

1 By Supervisor Dimitrijevic

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3 **A RESOLUTION**

4 Authorizing the expenditure of funds for the purposes of assisting and  
5 encouraging the enrollment of Milwaukee County residents in accessing public  
6 and private health insurance including but not limited to the federally mandated  
7 health insurance Marketplace that begins October 1, 2013

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9 WHEREAS, Milwaukee County is committed to improving the health care  
10 of Milwaukee County residents; and

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12 WHEREAS, Milwaukee County has and will continue to look for ways to  
13 improve Milwaukee County residents' access to affordable quality affordable  
14 health care; and

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16 WHEREAS, the Milwaukee Enrollment Network, Milwaukee Health Care  
17 Partnership ("MKEN"- a public/private consortium including Milwaukee County  
18 Department of Health and Human Services) and more than 200 organizations are  
19 working collaboratively and diligently to support enrollment of Milwaukee  
20 County residents in public health benefits or private health insurance including  
21 but limited to the health insurance exchange with a focus on providing assistance  
22 to low income, vulnerable populations; and

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24 WHEREAS, starting October 1, 2013, thousands of Milwaukee County  
25 residents will need assistance in understanding their options and eligibility under  
26 the new federal law that opens the Marketplace on that date; and

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28 WHEREAS, according to the Wisconsin Department of Health Services, it is  
29 projected that from October 1, 2013 to January 2014, 89,859 Milwaukee County  
30 individuals will enroll in either BadgerCare, enroll in the Marketplace, or transition  
31 from BadgerCare to the Marketplace; and

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33 WHEREAS, our partners have identified unmet need in the following areas:

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- 35 • Raising awareness of available health care options for residents
  - 36 • Directing residents who inquire about health care options to the  
37 appropriate entity who can make a referral
  - 38 • Training of workers and volunteers to respond appropriately
  - 39 • Creating and maintaining an up-to-date directory of services
  - 40 • Planning and implementing an effective educational outreach to  
41 encourage residents to seek out options
  - 42 • Supporting other efforts to serve the most Milwaukee County  
residents possible

43 ; and

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45 WHEREAS, our own county departments will be providing additional  
46 services to assist in encouraging and referring individuals to health insurance  
47 options; and

48 WHEREAS, ensuring individuals who are eligible are enrolled in  
49 appropriate health insurance programs saves taxpayer dollars for all residents as  
50 less individuals will seek out more costly emergency care; now, therefore,

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52 BE IT RESOLVED, the County Board of Supervisors authorizes the  
53 Department of Administration, working in conjunction with the Office of the  
54 Comptroller, to prepare and process a one-time appropriation transfer to the  
55 appropriate accounts within Org. Unit 8000 - Department of Health and Human  
56 Services from Org. Unit 1945 – Appropriation for Contingencies, to provide the  
57 following:

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59 1) \$400,000 to IMPACT 2-1-1, a community based resource and referral  
60 source, for the creation of 12.2 FTE to increase the number of direct service  
61 call staff to handle the additional calls and provide additional information  
62 as well as screening for Milwaukee County residents.

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64 2) \$500,000 to Covering Kids and Families of Wisconsin, a member of the  
65 Milwaukee Health Care Partnership and Milwaukee Enrollment Network, to  
66 provide a two-tier community-wide Health Insurance Outreach and  
67 Education effort. The funding shall be used to train workers and volunteers  
68 to: 1) respond appropriately, 2) creating and maintaining an up-to-date  
69 directory of services, 3) planning and implementing an effective  
70 educational outreach to encourage residents to seek out options.

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72 3) \$240,000 to Community Health Access Program (CHAP) to meet  
73 enrollment needs in Milwaukee County. The funding shall be used  
74 increase the number of enrollment assisters/Certified Application  
75 Counselors (CACs) and expand the capacity of the program. CACs may be  
76 deployed in County agencies or in other private organizations that assist  
77 County clients with enrollment in Medicaid or private coverage.

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81 BE IT FURTHER RESOLVED, that the Office of the Comptroller and  
82 Department of Administrative Services, working in conjunction with the  
83 Department of Health and Human Services, shall develop accountability,  
84 oversight and regular reporting requirements that shall be included in the scope

85 of services agreements with the organizations prior to the release of the funds;  
86 and

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88 BE IT FURTHER RESOLVED, upon completion of the enrollment project,  
89 each of the aforementioned organizations shall be required to provide as soon as  
90 practicable a detailed report on how the funds were spent and the efficacy in  
91 meeting program goals.