

GRANT ANALYSIS FORM

OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: Health Department

Contact Person & Phone No: Family and Community Health Director Rosamaria Martinez x6629

Category of Request

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

Previous Council File No. 231074

Previous Council File No.

Project/Program Title: Medical Assistance (MA) Outreach Forward Health Grant

Grantor Agency: State of Wisconsin Dept of Health Services (DHS)

Grant Application Date: N/A

Anticipated Award Date: January 1, 2025

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.

According to our MKE Elevate 2023-2028 Priorities and Goals the overarching priority is around Racism and Health Equity. Data continues to show that there are blaring racial disparities in healthcare quality and access in our community. The CHAP program is built to be a gap closing entity in the community, specifically because large percentages of BIPOC populations are under or uninsured and do not seek preventative health cares resulting in increased utilization of emergency medical cares and a lack of timely diagnosis of pre-existing medical conditions. Moreover, systemic racism has plagued people of color's ability to have equitable access to benefits and care and has created an overall distrust in governmental and healthcare systems. CHAP provides services to the public with integrity and inclusion and they are trained to provide quality customer service and offer full range of health education and resources.

The CHAP program continues to strengthen its successful approach by fostering community partnerships that engage clients directly where they live. It actively coordinates with other organizations offering outreach and enrollment services in Milwaukee to maximize impact and ensure broad geographic access. CHAP assists uninsured, low-income residents in enrolling in programs like BadgerCare Plus, the Federally Facilitated Marketplace, and additional benefit programs such as Food Share, Childcare, Family Planning Only Services, and Medicaid for the Elderly, Blind, and Disabled. This support enables clients to obtain health insurance, facilitating regular preventive visits, consistent prenatal care, comprehensive reproductive health services, and reducing emergency room visits, ultimately enhancing their 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 assist clients with completing online applications and renewals, facilitating necessary documentation electronically and serves the community by answering questions and troubleshooting 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. Additionally, CHAP assesses for other surrounding needs of their clients and provides direct referrals/resources wherever possible; creating a "one stop shop" in MHD for the public.

4. Results Measurement/Progress Report (Applies only to Programs): The primary objective of this program is to reduce the number of uninsured individuals in Milwaukee, while simultaneously increasing the enrollment of eligible individuals in BadgerCare Plus (BC+). This will be accomplished through targeted outreach and educational activities aimed at the community.

In 2025, CHAP will (minimally):

- Complete 400 Badger Care Plus (BC+) Online applications.
- Complete 600 online renewals.

- Complete 2,000 technical assists.

CHAP will continue to foster relationships with local organizations, healthcare providers, and community leaders to expand outreach efforts and improve resource sharing. New staff members will be fully integrated into the program with comprehensive training focused on outreach strategies, technical assistance protocols, and the specifics of the BadgerCare Plus program. The program will implement innovative outreach strategies, including social media campaigns, community events, and informational workshops, to effectively engage with the target population. Materials will be designed to be culturally relevant and accessible to diverse community members.

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

January 1, 2025 – December 31, 2025

6. Provide a List of Subgrantees:

N/A

7. If Possible, Complete Grant Budget Form and Attach.

See Attached Budget