

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

PROFESSIONAL HISTORY

Enrollment Network and Accessibility Manager, Covering Wisconsin, Milwaukee, WI, *March 2022 to Present*

- Build and manage nine enrollment networks across the state of Wisconsin to prepare for the end of the public health emergency and the need for 1.5 million people to renew or reapply for the state's Medicaid program for the first time in over two years. These networks help support partner collaboration in enrollment assister capacity building, strategic outreach planning, and culturally- and locally-relevant messaging creation and promotion.

Licensed Health Insurance Navigator/Certified Application Counselor, Covering Wisconsin, Milwaukee, WI, *October 2013 to Present*

Director of Patient and Community Engagement, Sixteenth Street Community Health Centers, Milwaukee, WI, *August 2019 to November 2021*

- Implemented the COVID-19 safety and vaccine outreach campaigns for the Latinx community in Milwaukee and Waukesha counties, reaching tens of thousands of individuals, families, and small businesses with culturally relevant, bilingual information to protect them during the pandemic.
- Evaluated outreach strategies by hosting community focus groups to obtain feedback about COVID-19 safety resources and devise the best approaches to get the community vaccinated.
- Maintained expertise and presented on issues impacting the Latinx community including immigration policies, health coverage eligibility, health equity, and community dynamics.
- Organized and facilitated communication between community members, staff, and patients, with organizational and community leaders to identify community-driven solutions for ongoing issues.

Program Manager, Milwaukee Enrollment Network, Milwaukee, WI, *April 2016 to July 2019*

- Developed and directed a community-wide work plan involving 631 community partners in Milwaukee County for health insurance access and coverage that included enrollment assister training and capacity, outreach and education strategies, enrollment events and awareness, and overall evaluation of the network's effectiveness.
- Served as the Chair of the Milwaukee Latino Health Coalition and provided leadership and structure by identifying a strong convening agency, increasing membership, and hosting regular activities to promote Latinx health and wellbeing.
- Provided technical assistance, outreach support, trainings, and materials to 136 enrollment assisters in Milwaukee County that supported them in helping individuals and families sign up for health insurance coverage.
- Disseminated regular communication to stakeholders from 152 organizations to coordinate targeted, culturally-appropriate healthcare outreach to their constituents.

Navigator Program Manager, Covering Wisconsin, Milwaukee, WI, *September 2015 to July 2019*

- Operated the federally funded Navigator program in Wisconsin for four years, which is a multimillion-dollar contract with the Centers for Medicare and Medicaid Services.
- Managed 22 trained Navigators and Certified Application Counselors who served Wisconsin by working to reduce disparities and improve access to enrollment assistance, education, and outreach for the Health Insurance Marketplace and BadgerCare Plus, Wisconsin's Medicaid program.
- During three open enrollment periods, coordinated more than 855 culturally appropriate community trainings and enrollment events for communities that are commonly underrepresented and uninsured.

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- Collaborated 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.

Outreach Specialist, Covering Wisconsin, Madison and Milwaukee, WI, *February 2011 to September 2015*

- Produced and disseminated 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.

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*

AWARDS/RECOGNITIONS

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

Friend of WEAFCS 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*

Selected by Mayor Tom Barrett to serve on the City of Milwaukee Health Department Health Commissioner Search Committee as a recognized expert in community health and a leader in the Milwaukee Latinx community (April 2018 and December 2020).

AFFILIATIONS AND EXPERIENCES OF PERSONAL INTEREST

City of Milwaukee Board of Health, Board Member, *August 2019 to Present*

- Vice President, *August 2019 to July 2020*
- Interim President, *August 2020 to September 2020*

Minority Health Advisory Council, Wisconsin Department of Health Services, Public Health, Board Member, *March 2018 to Present*

Board of Visitors, School of Social Work, UW-Madison, Board Member, *October 2017 to Present*

Children's Health Alliance of Wisconsin, Advisory Board Member, *June 2016 to Present*

Kids Forward, Board Member, *May 2019 to Present*

New Leaders Council Wisconsin, Advisory Board Member, *June 2021 to Present*

TEMPO Milwaukee's Emerging Women Leaders, Member, *January 2019 to Present*

Milwaukee Latino Health Coalition, Member, *January 2014 to Present*

- Chair, *May 2017 to July 2019*
- Executive Committee Member, *May 2017 to November 2021*

Forward 48, Forward 48 Inaugural Cohort Member and Graduate, *Winter 2020*

Milwaukee Choristers, Board Member, *August 2015 to July 2019*

SKILLS

Bilingual – Spanish, Proficient in reading, writing, and speaking