

# Wisconsin Health Insurance Enrollment Summit

July 16, 2013

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

***Research. Analysis. Education. Dialogue.***

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UNIVERSITY OF WISCONSIN

**Population Health Institute**

*Translating Research for Policy and Practice*

*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 Schwartzer, 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 Schwartzner, 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*
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- 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
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- 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.***

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# Training Track Agenda

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## Part I: 10:30 am – 12:15 pm

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- 10:30 - 10:45 am      **Training Objectives and Content Overview**
- 10:45 - 11:15 am      **BadgerCare+ Current Eligibility and Future Changes**
- Eligibility and Benefits Package/Plans
  - Federal Poverty Level Explanation
- 11:15 – 11:30 am      **Employer-sponsored Health Insurance and Private Insurance**
- 11:30 – 12:15 pm      **Health Insurance Marketplace**
- Healthcare.gov
  - Eligibility
  - Transitions: BC+ -> Marketplace, Uninsured -> Marketplace

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12:20 – 1:30 pm      Lunch and Speaker: *Kevin Moore, Deputy Secretary, Wisconsin DHS*

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## Part II: 1:30 pm - 3:45 pm

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- 1:30 – 1:50 pm      **Components of the Marketplace**
- Metal tiers
  - Subsidies/ Cost-sharing provisions
- 1:50 – 2:10 pm      **Essential Health Benefits & Pre-existing Conditions**
- 2:10 – 2:45 pm      **Applications Process**
- ACCESS/BadgerCare+
  - Marketplace Application
  - How BC+ and Marketplace applications will connect
- 2:45 – 3:30 pm      **Navigators/Community Organizations/ Broker Network**
- Communication and Resource Network
  - Certification Process
- 3:30 – 3:45 pm      **Statewide and Online Resources**

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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.***

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### **Training Instructors:**

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