



2018 Wisconsin Enrollment Conference

Pre-Licensing: Medicaid Policy, Part 1

Presenter: Autumn Arnold

Description:

Medicaid Policy Part 1 will review program basics on how to apply for Wisconsin's Health Care Programs. The material will also provide guidance on eligibility for BadgerCare Plus and Medicaid for the Elderly, Blind, or Disabled. The purpose of this training is to provide Navigators, Certified Application Counselors (CACs), partners, agents, and brokers with the basic understanding of Wisconsin's health care coverage, bridging the gap for Wisconsin residents. Part 1 will encourage best practices when using Access.wi.gov and next steps in the application process. These next steps could include, but is not limited to verification, data exchanges, notice of decision, and fair hearings.

Pre-Licensing: Medicaid Policy Part 2

Presenter: Autumn Arnold

Description:

Medicaid Policy Part 2 is a continuation of Part 1 addressing various topics, such as covered services and cost-sharing. Part 2 will also cover the renewal process, resources for members and partners, financial rules on income, and sub-programs like SSI-Related Medicaid. There will be a series of knowledge check questions at the end to review.

Health Insurance Literacy: Hands on document creation and modification

Presenter: Stephanie Severs

Description:

Do you want to improve your ability to reach audiences who have low literacy skills or who are hard to motivate?

This 2-hour workshop will give you tips and structured practice in creating effective documents that describe, and explain health insurance to fit the needs of all audiences, and motivate them to take action.

Specifically, we will address:

- Plain language techniques
- Document organization and using page layout as a communication tool
- Language and design elements that engage and motivate action
- Design strategies: font size and type, margins, paragraph size, white space, and image selection

Feel free to bring your current project to practice with and get feedback on.