 31: InsuranceNewsNet

[Record number of Wisconsinites enroll in health coverage on Healthcare.gov](#)

February 2: The Star News

[Gov. Evers, OCI announce record number enroll in health coverage on Healthcare.gov](#)

February 5: LiveInsuranceNews.com

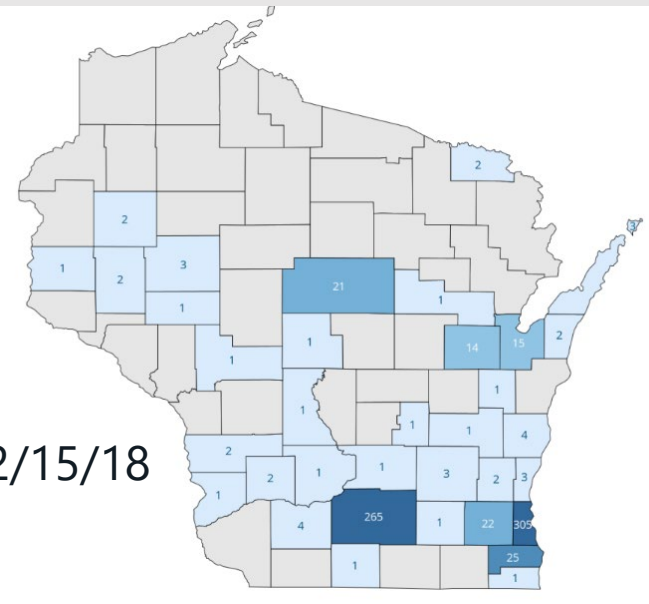
[Wisconsin reaches record health insurance enrollments through Affordable Care Act](#)



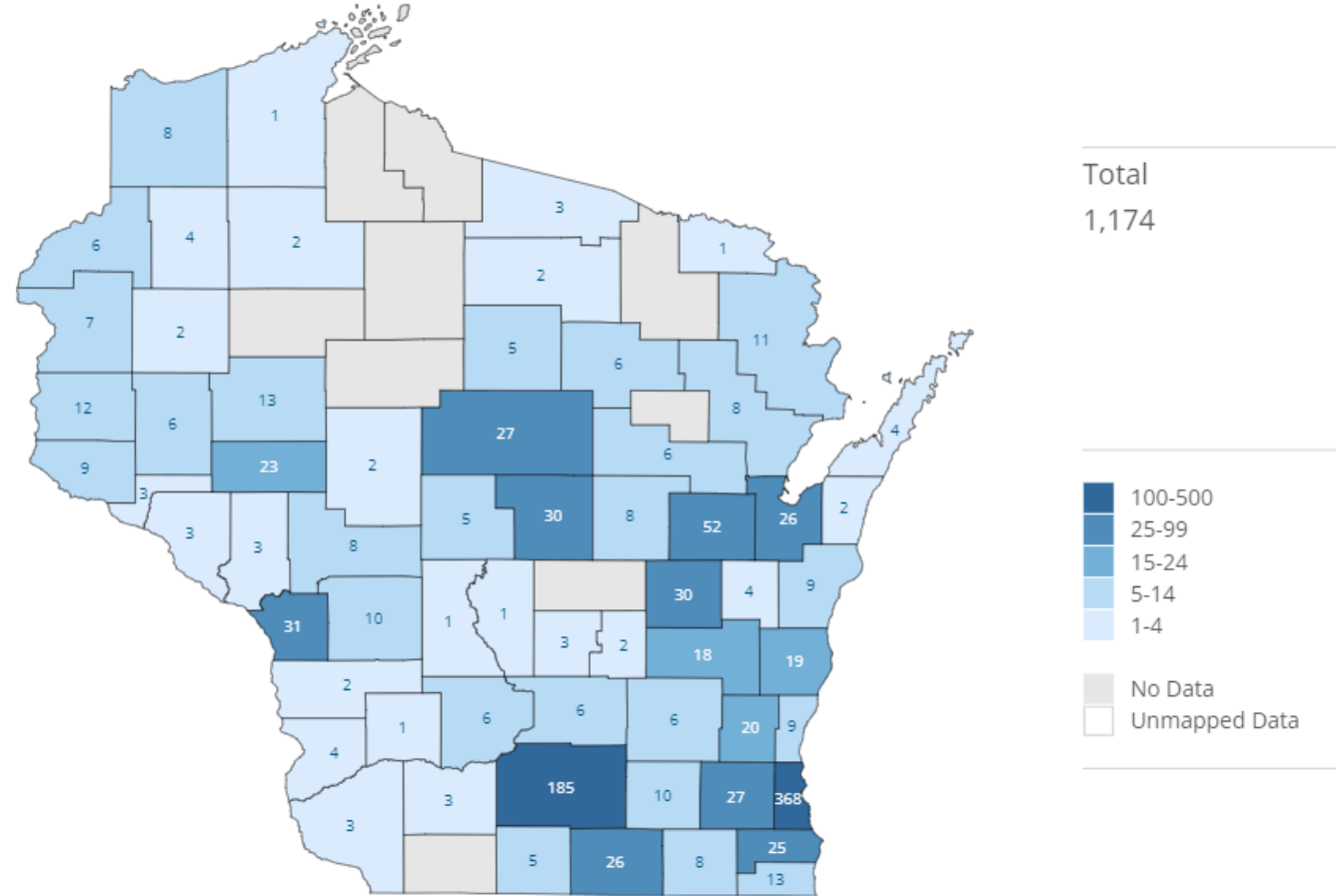
2-1-1 Helpline Referrals

- 1,174 health insurance related requests
- Over 66% increase (706 health insurance related calls to 211 last year)

OE 11/01/18-12/15/18

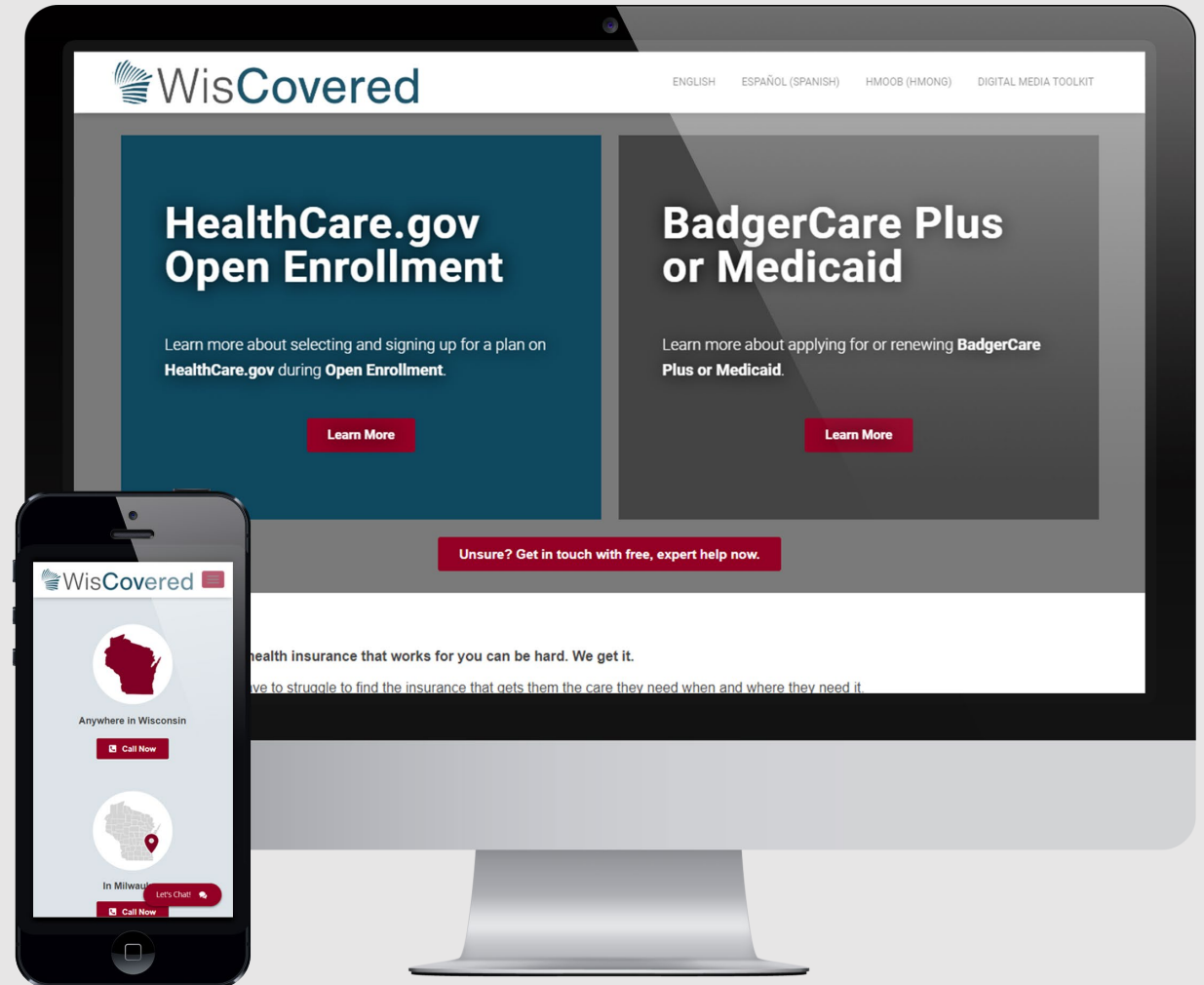


OE 10/20/23-1/15/24



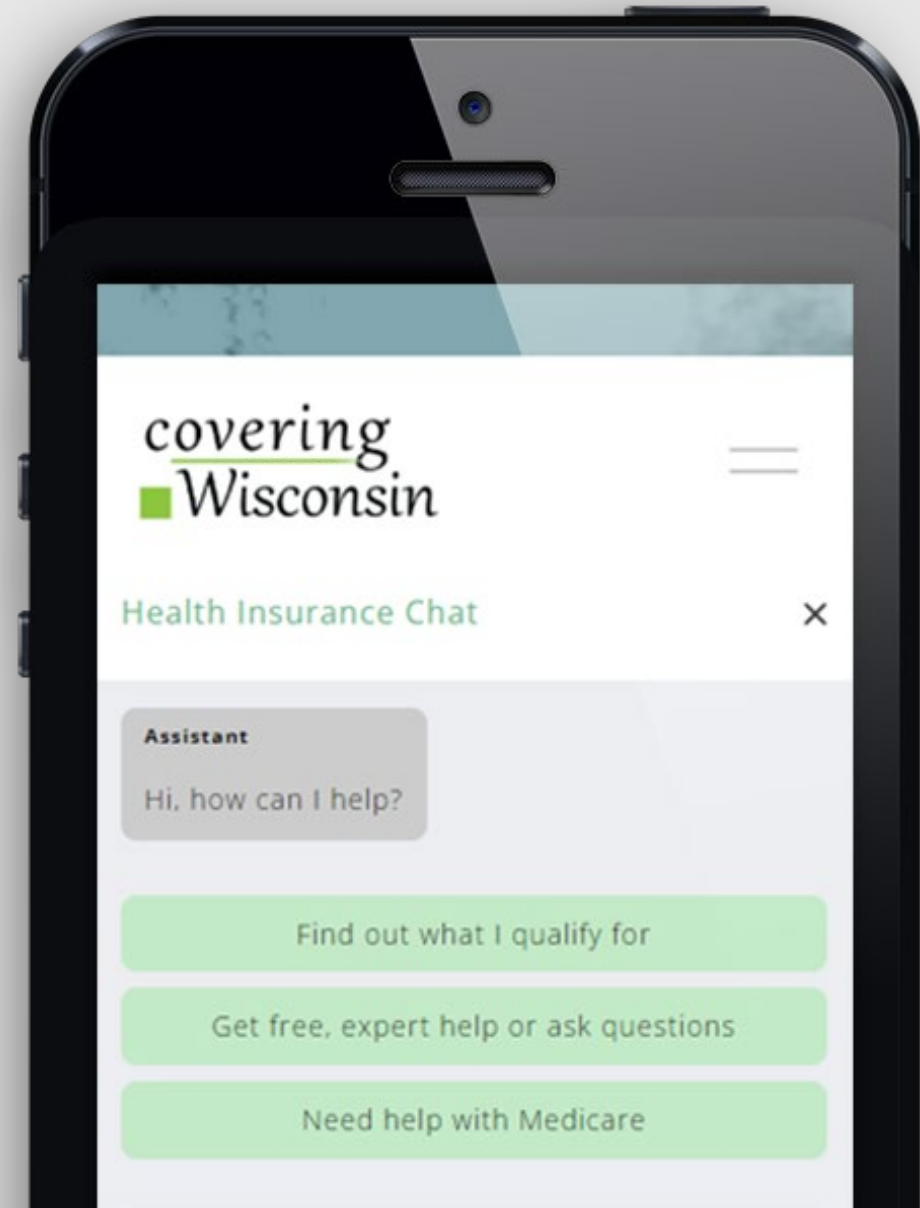
WisCovered.com

- 50,541 page views
- Sent over 1,000 visitors to HealthCare.gov
- Sent over 700 visitors to CoveringWI.org/enroll
- Most of our visitors arrived through paid ads on Google and social media (TikTok, Snapchat, and Facebook)



Webchat Tool

- 5,446 visitors engaged with the webchat tool across CoveringWI.org, WisCovered.com, HealthyMKE.com and via text message
- 101% increase compared to last year (2,708)



Statewide Cable and Streaming TV Campaign

Pilot: Cable and streaming TV via Spectrum

- Cable TV: 39,120 commercials
- Streaming: 1,311,770 impressions

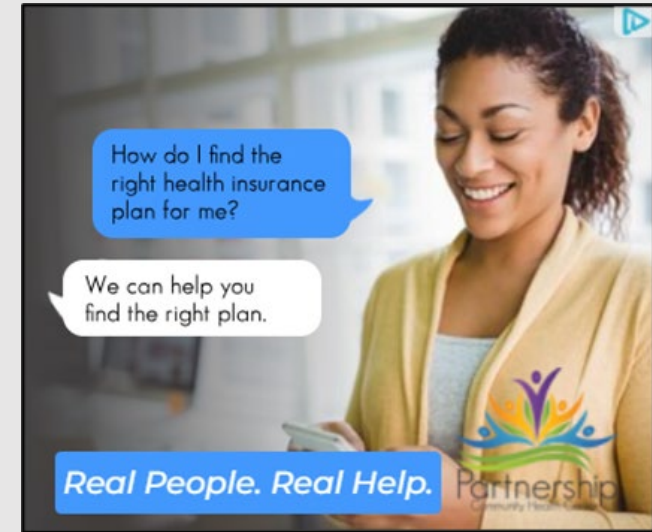


Google Ads Campaign

Total impressions: 3,870,008

Total clicks: 41,535

- Statewide (CWI): 2,518,344 impressions, and 31,249 clicks
- Milwaukee (MKEN): 1,329,544 impressions, 8,279 clicks
- Fox Valley (PCHC): 22,120 impressions and 2,007 clicks



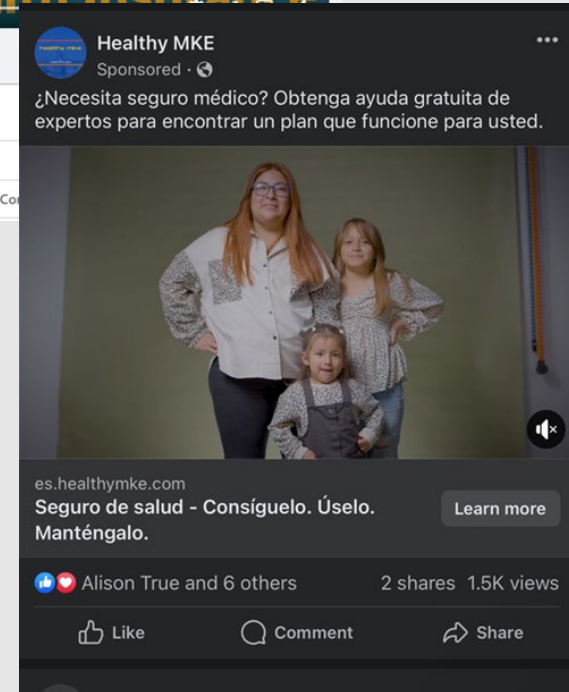
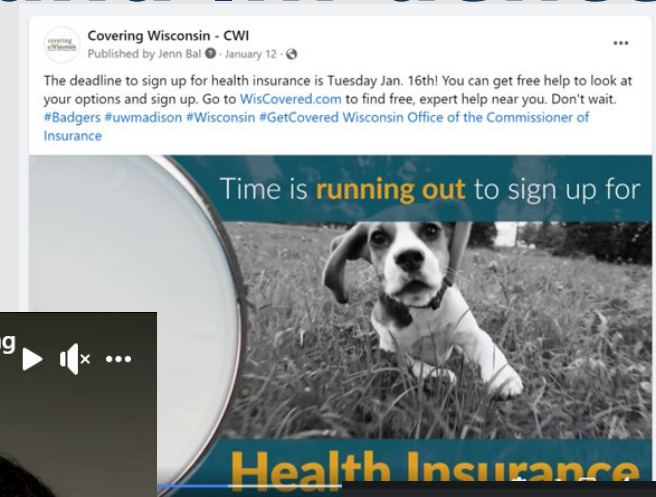
Social Media Campaigns (Ads and Influencers)

Channels: TikTok, Facebook, Instagram, and Snapchat

Total Impressions: 5,125,723

Total Clicks: 59,993

- Statewide: 1,790,517 impressions and 31,445 clicks
- MKE specific: 3,313,086 impressions, 26,541 clicks
- Fox Valley specific social media: 22,120 impressions, 2,007 clicks

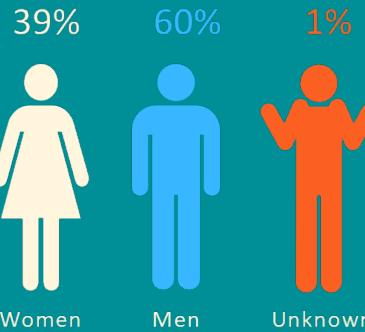


Statewide Social Media Audience

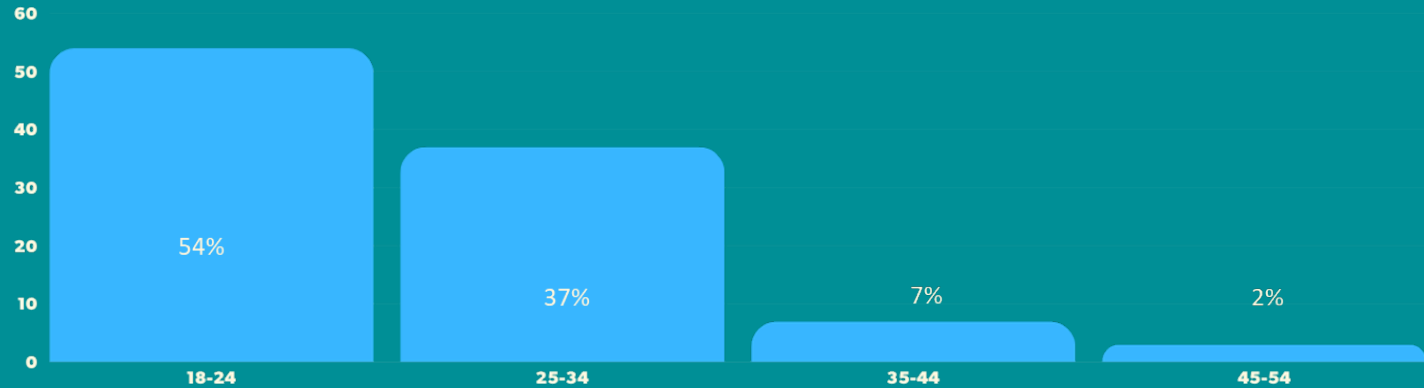
- Facebook/Instagram: Trends female and over 24 years old, high participation in Madison and MKE

TikTok:

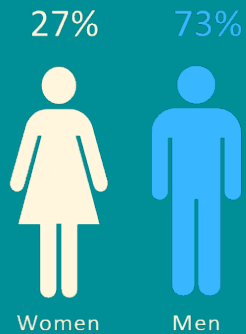
GENDER BREAKDOWN



AGE BREAKDOWN

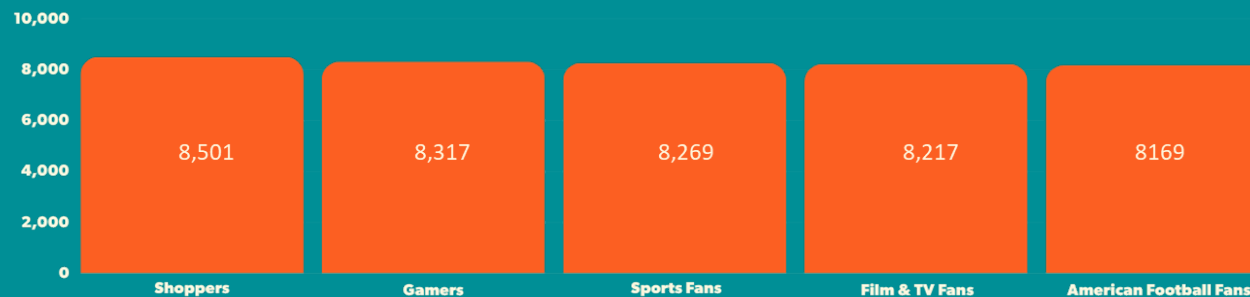


GENDER BREAKDOWN



TOP INTERESTS

Note: This platform associates a single click to multiple interest categories.



Rural Newspapers

Northwoods:

- Ran 5 weeks of ads in 7 newspapers that serve 8 counties

Not sure what you're doing?

Get **free**, expert **health insurance help** from Covering Wisconsin

Find free, local help:
Call **Kirk Moore**
at **(608) 234-0211**

covering Wisconsin
Connect to Care, Engage in Health

Extension
UNIVERSITY OF WISCONSIN-MADISON

Walworth County:

- Ran 9 weeks of ads in 8 newspapers with a circulation of 34,000 residents

Need health insurance?

Get free, **local** help!

Kathie Duschene - Licensed Health Insurance Navigator
(608) 669-7440
Coveringwi.org/enroll

covering Wisconsin

Need health insurance?

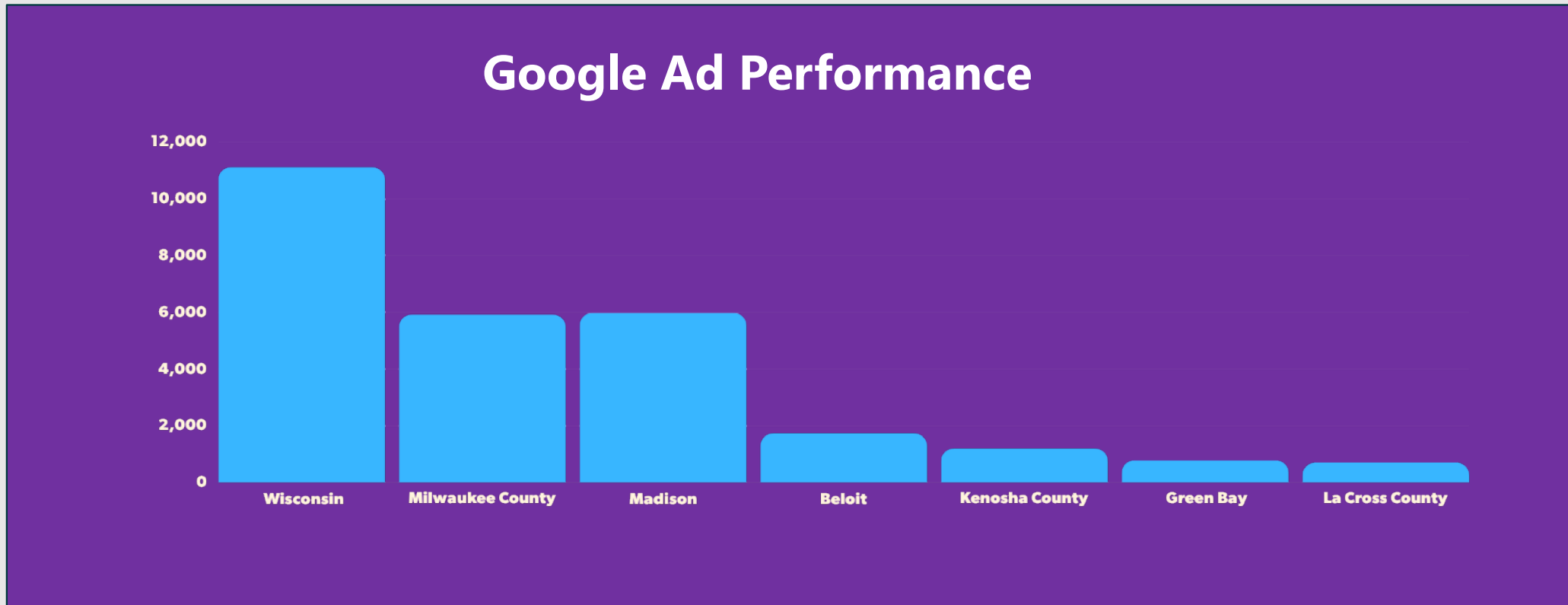
Get free, **local** help!

Kathie Duschene - Licensed Health Insurance Navigator
(608) 669-7440
Coveringwi.org/enroll

covering Wisconsin

Other Stakeholder Ads

- City of Beloit: Invested leftover grant dollars in bus placards
- Sauk City Public Health Department billboards



Toolkits

OCI

- 359 webpage visits



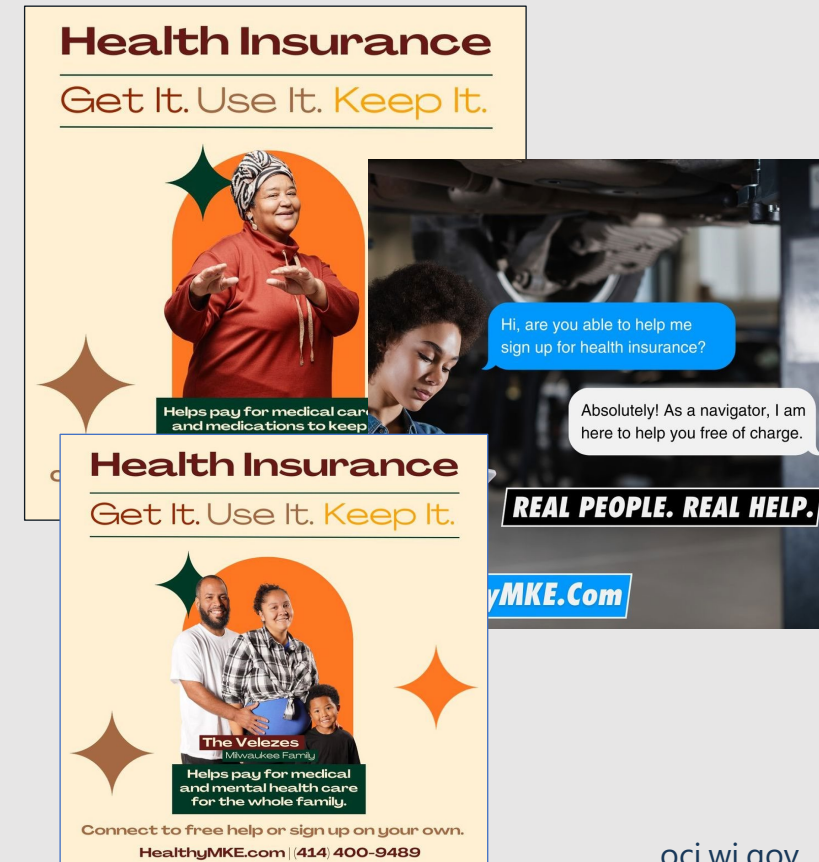
CWI

- 580 webpage visits



MKEN

- 507 webpage visits



Social Media and Toolkits for Outreach

How to get involved: Help us spread the word.



Covering Wisconsin
([Facebook](#)/[X](#))

[Toolkit link](#)

Wisconsin Office of the
Commissioner of Insurance
([Facebook](#)/[X](#))

[Toolkit link](#)

Wisconsin Department
of Health Services
([Facebook](#)/[X](#)/[Instagram](#))

[Toolkit link](#)

Milwaukee Enrollment
Network

[Facebook](#)/[Instagram](#)
[Toolkit link](#)



Regional Enrollment Networks Report



Regional Enrollment Networks



Central
Tina Marshalek
tina.marshalek@wisc.edu



Hmong Enrollment Network
You Lee
youlee@newhmongprofessionals.org



Milwaukee (MKEN)
Justin Rivas
jrivas@mkehcp.org



Northwest
Mike Rust
mike@safetyweb.org



Western
Lindsey Schwarz-Nichols
lschwarz@lacrossecounty.org

East Central
Julia Garvey

julia.garvey@thedacare.org



Latine Enrollment Network
Lourdes Godinez
lourdes@micentro.org

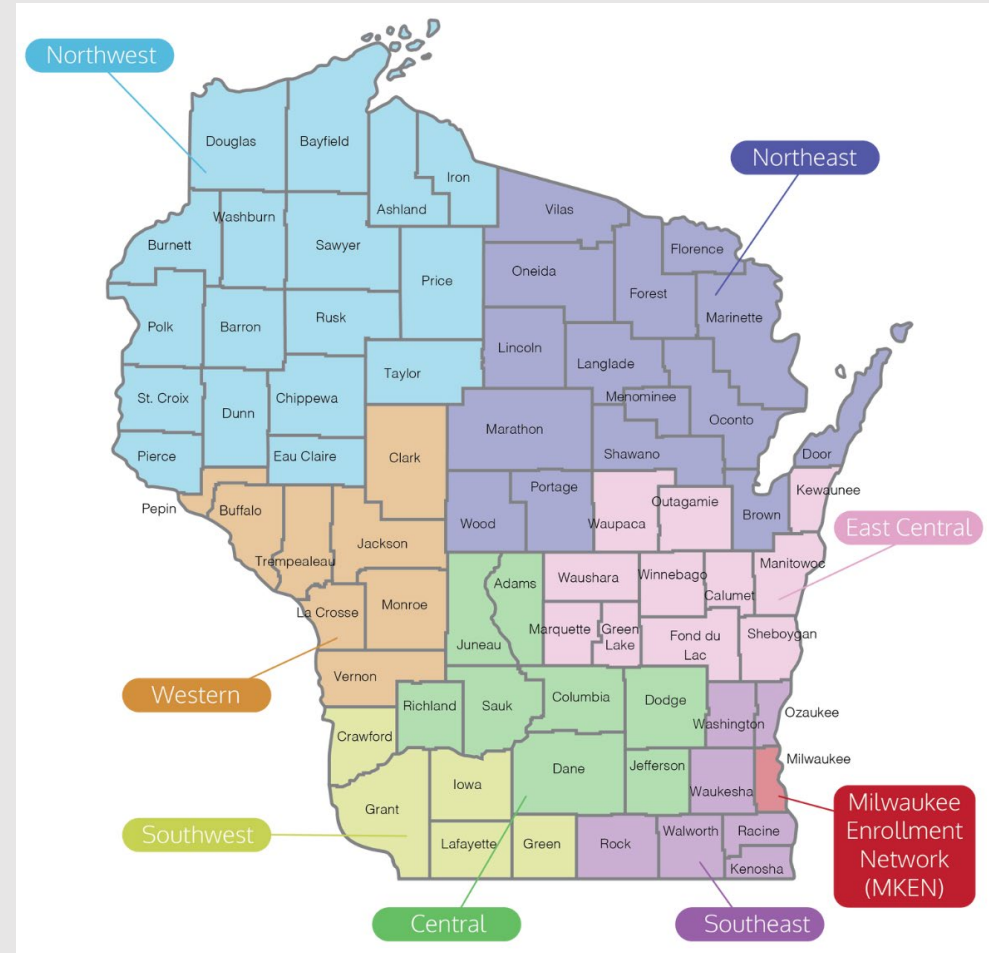


Northeast
Tony Lee

anthony.lee@wisc.edu



Southeast and Southwest
Caroline Gómez-Tom
caroline.gomez@wisc.edu



Latine Enrollment Network: Statewide

Hmong Enrollment Network: Statewide



Enrollment Network Goals

A collaboration between local public and private sector stakeholders and state and county agencies, to improve health insurance outreach, education, and direct assistance with enrollment

Goals

- Keep local partners informed about policy changes
- Organize and streamline local outreach efforts
- Create regionally, culturally-relevant messaging and promotions (for example, CWI toolkits)
- Build enrollment assister support and capacity
- Provide a venue for open communication between local partners, the Department of Health Services, and other statewide partners to meet the health insurance needs of the local community



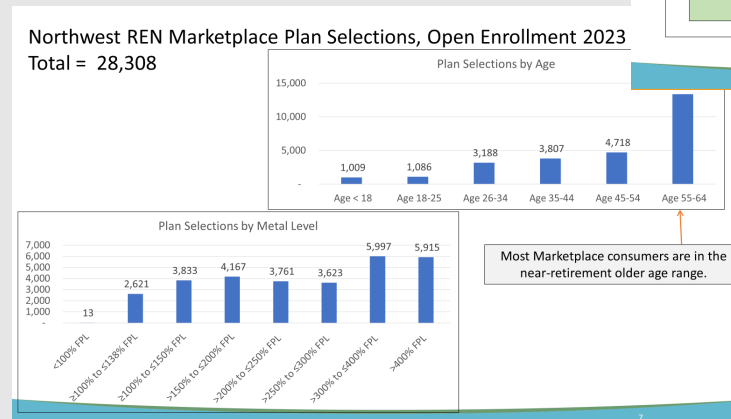
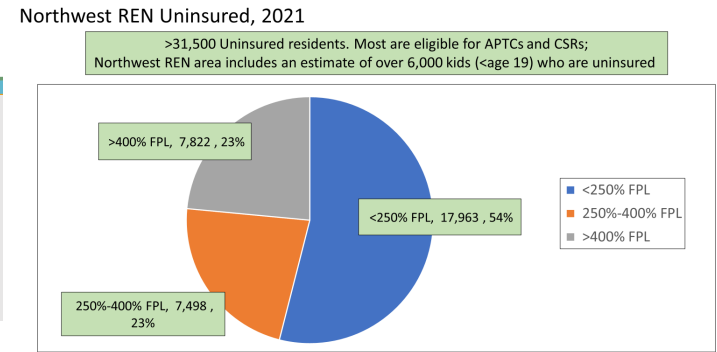
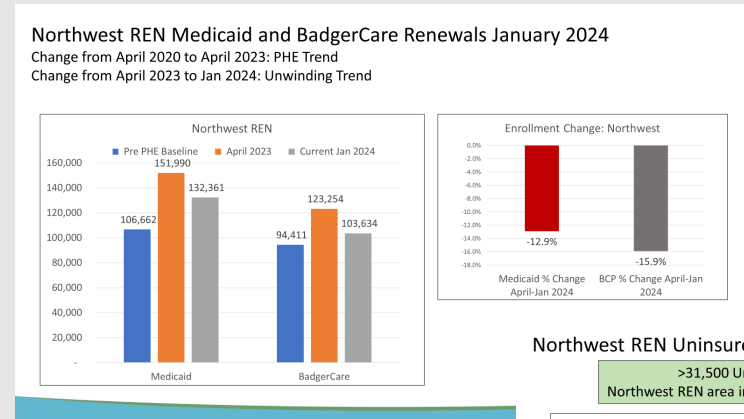
Current Enrollment Network Priorities

- 10 RENs Statewide with 2,335 members
- Enrollments networks meet monthly or bi-monthly
 - On average 400 members attend meetings per calendar quarter
- Meetings agenda items regularly include the following:
 - Open Enrollment
 - Medicaid Unwinding
 - Continuous eligibility
 - Data and trends report
 - Special topics – family glitch, immigration eligibility/public charge
 - DHS updates, partner updates
 - Updates from local IM agencies
 - How to make a referral and the Connector Tool
 - Health plan and HMO selection
 - Rapid response needs – for example, closing of HSHS and Prevea healthcare facilities
- Last quarter, 23 enrollment network meetings were facilitated, including 3 trainings



Sharing Data Through Enrollment Networks

- Enrollment networks are a place to share information to better organize enrollment, outreach, and promotion strategies
- Data reports are being shared at each REN to highlight and monitor
 - Medicaid overall enrollment
 - Medicaid renewal rates
 - Uninsured demographics
 - HealthCare.gov enrollment trends
- These reports help identify communities and regions that need more support to access or maintain their coverage
- <https://coveringwi.org/rendata>



Enrollment Networks Share Information *Fast*

- Since the start of the Affordable Care Act and now with the Medicaid Unwinding, enrollment networks play an important role in getting information to their communities quickly.
- This ability to move information fast was recently seen when local rapid response teams reached out to the Northwest enrollment network lead and navigators in their region to share updates on recent hospital and business closures.
- When more partners know what is happening, more people can get help through referrals and direct enrollment assistance. Communities can then weigh in on how to communicate resources to their neighbors, friends, and clients.





Wisconsin Office of the
COMMISSIONER
OF INSURANCE

Questions and Feedback



Wisconsin Office of the
COMMISSIONER
OF INSURANCE

Thank you!