

OCI DHS Health Care Coverage Partnership

Background

The Office of the Commissioner of Insurance (OCI) & Department of Health Services (DHS) Health Care Coverage Partnership (Partnership) is a public-private partnership [created by Governor Tony Evers on June 3, 2019](#). The Partnership includes representatives from different health care and insurance providers, as well as consumer, government, and community organizations.

Mission

Governor Evers tasked the Partnership with conducting outreach and education to promote access to health care coverage and care, engaging with stakeholders to strengthen health insurance markets, promote health and reduce costs, and help individuals transition from Medicaid to private coverage.

Structure



Steering Committee and Workgroups

The Partnership consists of three primary workgroups: Marketing, Data, and Workforce and Capacity. The Steering Committee provides leadership of the three workgroups. A designee from each OCI and DHS shall work together to provide oversight of the Steering Committee and workgroups. The OCI and DHS designees are responsible for appointing workgroup chairs and a Steering Committee chair. The designees may remove chairs at any time. Workgroup chairs are responsible for scheduling meetings, drafting meeting agendas, and reporting workgroup projects and progress to the Steering Committee. Workgroups may have co-chairs. The Steering Committee chair will work with the OCI designee and other OCI staff to set Steering Committee meetings, agendas, and record minutes.

Anyone with particular knowledge, interest, or connection to health care coverage issues may volunteer to participate in a workgroup. Workgroup members are expected to attend a majority of their workgroup meetings and contribute to the progress of their workgroup's initiatives. Individuals

interested in participating in a workgroup shall request to be added to the meeting invite list by the workgroup chair.

The workgroup charges are, respectively:

- **Marketing Workgroup:** Develop and implement messaging and communications materials for public use that raise awareness of health insurance and coverage options. The workgroup members shall help brainstorm messaging, develop communications strategies including paid and earned media opportunities, and support the production of communications materials. The workgroup may also evaluate consumer awareness gaps, health insurance literacy opportunities for improvement, share information regarding recent rule, policy, or process changes that impact enrollment, and assist in identifying grants and other funding sources for promotional materials.
- **Data Workgroup:** Share data resources and improve data literacy around health insurance and health care data. The workgroup will compile sources for reliable data and share information with partners to better understand and utilize the data. The workgroup may also provide support to the Steering Committee and other workgroups to identify opportunities for data collection, support data evaluation efforts, and more.
- **Workforce and Capacity Workgroup:** Engage and coordinate with the spectrum of enrollment workers and assisters across the state, update existing Resources Matrix*, identify knowledge barriers to appropriate coverage and recommend educational opportunities for the varied skills of the workforce. The workgroup will also identify process improvement opportunities in enrollment practices and learning. This workgroup will also participate and provide input to the quarterly meetings with the state and IM agencies (IMOA)

** The Resources Matrix is an Excel Spreadsheet the committee developed in 2020-21 to inventory the state infrastructure of assisters and training resources.*

Workgroup chairs are encouraged to identify different presenters to participate in their workgroup meetings on a regular basis to understand how health care coverage challenges impact different demographic groups or geographic regions.

Regional Enrollment Networks

Wisconsin's Regional Enrollment Networks (RENs) were launched in the early days of the Affordable Care Act Individual Marketplace and were reinvigorated when Governor Evers created the Partnership. RENs promote enrollment mobilizer/assister awareness about access to health care coverage, conduct local outreach, and provide a venue for communication between local partners, state agencies, statewide enrollment partners, and the local community.

Initially, the Partnership included a fourth workgroup focused on outreach and education. As much of that workgroup’s efforts overlapped with the ongoing work of the REN, the workgroup was sunset and the RENs began a more formal relationship with the Partnership. The Partnership Steering Committee and workgroups seek insights from, collaborate with, and rely upon the work of the RENs. While the RENs operate autonomously from the Partnership structure, they are a critical piece of the Partnership’s work and success.

Partnership Stakeholders

Group	Role	Responsibilities
Workgroup Members	Contribute ideas for improvements in policies, processes, and systems and provide subject matter expertise to enable the Partnership to meet goals.	<ul style="list-style-type: none"> • Attend workgroup meetings • Provide insight into the policies, processes, and technologies that are working well, need to be changed, or are a roadblock to the Partnership goals • Provide feedback on and utilize tools and materials developed by other workgroups • Share information with their audiences and elevate health coverage opportunities in the spaces in which they work
Steering Committee Members	Provide leadership, decision making, and subject matter expertise to guide the goals and deliverables of each Workgroup. Work with DHS and OCI leadership to ensure agency support for Workgroup initiatives as available. Schedule quarterly Partnership meetings and develop agendas to engage partners. Members include: Steering Committee Chair DHS Representative OCI Representative Workgroup Chairs REN Leader	<ul style="list-style-type: none"> • Partner with OCI and DHS to identify strategies, develop necessary tools, and provide feedback to boost enrollment in health insurance • Work to ensure workgroup goals and strategies match mission of Partnership • Make project-specific decisions and/or provide strategic guidance on recommendations as needed • Provide staff time for deliverable reviews / walkthroughs and provide feedback, as available

		<ul style="list-style-type: none"> • Provide requested data, as applicable • Identify risks, concerns, roadblocks, and discuss mitigation strategies • Support Workgroups as they implement prioritized recommendations
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Newsletter

Previous iterations of the Partnership have utilized a “membership list” of email addresses to schedule quarterly Forums. The Partnership will continue to maintain this list and issue a periodic newsletter that includes resources, information, opportunities for engagement, and more content related to the Partnership’s mission, REN efforts, and the workgroups’ projects.

OCI’s Public Affairs unit will draft a newsletter with input from the Steering Committee. Once approved by the Steering Committee members, OCI will issue this periodic newsletter.

Interaction with Agencies

OCI staff will provide primary staff resources and work with DHS to ensure that Steering Committee meetings and workgroup meetings are run effectively and meeting the Partnership’s mission. OCI may provide meeting links and other support for workgroup chairs or the Steering Committee Chair as needed. OCI will also manage the Partnership [webpage](#), [email list signup](#), and may host other Partnership content and materials on additional digital platforms as determined by OCI’s designee.

The Partnership will operate in an advisory capacity to the agencies and may inform agency approaches, practices, and actions with information gathered by workgroup members, but the Steering Committee nor the workgroups will be empowered to take formal votes or take particular positions on issues of policy or legislation.