



Wisconsin Office of the
COMMISSIONER
OF INSURANCE

DHS and OCI Health Care Coverage Partnership Forum

February 13, 2023 | Quarterly Meeting

Agenda

1. Introduction
2. Partnership History & Overview
3. Unwinding Overview & Key Messages
4. Workgroup Reports
5. Open Enrollment Recap
6. General Questions and Feedback

Next Meeting: Monday, April 24, 2023, 2-3:15pm



Partnership History

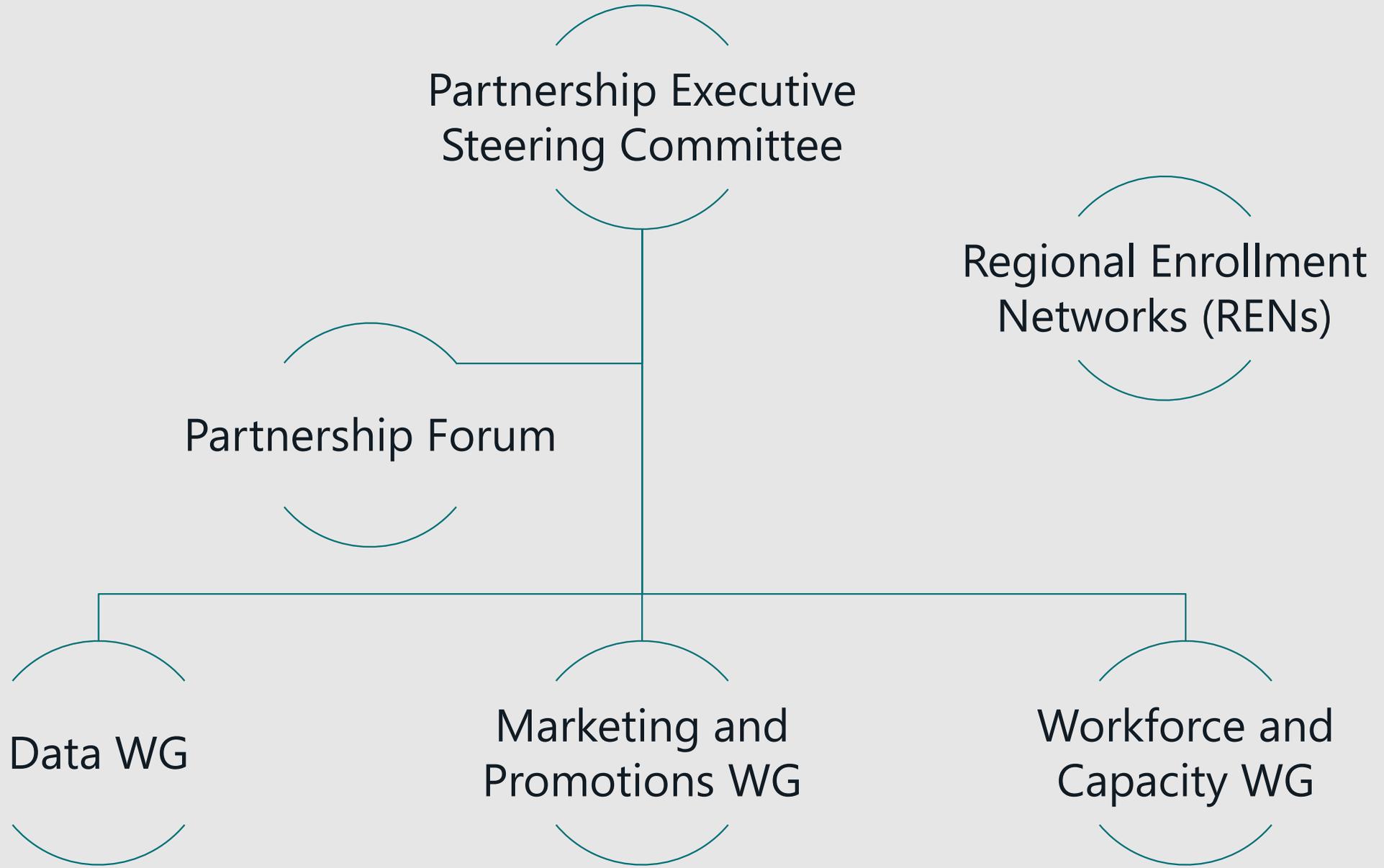
- Governor Tony Evers launched the DHS OCI Health Care Coverage Partnership in 2019
- Aimed at enrolling more Wisconsinites in high quality, affordable health insurance coverage
- Focus on outreach and enrollment
- Intended to engage a wider range of stakeholders to improve coordination across consumer and community organizations, health insurance companies, health systems, and state agencies



Steering Committee

- Provide leadership, decision making, and subject matter expertise to guide the goals and deliverables of each Workgroup
- Ensure DHS and OCI feedback, data, and support for Workgroup initiatives
 - Workgroup chairs share regular updates to assess resource availability before larger projects are pursued
 - Regular updates also allow workgroup chairs to collaborate across areas during Steering Committee meetings
- Make decisions and/or provide strategic guidance on Workgroup recommendations and implementation





Partnership Impact

- The Partnership has expanded rapidly since its launch with over 250 people now on the email list for participation in these quarterly forums
- The improved coordination across advocacy groups, state agencies, and private sector entities allowed us to quickly pivot efforts during the COVID-19 pandemic and resulting SEP
- Workgroups have undertaken significant projects to expand workforce capacity, improve data sharing, and connect with consumers
 - For example, the Partnership's Marketing and Promotions Workgroup launched the WisCovered.com resource to provide year-round information on enrollment and help connect consumers with navigators



Department of Health Services

Jamie Kuhn, Medicaid Director



Workgroup Reports



Data Workgroup

- *“Health Coverage in Wisconsin” Dashboard*: This public-facing dashboard will feature interactive, user-friendly data visualizations that provide Wisconsin-specific data on health coverage. Data sources include Census data, Wisconsin Medicaid data, and OCI-collected data on fully-insured individual market and group plan enrollment.
- *Unwinding Outreach & Communications Dashboard*: With input from the DHS and OCI Health Care Coverage Partnership, DHS is developing a dashboard that will provide insights to stakeholders – based on close to real-time data – to inform and enhance population-level outreach and communications throughout the unwinding.



Outreach, Education, and Networks

Outreach, Education, and Networks Workgroup

- DHS OCI Outreach and Education workgroup has been merged with the Statewide Regional Enrollment Network group to form the "Outreach, Education, and Networks" work group
- Enrollment networks are creating natural venues for conversations around outreach and education happening across the state, especially as the Medicaid renewals "unwinding" period draws close.



Preparing Partners for Unwinding

- DHS representatives attend each enrollment network to provide real-time updates about the "unwinding"
- Current agendas have included suggestions about what partners can be doing now to help members update their contact information and what to expect in a few months
- The networks include time to brainstorm and share best practices of outreach and dissemination of information



Join an Enrollment Network



Northwest:
Mike Rust
mike@safetyweb.org



Northeast:
Kirk Moore
kmoore35@wisc.edu



Western:
Lindsey Schwarz-Nichols
lschwarz@lacrossecounty.org



East Central:
Julia Garvey
julia.garvey@thedacare.org



Central:
Colleen Harryman
charryman@wisc.edu



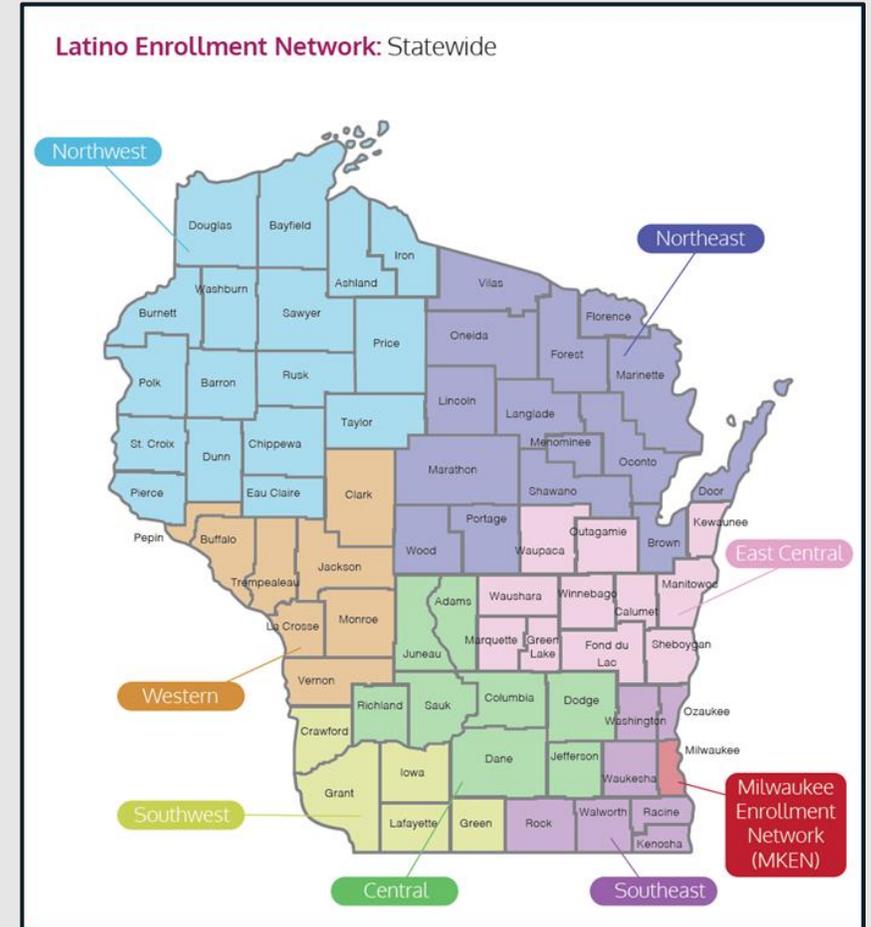
Milwaukee (MKEN):
Justin Rivas
jivas@mkehcp.org



Latino Enrollment Network:
Lourdes Godinez
lourdes@micentro.org



Southwest & Southeast:
Caroline Gomez-Tom
cbgomez@wisc.edu

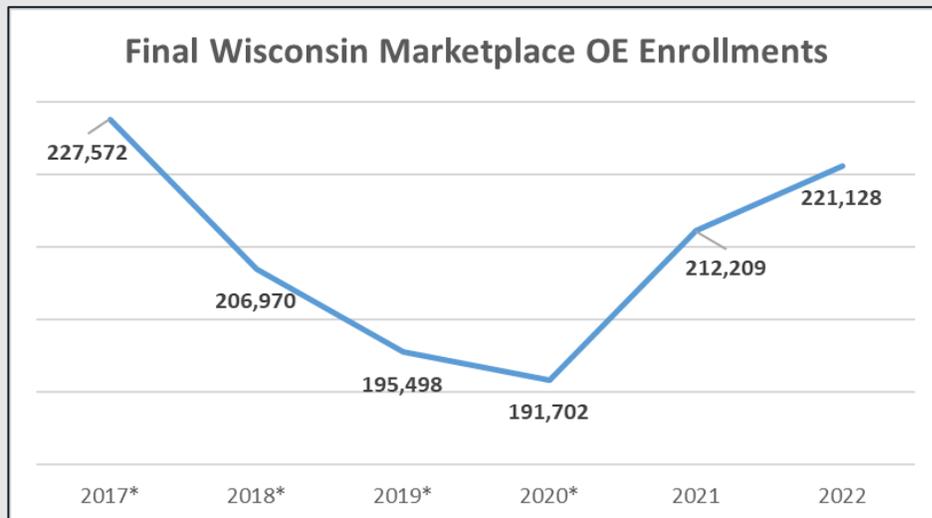


Open Enrollment

Marketing and Promotions Workgroup

Enrollment Numbers

- 221,128 Wisconsinites signed up on HealthCare.gov
- Highest enrollment since 2018
- 8,919 more than last year



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POLITICS & GOVERNMENT WORK & THE ECONOMY EDUCATION ENVIRONMENT CRIMINAL JUSTICE CIVIL RIGHTS & IMMIGRATION

HEALTH CARE POLITICS & GOVERNMENT

Healthcare.gov enrollment breaks record in U.S., increases in Wisconsin

Premium subsidies, promotion of Affordable Care Act insurance coverage help draw more subscribers

BY: ERIK GUNN - FEBRUARY 3, 2023 6:30 AM

WisCovered

Free, expert health insurance help.

Welcome to WisCovered
A Project by the Wisconsin Office of the Commissioner of Insurance

The Office of the Commissioner of Insurance (OCI) maintains the website WisCovered.com to help people seeking health coverage. (Screenshot)

For all of her adult life, the federal Affordable Care Act has made a big difference for Katerina Klawes.

Engagement and Impressions

All promotions from OCI, CWI, and community partners:

85,584,787 Impressions

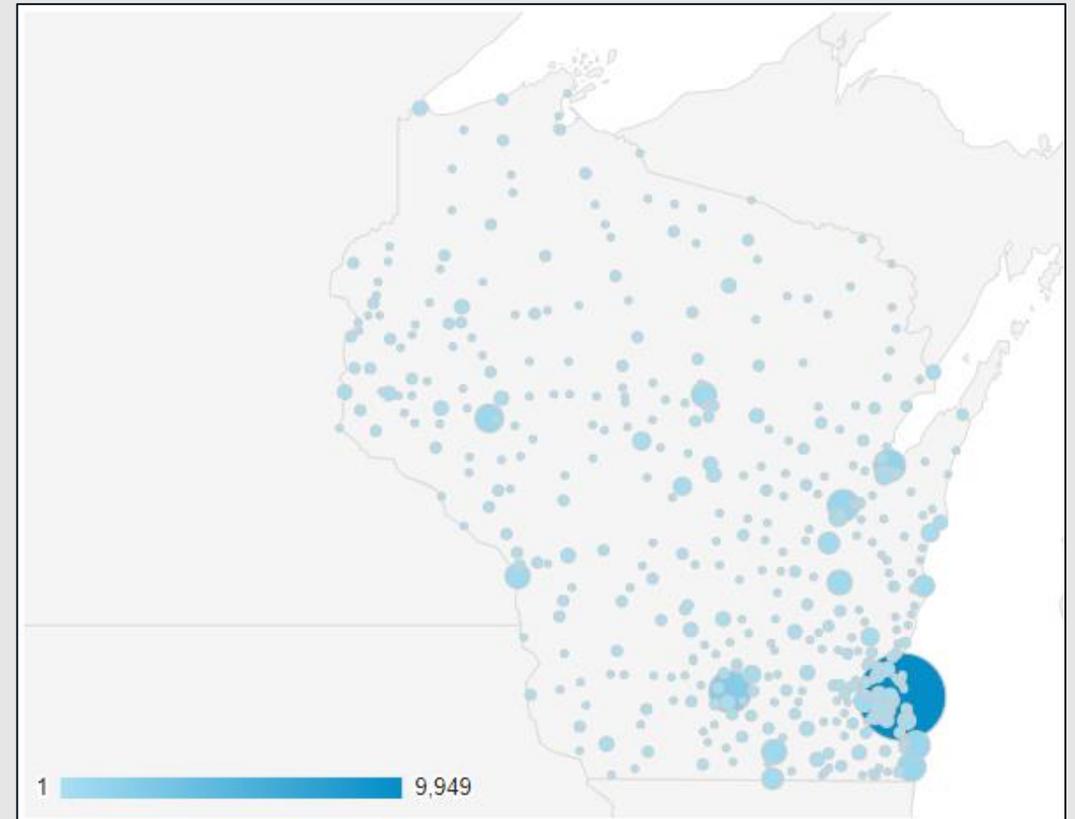
301,656 Engagements



WisCovered.com

(Visitors from the United States only)

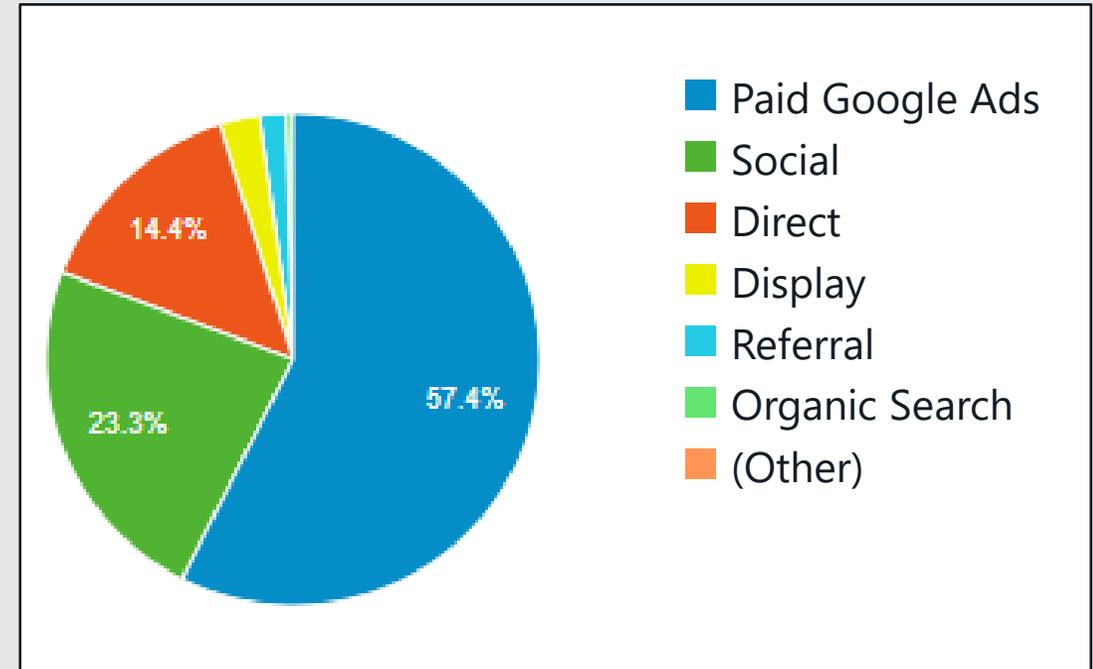
- 114,747 page views (912% increase)
- 43,364 Wisconsin visitors
- Over 1,000 views of Spanish and Hmong webpages from Wisconsinites



WisCovered.com

(Visitors from the United States only)

	Users	Users (% of Total)
Paid Google Ads	51,787	57.4%
Social	21,019	23.3%
Direct	13,026	14.4%
Referral	1,527	1.7%
Organic Search	434	.5%



Covering Wisconsin Navigator Network and Community Partners

Marketing Recap

Statewide Promotions: Wisconsin Broadcasters Association (WBA)

WBA Public Service Announcements in English and Spanish

Total Impressions: Nearly 20 million

TV

Impressions: 7.5 Million
Reach: 1 million



Radio

Impressions: 11.8 Million
Reach: 2.5 million



Social Media

Impressions: 666,008
Engagement: 17,583



Digital Media Campaign and Influencers

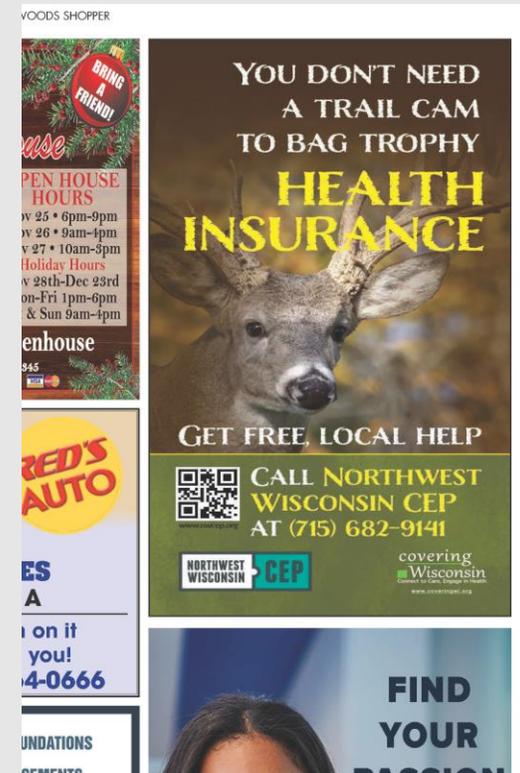
- **Digital video streaming**
 - 2.95 million impressions
 - 144K engagements
- **Digital audio streaming**
 - 721K impressions
 - 1.3K engagements
- **Digital display**
 - 3.9 million impressions
 - 13K engagements
- **Influencers**
 - 841K impressions
 - 17K engagements



Rural Campaign: Newspapers & Billboards

- **Billboards:** 25 billboards placed in Northwest, Central, and Western Wisconsin
- Impressions: **6,591,843*** (initial data)

- **Rural Newspaper:** 159 ads placed in Northern, Western, and central Wisconsin
- Circulation: **243,609** in 24 newspapers



Metro Buses: La Crosse, Madison, Milwaukee

Bus Placards: 27

Impressions: **Over 20 million**



Milwaukee Promotions

- **Market impressions through digital & social media:**
 - 8 channels leveraged
 - 28 ads places
 - 7.4 million market impressions
- **Total actions taken:**
 - 49K responses to ads placed
- **Community outreach & engagement:**
 - 1,000 community posters distributed (boarded up houses and businesses)



Fox Valley Promotions

Google Ad Impressions: 607,289

Spectrum Streaming Impressions: 46,583

Spectrum Cable TV Airings: 1,063 on 14 networks

Radio impressions: 1.5 million on 3 stations.

Billboards Impressions: 595,918



Toolkits

OCI

- Webpage Visits: 1,076
- Emails to contacts: 1,947
- Languages: English, Spanish, and Hmong

Used by:

- Elected officials
- Public libraries
- Health Departments
- Community Health Centers and Enrollment Assistants
- State Agencies
- Nonprofits and community organizations

CWI

- Visits: 1,516
- Emails to Listserv: 4,263
- Languages: English and Spanish



MKEN

- Visits: 921
- Emails to Listserv: 2,000+
- Languages: English, Spanish, and Hmong



Press Events

- La Crosse
- Green Bay
- Madison
- Appleton



OCI Earned Media from Press Releases

OCI press releases were picked up **26 times by third party media** – resulting in coverage on tv, radio, and social networks. Last year, they were picked up 11 times.

October 28 | OCI

[Press Release, October 28, 2022, Wisconsin Ranks Second in the Nation for Most Competitive Individual Health Insurance Marketplace](#)

November 1 | DHS

[DHS Secretary-designee Timberlake and Insurance Commissioner Houdek Celebrate the 10th Annual Open Enrollment Period on HealthCare.gov](#)

November 1 | Fox11 News

[Open enrollment begins for health insurance, Wisconsinites take advantage](#)

November 1 | News8000.com

[Workforce Connections helps community members with health insurance enrollment](#)

November 1 | Wisconsin Examiner

[Lawmakers and government officials highlight open enrollment, encourage people to vote](#)

November 1 | WISN12

[Open enrollment begins for individual health insurance](#)

November 2 | Spectrum News1

[Open enrollment begins for 10th year under the Affordable Care Act](#)

November 2 | CBS58.com

[Open enrollment period begins for government-assisted health insurance coverage](#)

November 14 | wisnews.com

[Enrollment period open for health care marketplace](#)

November 15 | InsuranceNewsNet

[ENROLLMENT PERIOD OPEN FOR HEALTH CARE MARKETPLACE](#)

November 16 | Sauk County

[Public Health Sauk County Encourages Wisconsinites to Sign up for Health Care Coverage during the 10th Annual Open Enrollment Period on HealthCare.gov](#) – OCI Press Release Template

December 7 | DHS

[DHS, OCI Urge Wisconsinites to Sign up for Health Care Coverage by December 15](#)

November 8 | WEAU

[Deadline for health care coverage approaches soon](#)

December 8 | WBAY

[Deadline for health care coverage approaches soon](#)

December 8 | WisPolitics

[Dept. of Health Services, Office of the Commissioner of Insurance: Urge Wisconsinites to sign up for health care coverage by December 15](#)

December 9 | SpectrumNews1

[Healthcare.gov deadlines approaching in Wisconsin](#)

December 9 | Baldwin Bulletin

[DHS, OCI urge Wisconsinites to sign up for coverage by Dec. 15](#)

December 9 | DrydenWire

[DHS, OCI Urge Wisconsinites To Sign Up For Health Care Coverage By December 15](#)

December 10 | Racine County Eye

[Dec. 15 deadline for health plan enrollment fast approaching](#)

December 10 | Rice Lake Chronotype

[DHS, OCI urge Wisconsinites to sign up for health care coverage by Dec. 15](#)

December 11 | NBC15

[Wis. DHS: Open enrollment ends Thursday to get coverage on Jan. 1](#)

January 5 | WisPolitics

[Office of the Commissioner of Insurance: Open enrollment reminder: deadline to sign up for health coverage is ten days away](#)

January 5 | WEAU13

[Open enrollment deadline for Wisconsin health coverage ends in 10 days](#)

January 5 | Sun Prairie Star/HNGNews

[State deadline to register for health insurance is January 15](#)

January 5 | Ladysmith News

[Deadline to sign up for health coverage is Jan. 15](#)

January 5 | WisBusiness

[Office of the Commissioner of Insurance: Open enrollment reminder: deadline to sign up for health coverage is ten days away](#)

January 9 | WQOW

[Deadline to sign up for federal health insurance Jan. 15](#)

January 26 | OCI

[Over 221,000 Wisconsinites Enroll in Health Coverage on HealthCare.gov](#)

January 26 | SpectrumNews

[More than 221,000 Wisconsinites enrolled in health coverage](#)

January 26 | WisPolitics

[Office of the Commissioner of Insurance: Over 221,000 Wisconsinites enroll in health coverage on healthcare.gov](#)





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Marketing Recap

Some pieces of the OCI marketing campaign were supported by the Centers for Medicare and Medicaid Services (CMS) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$689,458.16 with 100% funded by CMS/HHS and \$0 and 0% funded by non-government source(s). The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CMS/HHS, or the U.S. Government

OCI Paid Campaigns

- Billboards
- Facebook, Instagram, YouTube
- Reddit
- Bus Ads
- Spotify
- Google Search
- Radio



u/WisconsinOCI Promoted

Can't fix it with duct tape? Guaranteed health care coverage is available in Wisconsin, and expert help is free. Head over to [WisCovered.com](https://www.wiscoversed.com) to discover this year's savings.

DUCT TAPE	vs.	HEALTH INSURANCE
		
<ul style="list-style-type: none">• Boring gray color• Doesn't win any brownie points with your folks• Best for temporary fixes		<ul style="list-style-type: none">• Comes in bronze, silver, gold, and platinum• Responsible choice makes you mom's favorite• Free preventive care lets you maintain your health for the long-term

[WisCovered.com](https://www.wiscoversed.com)

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OCI Paid Campaigns - Creative



You may qualify for **lower costs** on health insurance with **new savings!**

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Confused about health insurance?

Get free, expert help at [WisCovered.com](https://www.wiscovered.com)

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Health insurance.
In less time than it takes to get to deer camp.

Learn more at [WisCovered.com](https://www.wiscovered.com)

Guaranteed health coverage is available now!

This publication is 100 percent funded by a CMS of the HHS financial assistance award totaling \$245,866.16. The contents do not necessarily represent the official views of, nor an endorsement, by CMS/HHS, or the U.S. Government.

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Immigrants can apply for health benefits, too!

Find out what you qualify for at [WisCovered.com](https://www.wiscovered.com)

Guaranteed health coverage is available now!

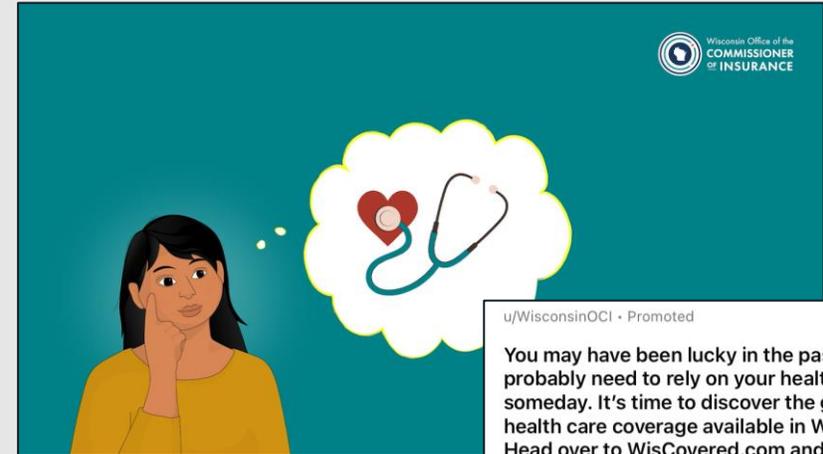
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OCI Paid Campaigns - Digital Media

Total Impressions: 11,427,172

- YouTube: 6,386,170
- Facebook and Instagram: 2,599,782
- Reddit: 1,500,767
- Google Paid Search: 604,289
- Spotify: 336,164



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You may have been lucky in the past, but you'll probably need to rely on your health insurance someday. It's time to discover the guaranteed health care coverage available in Wisconsin. Head over to WisCovered.com and use the chat tool to get connected with free, local help from an expert.

 LUCK	vs.	 HEALTH INSURANCE
<ul style="list-style-type: none">• Happens by random chance• Can't sign up for it• Brings good fortune or adversity		<ul style="list-style-type: none">• Provides reliable peace of mind• Can easily sign up for a plan with free, expert help• Brings protection from unexpected medical bills

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OCI Paid Campaigns - Other Media

Estimated Total Impressions: 7,080,753+

- Billboards: 3,436,753
- Radio: 1,864,000+
- Bus Ads: 1,780,000



What's Next for the Workgroup?

Unwinding Promotions

Currently Planning for April-October Promotions

How you can help:

- Looking for some financial donations to help us extend our reach (contact: ssevers@wisc.edu)
- Help us spread the word: share social media posts (OCI, CWI and MKEN) and work with local Enrollment Assisters or RENs
- As they are available, make use of our Toolkits
- Make referrals to local assisters
- Interested in joining the workgroup?
Contact: kelsey.mcdermott@wisconsin.gov or ssevers@wisc.edu





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Questions and Feedback



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Thank you!

Next Forum: Monday April 24, 2023, 2-3:15pm