



# 2018 Wisconsin Enrollment Conference

**Tuesday, October 2**

## ***Introductions, Welcome, Review of OE5 and Look ahead to OE6***

- Donna Friedsam, Covering Wisconsin
- Eric Borgerding, Wisconsin Hospital Association
- Erin Hemlin, Young Invincibles
- Lisa Olson, Wisconsin Primary Health Care Association

## ***Lunchtime session: Impact of Administrative Changes on Health Coverage in WI***

- Adam VanSpankeren, Covering Wisconsin
- Jennifer Stegall, Office of the Commissioner of Insurance

## **Breakouts**

### ***A. Helping Consumers Navigate Coverage Changes***

- Allison Espeseth, Covering Wisconsin
- Todd Catlin, Transition Health Services
- Lourdes Godinez, Centro Hispano
- Adam VanSpankeren, Covering Wisconsin

Join Covering Wisconsin Navigators, licensed insurance agents, and other assisters in a discussion about new administrative and policy changes and what they mean for Wisconsin consumers. The session will focus on how to discuss those changes with consumers, as well as other concerns faced by the public as we move into Open Enrollment 6 and the 2019 coverage year.

### ***B. Wrap-Around Health Insurance Options: VA and Indian Health Services***

- Kim Mueller Turner, Covering Wisconsin
- Nik Duke, Covering Wisconsin
- Tony Dargiewicz, William S. Middleton Memorial Veterans Hospital

Native American tribal members and the Affordable Care Act. This Session will focus on the options and benefits available to Native American Tribal Members when getting health care coverage through the Affordable Care Act. We will take a targeted look at who qualifies for Native American Specific benefits, and the cost of plans offered. We will also go into detail on what services are covered and who to contact for further questions that arise.

## **Breakouts**

### ***A. What's in your Toolbox?***

- Julia Garvey, Partnership Community Health Center
- Katie Marquardt, JMS Brokerage
- Wylita Weise, Lake Superior Community Health Center

Experienced enrollment assisters share their tried and true resources; written materials, partner resources and effective verbal communication skills to help YOU enroll with confidence and clarity and help APPLICANTS increase health insurance/healthcare literacy. Julia will share her enrollment "flip chart of wonders", Wylita will share tips and tricks for managing a one person enrollment department efficiently, and Katie will demonstrate how she teaches the concept of utilizing a Health Savings Account. Participants will leave with tools for appointment preparation and flow, a wealth of resources, and a plan for a successful OE6!

### ***B. Common Escalations and Appeals***

- Colleen Harryman, Covering Wisconsin
- Kara Ponti, Dane County Human Services
- Kathie Duschene, Covering Wisconsin
- Shelly Fox, Disability Rights Wisconsin

Please join our knowledgeable panel to learn best practices for the often-tricky issues of appeals, escalations, and gap filling for your consumers, clients, and patients. Each panelist will address their area of expertise followed by a

question and answer session to get your questions addressed. Got tips of your own? Come share them with your fellow assisters!

---

#### ***The Right Fit: Helping Consumers Navigate the Plan Selection Process***

- Lisa Olson, Wisconsin Primary Health Care Association
- Dave Chandrasekaran, Healthcare Consultant

This training will strengthen enrollment assisters' understanding of private insurance and provide best practices for supporting consumers in the plan selection process. The presentation includes an in-depth overview of Qualified Health Plans (QHPs), guidance on how to talk to consumers about complicated insurance terms, and the latest trends in QHPs offered in the Marketplace. Additionally, it will highlight innovative strategies for helping consumers identify their priorities and find the plan that best meets their needs. The session concludes with a live, step-by-step demonstration on how these strategies can be applied when comparing plans on Healthcare.gov, featuring sample consumer scenarios and actual Marketplace plans from across your state. Ample time will be provided for Q&A.

**Wednesday, October 3**

#### ***Pre-Licensing: Wisconsin Insurance Laws***

- Julie Walsh, Office of the Commissioner of Insurance

---

#### ***Qualified Health Plan Executive Panel***

- Donna Friedsam, Covering Wisconsin
- Cathy Mahaffey, Common Ground Healthcare Cooperative
- Greg Skemp, Quartz
- Mitchell Soetenga, SSM Health Dean Medical Group

The Qualified Health Plan Panel will feature three executives, representing Common Ground, Quartz and SSM Health Dean Medical Group, who will answer seven questions focused on relevant topics regarding open enrollment #5. Executives will discuss how they will be addressing changes in the Affordable Care Act for 2019 and what they would recommend changing in the Affordable Care Act moving forward. As time allows, panel members will also answer questions from the conference participants.

---

#### **Breakouts**

##### ***A. Assisting Displaced Workers***

- Denise Ewing Decker, Covering Wisconsin
- Gesina Mentink, Wisconsin Department of Workforce Development

This panel will focus on 2 aspects of what a 'Rapid Response' team provides to displace employees. Since they have or will lose their employment Gesina Mentink, Program Administrator Section Manager with the Bureau of Workforce Training at the Department of Workforce Development will discuss what services are provided to this group of individuals. (Resume creation, information on unemployment benefits, and support to encourage new employment opportunities post job loss. Denise Ewing Decker, Navigator with Covering Wisconsin will talk about the options available to address the loss of health insurance when employment has ended.

---

##### ***B. Assisting Persons with Limited English Proficiency (LEP): Working with, Not Against, Challenges Associated with Language-Based Communication Barriers***

- Stephanie Severs, Covering Wisconsin
- Dominic James Ledesma Perzichilli, Language Access Consulting+Solutions, LLC

Managing the need for multilingual communication can present a number of complex and dynamic challenges for public-serving organizations of any size. While translating documents and providing interpreters are important for bridging communication gaps between professionals and consumers, they are not the only factors professionals must consider when working to meet this critical need. This presentation will focus on how professionals, and their respective organizations, can improve services they offer to persons who are limited in their ability to read, write, speak, or comprehend the English language. The presenter will provide an overview of language access, as both a matter of federal policy and organizational practice, as well as discuss specific strategies and techniques to help mitigate language-based communication barriers in context. Participants will come away from this session with a clearer understanding of how to manage these types of constraints and to do so in a manner that does not compromise a commitment to equitable, inclusive, and consumer-centered services.

---

#### **Breakouts**

##### ***A. Options for those who are uninsured, underinsured, or transferring between care***

- Kelli Rush, Covering Wisconsin

- Tina Chang, Progressive Community Health Centers
- Beth Thorson, Bread of Healing Free Clinic and The Free Charitable Clinic Collaboration
- Cheryl Miller, Aurora Health Care

Unfortunately, health insurance is not a one size fits all and not all coverage is created equal. This session will focus on how to connect populations who may not be eligible for Medicaid, may be transitioning between insurers, ineligible for any type of coverage, or individuals who missed open enrollment. The speakers today will provide an overview of other options for consumers or patients who may fit this description. Three presenters will discuss what options are available these include resources offered at a federally qualified health center, a free clinic, and a major healthcare organization. Those attending this session should leave with a better understanding of what services and programs are available and how to assist individuals who cannot apply for the Marketplace or Medicaid.

---

#### ***B. Health Insurance Transitions: Recently Released from Incarceration***

- Nik Duke, Covering Wisconsin
- Ana Montoya, Beloit Area Community Health Center
- Mollie Gill, Beloit Area Community Health Center
- Lars Brown, Wisconsin Department of Corrections

This sessions will focus on the resources available for individuals that are released from incarceration and do not have access to job based health care. The session will give tips and tricks on working with the recently released population, and give a timeline of when individuals should start thinking about their health care needs after release. Speakers will use direct experience working with recently released to share what works.

---

#### ***Trauma Informed Principles and Practice Around Enrollment***

- Caroline Gomez-Tom, Covering Wisconsin
- Dimitri Topitzes, UW-Milwaukee
- Trish Sarvela, Partnership Community Health Center

The speakers of this session will provide a shared definition of trauma along with a framework for understanding the effects of trauma exposure. They will also articulate trauma-informed service principles and practical ways to help consumers enroll in and understand health insurance and access care to benefit their well-being.

---

#### ***Helping Wisconsin Residents Connect to Enrollment Assistors***

- Adam VanSpankeren, Covering Wisconsin
  - Erin Hemlin, Young Invincibles
-