

**GRANT ANALYSIS FORM  
OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS**

Department/Division: **Health Department**

Contact Person & Phone No: **Sherida Strong-Rimmer, 414-286-6629**

**Category of Request**

- New Grant**
- Grant Continuation**
- Change in Previously Approved Grant**

**Previous Council File No.** 181192

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**Project/Program Title:** Medical Assistance Outreach ForwardHealth Grant

**Grantor Agency:** State of Wisconsin Dept of Health Services

**Grant Application Date:**

**Anticipated Award Date:** January 1, 2020

**Please provide the following information:**

**1. Description of Grant Project/Program (Include Target Locations and Populations):**

The purpose of this funding is to continue support for the City of Milwaukee Health Department (MHD) Community Healthcare Access Program (CHAP), formerly the Medical Assistance Outreach Program. DHS funding in 2010 assured program staffing to improve access to and utilization of primary and preventive health care for low income individuals eligible for expanded BadgerCare Plus program services. CHAP has been successful by intensifying efforts in community outreach to high-risk populations, especially pregnant women, and partnering with new community-based organizations and consumers.

**2. Relationship to City-wide Strategic Goals and Departmental Objectives:** The CHAP program continues to build on its successful approach to establishing community partnerships to engage clients where they are in the community. CHAP continues its efforts to coordinate with other organizations that conduct outreach and enrollment services in the Milwaukee area to ensure a maximum impact and geographic access/coverage. CHAP helps Milwaukee's uninsured, low-income populations get enrolled in BadgerCare Plus, the Federally Facilitated Marketplace and other benefit programs such as Food Share, Childcare, Family Planning Only Services and Elderly, Blind and Disabled Medicaid. This allows clients to access health insurance so they can attend regular, preventive doctor visits, have more consistent prenatal care, receive comprehensive reproductive health services and decrease their emergency room visits, along with improve overall quality of life.

**3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):**

Enrollment in benefit programs and health insurance is greatly improved through community-based outreach and application assistance. MHD staff assists clients with completing online applications and renewals, facilitating necessary documentation electronically and serve to answer questions and troubleshoot problems after initial applications and renewals are sent. Assuring clients have healthcare coverage will decrease the burden on MHD services currently provided to uninsured residents and increase MHD's ability to bill for services provided to our clients.

**4. Results Measurement/Progress Report (Applies only to Programs):** The overall goal of this program is to reduce the number of uninsured individuals in Milwaukee. It also aims to increase the number of insured individuals who are eligible for BadgerCare Plus by utilizing targeted outreach and education activities in the City of Milwaukee.

In 2020, CHAP will:

- Complete 2,000 BadgerCare applications
- Complete 1,000 online renewals
- Complete 3,000 technical assists

This will be done by continuing to developing new community partnerships, fully onboarding new staff, new outreach strategies and materials, and changes made to the online enrollment platform that will provide faster benefit determinations.

**5. Grant Period, Timetable and Program Phase-out Plan:**

January 1, 2020 – December 31, 2020

**6. Provide a List of Subgrantees:**

N/A

**7. If Possible, Complete Grant Budget Form and Attach.**  
See Attached Budget