

**CAROLINE B. GOMEZ-TOM, MSW**  
3628 S. 15<sup>th</sup> Place, Milwaukee, WI 53221  
(414) 870-4999 – cbgomeztom@gmail.com

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## **SKILLS IN LEADERSHIP, PARTNERSHIP BUILDING, AND PROGRAM COORDINATION**

### ***LEADERSHIP:***

- Develop and direct a community-wide work plan involving 631 community partners in Milwaukee County for health insurance access and coverage that includes enrollment assister training and capacity, outreach and education strategies, enrollment events and awareness, and overall evaluation of the network's effectiveness.
- Lead the federally-funded Navigator program, a four-year, multi-million-dollar contract with the Centers for Medicare and Medicaid Services.
- Manage 22 trained Navigators and Certified Application Counselors serving Wisconsin to provide enrollment assistance, education, and outreach for the Health Insurance Marketplace and BadgerCare Plus, Wisconsin's Medicaid program.

### ***PROGRAM COORDINATION:***

- Produce and disseminate content related to BadgerCare Plus and the Affordable Care Act (ACA) to community partners, organizations, and consumers in all Wisconsin counties through in-person presentations, webinars, teleconferences, social media, blogs, and online resources.
- Provide technical assistance, outreach support, trainings, and materials to 136 enrollment assisters in Milwaukee County to allow them to assist individuals and families enrolling in health insurance coverage.

### ***COMMUNITY AND PARTNER DEVELOPMENT:***

- Coordinated 855 culturally-appropriate community trainings and enrollment events for underrepresented, uninsured populations during the last three open enrollment periods.
- Disseminate regular communication to stakeholders from 152 organizations to coordinate targeted, culturally appropriate healthcare outreach to their constituents.
- Collaborate with local, state, and federal government offices to host events and press conferences, share information, and support initiatives to reduce the uninsured rate in Wisconsin.

## **WORK EXPERIENCE**

**Program Manager**, Milwaukee Enrollment Network, Milwaukee, WI.

*April 2016 - Present*

**Navigator Program Manager**, Covering Wisconsin, Milwaukee, WI.

*September 2015 - Present*

**Outreach Specialist**, Covering Wisconsin, Madison and Milwaukee, WI.

*February 2011 - September 2015*

## **EDUCATION**

**Master of Social Work**

University of Wisconsin – Madison

*Concentration: Children, Youth, and Families, with an emphasis in social policy*

*Arthur Miles Scholarship Recipient (merit-based)*

**Bachelor of Arts**

University of Wisconsin – Madison

*Double major: Social Work (BSW) and Political Science*

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**AWARDS/RECOGNITIONS**

**40 Under 40 Leaders in Health Award Recipient**, National Minority Quality Forum, March 2016

**Friend of WEAFCFS Award Recipient**, Wisconsin Extension Association of Family and Consumer Sciences, March 2016

**White House Healthy Community Challenge Winner**, Program Manager for Covering Wisconsin Navigator Grant during challenge year where Milwaukee competed with cities around the country and won a visit from President Barack Obama for greatest increase in health insurance enrollments during the third open enrollment period (November 1, 2015 – January 31, 2016), March 2016

**AFFILIATIONS AND EXPERIENCES OF PERSONAL INTEREST**

- Board Member, Minority Health Advisory Member, Wisconsin Department of Health Services, Public Health, March 2018 to Present
- Board Member, Board of Visitors, School of Social Work, UW-Madison, October 2017 to Present
- Board Member, Children's Health Alliance of Wisconsin, June 2016 to Present
- Board Member, Milwaukee Choristers, August 2015 to Present
- Chair, Milwaukee Latino Health Coalition Steering Committee, May 2017 to Present
- Selected by Mayor Tom Barrett to serve on the City of Milwaukee Health Department Health Commissioner Search Committee, April 2018
- Member, TEMPO Milwaukee's Emerging Women Leaders, January 2019 to Present

**SKILLS**

Community Organizing  
Community Outreach  
Cultural Competency  
Customer Service

Grant Writing  
Leadership  
Program Development  
Public Policy

Public Speaking  
Social Services  
Spanish – Bilingual  
Training