

PROJECT ABSTRACT – CONNECTING KIDS TO COVERAGE OUTREACH AND ENROLLMENT GRANT

Project Title: Community Healthcare Access Program (CHAP)

Statement of Area of Focus: Targeted Enrollment Strategies

The City of Milwaukee Health Department Community Healthcare Access Program (CHAP) will execute targeted enrollment strategies to streamline health coverage enrollment for children and individuals participating in other public benefit programs and low-income community services.

Project Goals: Our goal will be to establish relationships with at least 10 community-based organizations or service agencies over the two year period that will allow for 8,000 children to be enrolled in Medicaid or CHIP and at the same time allowing the caregiver or guardian to enroll in Medicaid or Medicare services, SNAP, and/or other services offered by the host organization or agency. CHAP will also be prepared to assist the nearly 26,000 people in Milwaukee who will have to transition out of Medicaid and into the new healthcare marketplace to access and understand their healthcare coverage options.

Total 2-year Budget: \$998,064

Project Description: This project will use funds to hire, train and equip 5 new Health Access Assistants (HAA) who will utilize our already successful method of mobile wireless-based enrollment strategies to reach individuals, specifically those with children, at community-based locations where they may already be accessing other benefit services or programs. A Project Assistant will be hired to identify potential partner agencies or organizations, with a particular focus on those that serve families, in which to develop MOUs with in order to access their clientele and provide a better, more streamlined, experience of benefit enrollment for families.