Wisconsin Health Insurance Enrollment Summit
July 16, 2013

Wi-Fi: Use Hotel Conference Wi-Fi Code 097503

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This program is made possible by support for the UW Population Health Institute’s Health Policy Group by the UW Chancellor’s Office, the Institute for Clinical and Translational Researcher (ICTR), and the UW Partnership Program.

The training program, produced and delivered by Covering Kids and Families, is also made possible by program support from the UW Partnership Program.
Speakers and Panelists

Joanne Alig, Senior Vice President, Wisconsin Hospital Association
Matt Banaszynski, EVP, Independent Insurance Agents of Wisconsin
Molly Bandt, Attorney, Disability Rights, Wisconsin
Tim Bartholow, Senior Vice President, Wisconsin Medical Society
Steve Brenton, CEO, Wisconsin Hospital Association
Brett Davis, Wisconsin Medicaid Director
Mary Dorsch, Deputy Director, Marshfield Family Health Center
Sue Ezalarab, Policy Advisor, Office of the Wisconsin Insurance Commissioner
Donna Friedsam, Health Policy Programs Director, UW Population Health Institute
Amie Goldman, CEO, WI Health Insurance Risk Sharing Plan (HIRSP)
Kevin Hayden, CEO, Group Health Cooperative of South-Central Wisconsin
Jessica Kendall, Outreach Director, Enroll America
Rebecca Larson, CEO, Alliance of Health Insurers of Wisconsin
Lisa Lamkins, Advocacy Director, AARP, Wisconsin
Verlon Johnson, CMS Associate Regional Administrator
Pat McManus, President & CEO, Black Health Coalition of Wisconsin
Kevin Moore, Deputy Secretary, Wisconsin DHS
Lisa Olson, Director of Policy & Programs, WI Primary Health Care Association
Jon Peacock, Research Director, WI Council on Children and Families
Christie Schmidt, Program Manager, Forest County Potawatomi Community
Dan Schwartz, Deputy Director, Office of the Commissioner of Insurance
Joy Tapper, CEO, Milwaukee Health Care Partnership
Koua Vang, Executive Director, United Asian Services of Wisconsin

Training Track Instructors

Carolyn Gomez, Jean Nothnagel, and Danielle Zirkel - Covering Kids and Families, Wisconsin
Sarah Fraley, Wisconsin Department of Health Services

Producers

Donna Friedsam, UW Population Health Institute
Lauren Cnare and Caroline Gomez, Covering Kids and Families, Wisconsin
Summit Track Agenda

8:00 - 8:15 am Assemble for complimentary light breakfast

8:15 – 8:30 am Welcoming and Initial Charge from Conference Hosts

8:30 – 9:40 am Wisconsin’s Outreach and Enrollment Plan: Vision Outline by DHS and OCI
   Brett Davis, Wisconsin Medicaid Director
   Dan Schwartzer, Deputy Commissioner, Office of the WI Insurance Commissioner

9:40 - 10:20 am The Affordable Care Act and the Federally Facilitated Marketplace
   Verlon Johnson, CMS Associate Regional Administrator
   ➢ What is the status of the FFM?
   ➢ What will enrollment look like in a federally facilitated marketplace?
   ➢ How will people apply for coverage? Who will make decisions on eligibility?
   ➢ FFM interaction with the state Medicaid program and Insurance Commissioner

10:20 - 10:30 am Break

10:30 - 11:15 am Who are Wisconsin’s Uninsured and Potential Marketplace/Exchange Customers?
   Moderator: Steve Brenton, CEO, Wisconsin Hospital Association
   Amie Goldman, CEO, WI Health Insurance Risk Sharing Plan (HIRSP)
   Jon Peacock, Research Director, WI Council on Children and Families
   Joy Tapper, CEO, Milwaukee Health Care Partnership

11:15 - 12:15 pm Marketing, Outreach, and Special Populations
   Moderator: Mary Dorsch, Assistant Director, Family Health Center of Marshfield
   Jessica Kendall, Outreach Director, Enroll America
   Pat McManus, President & CEO, Black Health Coalition of Wisconsin
   Christie Schmidt, Program Manager, Forest County Potawatomi Community
   Koua Vang, Executive Director, United Asian Services of Wisconsin

12:20 – 1:30 pm Lunch and Speaker
   Kevin Moore, Deputy Secretary, Wisconsin DHS
   State Plans for Outreach and Enrollment, and Lessons Learned from BadgerCare

1:30 – 2:40 pm Brokers, Navigators, and Certified Application Counselors
   Joanne Alig, Senior Vice President, Wisconsin Hospital Association
   Matt Banaszynski, EVP, Independent Insurance Agents of Wisconsin
   JP Wieske, Legislative Liaison/PIO, Office of the WI Insurance Commissioner
   Lisa Olson, Director of Policy & Programs, WI Primary Health Care Association
   ➢ Describe and differentiate the roles of brokers, navigators, application counselors, and others working in the outreach and enrollment arena.
Summit Track Agenda, continued

2:40 – 3:45 pm  Panel of Providers, Payers, Advocates
Molly Bandt, Attorney, Disability Rights, Wisconsin
Tim Bartholow, Senior Vice President, Wisconsin Medical Society
Rebecca Larson, CEO, Alliance of Health Insurers of Wisconsin
Lisa Lamkins, Advocacy Director, AARP, Wisconsin
Kevin Hayden, CEO, Group Health Cooperative of SouthCentral Wisconsin
➤ Their role and their sector’s plans
➤ Collaboration/Interaction
➤ Technical Assistance and tool kits, other needs

3:45-4:15 pm  Next Steps
➤ Regional Enrollment Networks
➤ Federal and State Training

There will be a drawing for two conference participants to each win an iPad at the close of the Conference.
No purchase is required, but Participants must be present to win.
## Training Track Agenda

### Part I: 10:30 am – 12:15 pm

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>10:30 - 10:45 am</td>
<td><strong>Training Objectives and Content Overview</strong></td>
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<tr>
<td>10:45 - 11:15 am</td>
<td><strong>BadgerCare+ Current Eligibility and Future Changes</strong></td>
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<td>o Eligibility and Benefits Package/Plans</td>
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<td>o Federal Poverty Level Explanation</td>
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<td>11:15 – 11:30 am</td>
<td><strong>Employer-sponsored Health Insurance and Private Insurance</strong></td>
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<td>11:30 – 12:15 pm</td>
<td><strong>Health Insurance Marketplace</strong></td>
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<td>o Eligibility</td>
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<td>o Transitions: BC+ -&gt; Marketplace, Uninsured -&gt; Marketplace</td>
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<tr>
<td>12:20 – 1:30 pm</td>
<td>Lunch and Speaker: <em>Kevin Moore, Deputy Secretary, Wisconsin DHS</em></td>
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### Part II: 1:30 pm - 3:45 pm

<table>
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<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>1:30 – 1:50 pm</td>
<td><strong>Components of the Marketplace</strong></td>
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<td>o Metal tiers</td>
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<td>o Subsidies/ Cost-sharing provisions</td>
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<td>1:50 – 2:10 pm</td>
<td><strong>Essential Health Benefits &amp; Pre-existing Conditions</strong></td>
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<td>2:10 – 2:45 pm</td>
<td><strong>Applications Process</strong></td>
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<td>o ACCESS/BadgerCare+</td>
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<td>o Marketplace Application</td>
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<td>o How BC+ and Marketplace applications will connect</td>
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<td>2:45 – 3:30 pm</td>
<td><strong>Navigators/Community Organizations/ Broker Network</strong></td>
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<td>o Communication and Resource Network</td>
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<td>o Certification Process</td>
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<td>3:30 – 3:45 pm</td>
<td><strong>Statewide and Online Resources</strong></td>
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*The Training Track group will join the Summit Track group for Lunch and for the morning and afternoon opening and closing sessions.*

### Training Instructors:

*Caroline Gomez, Jean Nothnagel, and Danielle Zirkel - Covering Kids and Families, Wisconsin*

*Sarah Fraley - Wisconsin Department of Health Services*