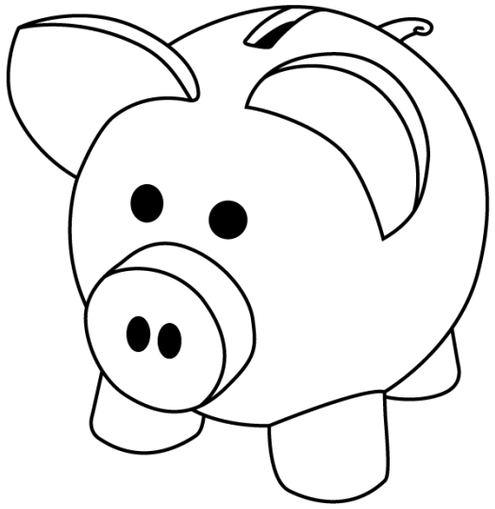
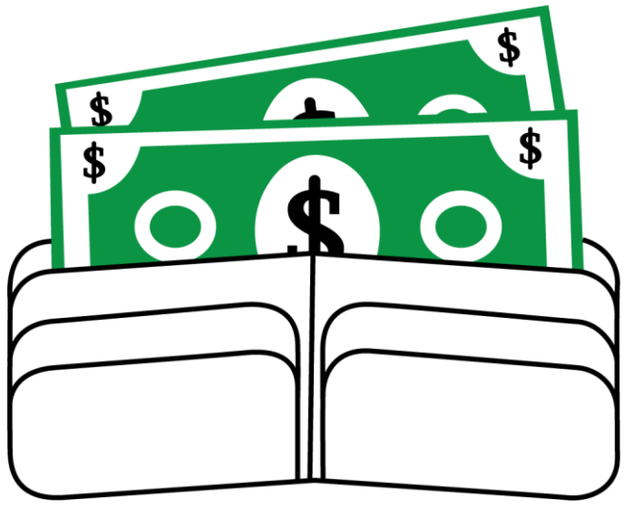
Make the Money Follow You: Diversifying Funding Models to Support Consumer Assistance





covering Wisconsin

Connect to Care, Engage in Health

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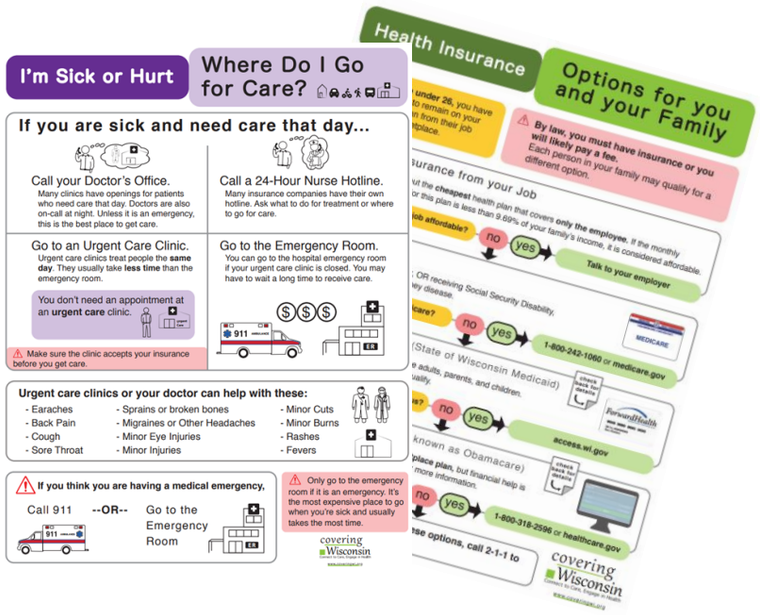
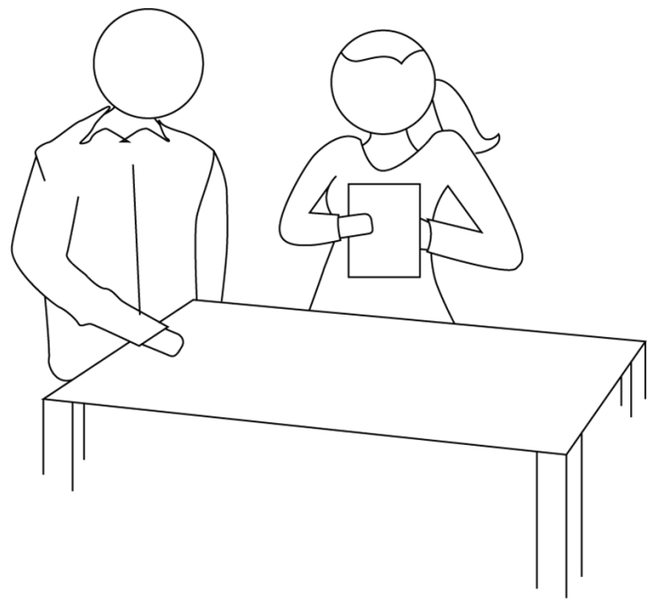
covering Wisconsin
Connect to Care, Engage in Health

MKEN Milwaukee Enrollment Network
Connecting Milwaukee to Health Care Coverage

Covering Wisconsin (CWI)

- Offices at UW-Madison and in Milwaukee at Community Advocates
- Since 2003, provide education and assistance with programs that support health
- Navigator entity since 2014 to provide free, in-person health insurance application assistance
- Develop materials and train professionals on health insurance literacy topics



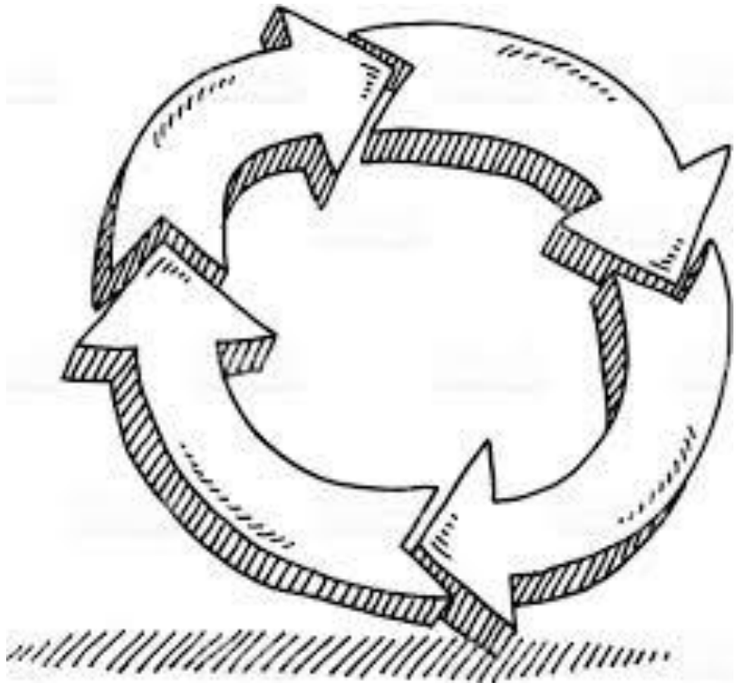


Key Take-Aways

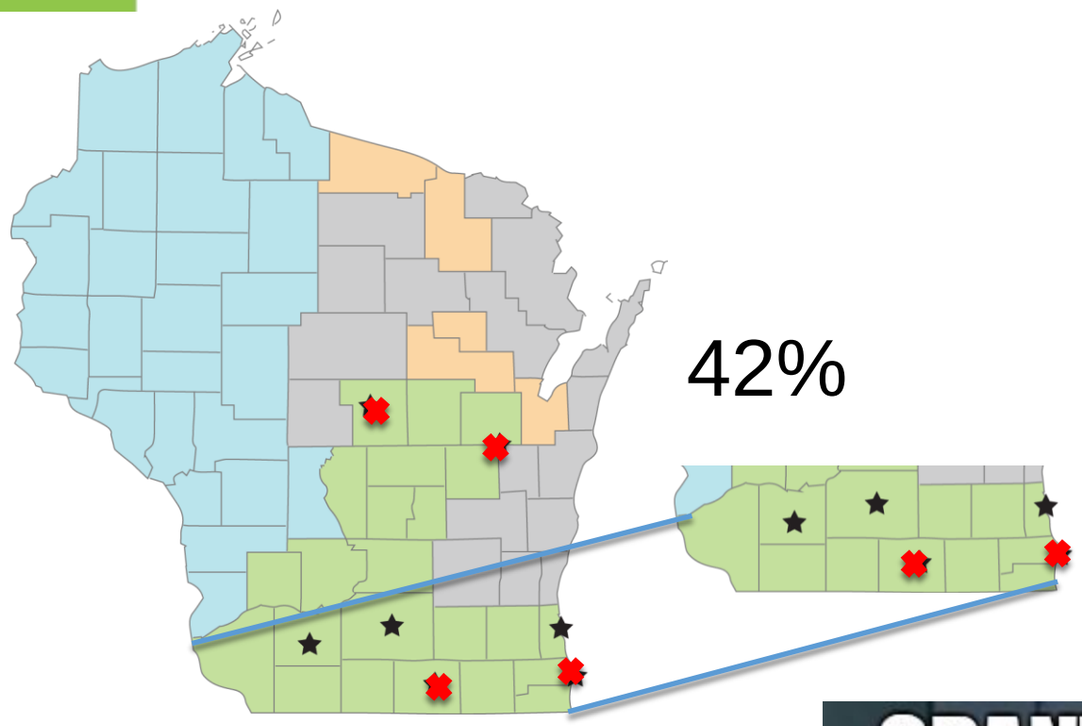
1. Build **longstanding** relationships with people and organizations who support your work (and your work supports their work)

2. Practice asking for money

3. Consider all funding options



Problem(s)



42%

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Navigators
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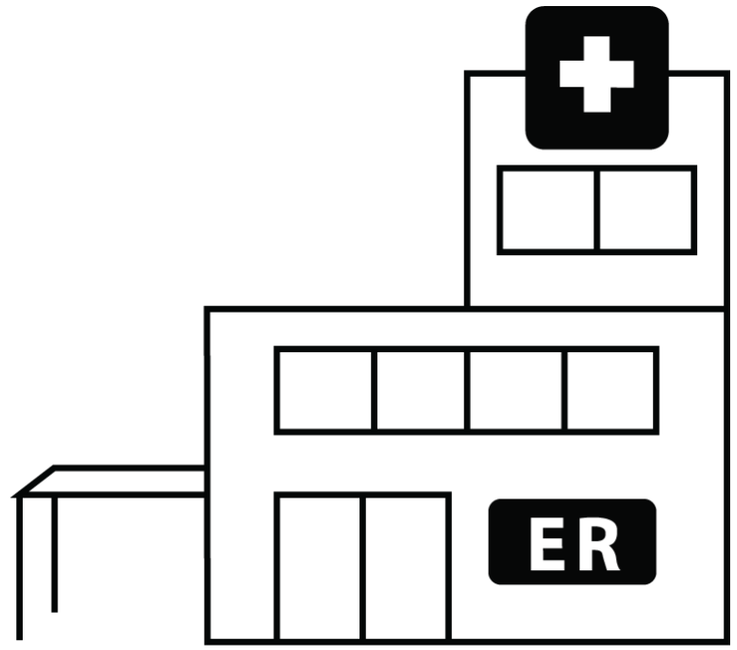
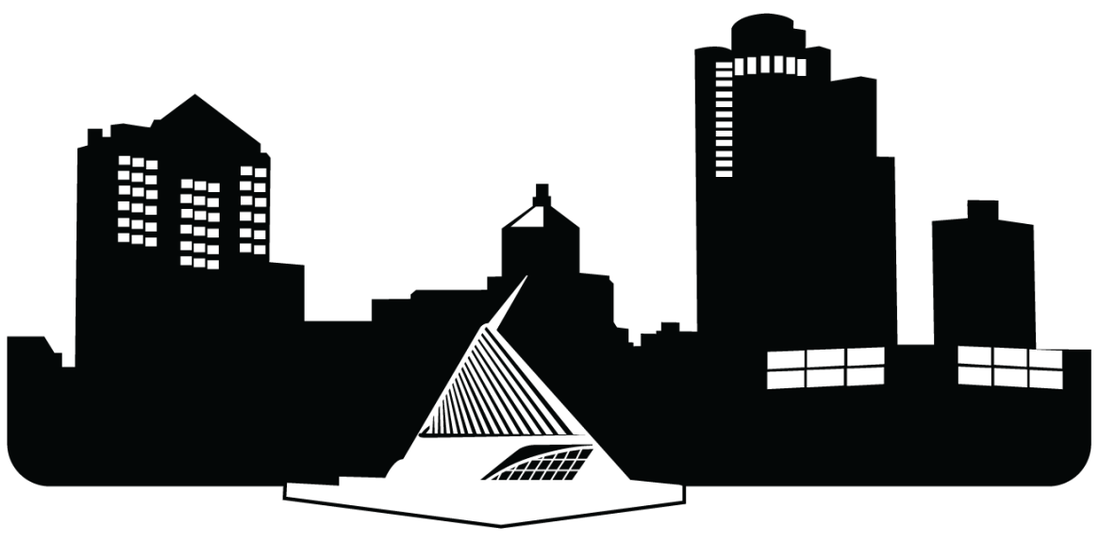
New phone who dis?

Finding Money – who supports our work?

- Health Systems
- Health Plans
- Community Organizations
- Local Officials/Government



Who are our champions?



Finding More Money… WIDHS relationship

A story about an relationship:

Relationships Make Our Work Possible

Results

- With the support from the City of Madison, Dane County, and Milwaukee Healthcare Partnership we were able to maintain our 12-county Navigator service area at almost full capacity through June 2018.

- With anticipated federal match dollars through our WIDHS relationship we will be able to maintain our full Navigator capacity through September 2018.

- We have confirmed commitment with partners in our service area for the need of our role serving consumers and providing expertise related to access and understanding of health insurance...

Stay tuned!