

COUNTY OF MILWAUKEE
Inter-Office Communication

Date: December 31, 2025

To: Marcelia Nicholson, Chairwoman, Milwaukee County Board of Supervisors

From: Shakita LaGrant-McClain, Executive Director, Department of Health and Human Services

Subject: A report from the Executive Director, Department of Health and Human Services, requesting authorization to create 1.0 FTE Medicare Outreach Specialist in Aging Services

File Type: Action Report

REQUEST

A report from the Executive Director, Department of Health and Human Services, requesting approval to create 1.0 FTE Medicare Outreach Specialist in paygrade NR23.

POLICY

The maximum number of positions and/or the maximum number of employee hours in each classification are approved as part of the annual adopted budget. Changes to the authorized number of positions outside of the budget process require approval by the Milwaukee County Board of Supervisors.

Milwaukee County Code of General Ordinances	Chapter 17.28
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BACKGROUND

Milwaukee County Aging Services is awarded annual grants via the State and Federal government to provide outreach and counseling to older adults on Medicare, which includes assistance understanding the basics of Medicare (original and Advantage), enrolling in a Medicare Advantage Plan, Medicare Part D Plan, and/or Medigap Plan, addressing appeals and plan issues, and coordinating volunteer Medicare counselors. These services are free to the public, with no restrictions based on income or assets.

In 2025, a portion of these funds were used to hire via contract a part-time Medicare Outreach Specialist to focus on establishing a strategic plan for outreach to Milwaukee County's Medicare beneficiaries, a targeted counseling campaign during Medicare Open Enrollment, and supporting the training of three volunteer counselors. From the period of March 2025-November 2025, the individual in this part-time role counseled 25 beneficiaries, providing more than 900 hours of individualized support and advice. During

the same time, more than provided 24 community presentations were offered reaching more than 200 attendees. Finally, our Specialist assisted three volunteer counselors to offer 11 counseling sessions at Milwaukee County-owned senior centers and four at municipal senior centers and libraries, resulting in more than 300 hours of work with beneficiaries between September-November 2025. This role will work in collaboration with the Aging and Disability Resource Center's (ADRC's) Elder Benefit Specialist team and our Older Americans Act Legal Assistance Provider, Legal Action of Wisconsin, to make appropriate referrals for escalated needs.

One of the grants funding this position requires targeted outreach to individuals with limited incomes and assets who are eligible for certain programs called Extra Help and Medicare Savings Programs. These are unique programs that provide additional assistance paying for Medicare, such as covering the cost of Part D premiums or reducing Part B co-pays. The individual in this role will manage outreach efforts to engage eligible participants and provide counseling on the application and enrollment processes for the programs for which they qualify.

The creation of a full-time, internal Medicare Outreach Specialist role will allow us to expand on our efforts in 2025 to reach even more Medicare beneficiaries. The number of older adults living in Milwaukee County will continue to be the fastest growing age cohort in future years, meaning the need to assist Medicare beneficiaries (and those approaching Medicare age) will continue to grow. Additionally, the complexity of need in the Medicare space continues to expand. This Specialist can help navigate these complex needs and ensure accurate information on Medicare is available in the community.

Position Action Requested:

Action	Title	Pay Range	Annual Salary
Create	Medicare Outreach Specialist	\$28.49-\$42.72	\$59,264-\$88,864

ALIGNMENT TO STRATEGIC PLAN

The Medicare Outreach Specialist position connects older adult residents with accurate, unbiased, and reliable information about Medicare. The goal of this position is to ensure that all Milwaukee County older adults are empowered with the information needed to make a fully informed choice when selecting a health insurance provider (invest in equity). The individual in this role will develop a strategy to ensure services are delivered to residents most in need (bridging the gap).

FISCAL EFFECT

Funds to cover the cost of this position are available through the State Health Insurance

Assistance Program (SHIP) and Medicare Improvements for Patients and Providers Act (MIPPA) grants. A fiscal note is attached.

TERMS

The requested position create would be effective upon approval by the Milwaukee County Board of Supervisors.

VIRTUAL MEETING INVITES

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PREPARED BY:

Emily Petersen, Advocacy and Policy Manager, Aging Services, DHHS

APPROVED BY:

Shakita LaGrant-McClain

Shakita LaGrant-McClain, Executive Director, Department of Health and Human Services

ATTACHMENTS:

None

cc: Mary Jo Meyers, Chief of Staff, County Executive's Office
Kelly Bablitch, Chief of Staff, Milwaukee County Board of Supervisors
Janelle M. Jensen, Legislative Services Division Manager, Office of the County
Steve Cady, Research Director, Comptroller's Office