

**Wisconsin Covering Kids Initiative
Quarterly Status Report**

**Project Year One
Third Quarter**

State: Wisconsin		Quarter: Second	Project Component: Statewide Project
Activity	Responsible Party	Completion Date	Status
Goal	Work towards solutions to eligibility and enrollment problems faced by families applying for Medicaid/BadgerCare throughout Wisconsin in collaboration with the State officials, county workers, eligible families, providers of health care, community workers, and other stakeholders.		
Objective	Education Director		
Activities			
- Form Statewide Coalition		Sep 1999	Initial solicitations completed by October, although additional members will be sought throughout the course of the project.
- Hold Fall Coalition meeting with focus on project implementation & evaluation		Oct 1999	Meeting was held October 21 st with presentations on project goals and planned interventions, and discussion periods on workgroup action plans and evaluation.
- Form Statewide Coalition workgroups		Oct 1999	Workgroups were formed prior to Oct 21 st meeting and met in breakout sessions at the meeting.
- Hold first round of workgroup conference calls		Dec 1999	Meetings were held of the Outreach, Training & Education, and Data & Evaluation Workgroups.
- Hold second round of workgroup conference calls		Feb 2000	Meetings were held of the Outreach, Training & Education, and Data & Evaluation Workgroups. Additional communications occurred via email and direct phone calls.
- Hold Spring Coalition meeting with emphasis on simplification & coordination policy issues		Mar 2000	Meeting was held March 9 th with presentations on efforts to simplify the Medicaid application process including examination of a prototype two-page application form, discussion of supporting self declaration of income, and removal of depreciation requirements from eligibility rules.
- Hold third round of workgroup conference calls		May 2000	

State: Wisconsin		Quarter: Second		Project Component: Statewide Project
Activity	Responsible Party	Completion Date	Status	
<ul style="list-style-type: none"> - Hold Summer Coalition meeting with emphasis on outreach - Monitor State progress in implementing enrollment process simplification measures - Prepare first year summary report and evaluation - Hold fourth round of workgroup conference calls 		<p>Jun 2000</p> <p>ongoing</p> <p>Aug 2000</p> <p>Sep 2000</p>	<p>In preparation</p> <p>A senior representative from the Division of Health Care Financing in the Medicaid/BadgerCare Program Implementation Section is participating in Covering Kids project meetings and in the Statewide and Milwaukee Coalitions. He provides information and updates on the State's progress in simplification initiatives.</p>	
Goal	Enhance the willingness and capacity of people in contact with uninsured children to inform and assist them in enrolling for free or low-cost health care coverage.			
Objective	Provide regular educational programs for a variety of audiences on eligibility and enrollment for Medicaid, BadgerCare and other health care coverage programs for uninsured children.	Education Director / Trainers		
Activities	<ul style="list-style-type: none"> - Plan training curriculum and materials for overview training programs, and make arrangements for training sessions - Recruit members for Covering Kids network and invite to training programs 		<p>Oct 1999</p> <p>Oct 1999</p>	<p>Training programs have been arranged in five regions of the state for April – June 2000. The training sessions are being coordinated with the Outreach Forums to capitalize on the marketing opportunity afforded by the forums. Training curricula on Medical Assistance and BadgerCare have been developed or revised as needed for the Covering Kids trainings. In each region, two simultaneous trainings have been designed to meet the needs of both health coverage leaders (intermediate to advanced level) and community leaders (introductory level).</p> <p>Invitations to join the Covering Kids network have been distributed through listservs, with good response, and a sign-up form posted on ABC's website. Covering Kids has been featured and people encouraged to participate in training and other information services through displays, presentations,</p>

State: Wisconsin	Quarter: Second		Project Component: Statewide Project
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<ul style="list-style-type: none"> - Hold fall training programs in 5 locations - Hold spring training programs in 5 locations - Hold annual Covering Kids network meeting with practical update sessions - Solicit training and practice needs via email, newsletter, website, and feedback self-mailer response cards - Provide individualized in-depth training for public health departments implementing health benefits counseling program - Conduct targeted outreach to private health care providers to encourage adoption of in-house outreach and enrollment services for children's coverage 		<ul style="list-style-type: none"> Winter 1999 Spring 2000 Jun 2000 ongoing Jan 2000 Oct 1999 	<p>press releases, newsletter articles and ABC's website. Among the audiences reached this quarter are: Maternal & Child Health Coalition members, Head Start and Early Head Start agencies, child care referral agencies, University of Wisconsin Medical School students, support groups for parents of children with special needs, faith community representatives, health care providers and managers, and many others. Direct mailings have been completed in all regions of the State to solicit participation in Spring training events. Enthusiastic responses to training invitation have been received at Outreach Forums.</p> <p>Deferred until Spring to coordinate better with Outreach Forums</p> <p>The first of five training events was successfully held in mid-April. Remaining trainings are planned and registrations are being received.</p> <p>In planning phase.</p> <p>Feedback avenues and instruments are in development. A web-based bulletin board is running and being publicized at Outreach Forums and trainings as an avenue for requesting information and services and networking in general. Response cards have been completed by training attendees to identify areas of Covering Kids in which they wish to remain active participants.</p> <p>Initial contacts with county health departments have been made at Outreach Forums and Trainings. Further events are in the planning phase.</p> <p>Presentations and exhibits completed or scheduled at annual meetings of the Medical Group Management Association and</p>

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<p>programs</p> <p>- Provide individualized in-depth training for private clinics implementing health benefits counseling program</p>		Jan 2000	<p>Association of Hospital Admitting Managers, and at an invitational breakfast for Dane County hospital & clinic executives. Providers have been successfully targeted at Outreach Forums and Training events as well. Dane County provider group has formed to establish health benefits counseling network which will be trained by ABC for Health. A first round of in-depth trainings for this group was completed on April 27. Plans for ongoing training and technical support are in planning phase</p>	
<p>Objective Provide up-to-date information on Covering Kids project activities, current eligibility and enrollment policies for Medicaid, BadgerCare and other insurance programs benefiting children, advocacy and outreach ideas to help enroll children in coverage programs, and updates on any changes in enrollment and eligibility policies.</p> <p>Activities- Set up website area for Covering Kids</p> <p>- Set up secure website area for discussion groups and posting system barriers and outreach ideas</p> <p>- Prepare consumer-oriented fact sheets on financing programs and eligibility / application tips</p> <p>- Prepare monthly update newsletter (print, email & web versions)</p>	Webmaster / Education Director	<p>Oct 1999</p> <p>Nov 1999</p> <p>Jan 2000</p> <p>Jan 2000</p>	<p>Covering Kids area has been established on the ABC website under "Programs". Web-based bulletin board has been set-up and is currently in use. Potentially sensitive areas are password protected. Passwords are distributed once users have been adequately informed of key security and confidentiality issues. Several fact sheets have been updated this quarter on the www.safetyweb.org site, and new consumer-oriented information pieces are in the research phase or are being prepared for mounting on the website. First issue of newsletter completed and distributed in Outreach Forums, Statewide Coalition meetings, and trainings. Initial comments have been received, adjustments made, and the newsletter is set for monthly distribution. A weekly supplementary update is also under development for email</p>	

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- Maintain and add to web content, monitor discussion groups and respond to inquiries concerning website content and use		ongoing	distribution. In progress. Several documents have been uploaded, including meeting minutes and agendas, event notices, and contact information for at the Statewide Coalition workgroups. Requests for inclusion in the Covering Kids network have been received. Website navigation system has been adapted to allow easier access to bulletin board discussion area.	
- Provide health benefits counseling technical assistance to Coalition Members and network members		ongoing	In progress.	
Objective Provide appropriate informational material to community resources that will aid them in assisting individuals with uninsured children.	Education Director / Trainers			
Activities - Prepare prototype of Family Health Access Kit and pre-application screening form for Medicaid/BadgerCare		Oct 1999	Planning document prepared. Parts of preapplication screening form drafted.	
- Solicit comments on Family Health Access Kit from Statewide Coalition and others		Oct 1999	Prototypes were presented to members of both the Outreach and Training & Education workgroups at the Statewide Coalition Meeting in March. Strategies for reducing production costs were explored and a subcommittee to examine multi-cultural design issues was established. One Coalition member offered a personal contact who may be able to offer reduced prices for production of Kit elements.	
- Make recommended changes and produce final version of Family Health Access Kits		Jan 2000	Deferred to Summer 2000 to incorporate new design elements, allow for an adequate testing period, and explore more cost-effective production alternatives.	
- Prepare media kit information components		Oct 1999	Deferred to Year 2 to make use of Year 1 Outreach Forum results and to accommodate new funding sources	

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- Solicit comments on media kit from Statewide Coalition and others		Oct 1999	Deferred to Year 2 to make use of Year 1 Outreach forum and Training results and to accommodate new funding sources	
- Prepare draft brochures in English, Hmong & Spanish on Covering Kids and accessing children's health coverage programs		Oct 1999	Draft brochure in English prepared. Culturally appropriate brochures in Hmong & Spanish are in design & translation stage.	
- Solicit comments on brochures from Statewide Coalition and others		Oct 1999	Brochures will be reviewed by the Training & Education and Outreach workgroups prior to broad distribution.	
- Plan contents & script of promotional video on Health Benefits Counseling		Oct 1999	Initial contents have been outlined, but production has been deferred to Year 2 so that the video may be used to promote Health Benefits Counseling as an extension of skills learned during Year 1 Outreach and Training events. Deferral also permits incorporation of new funding sources	
- Solicit comments on video plan from Statewide Coalition and others		Oct 1999	Plans will be reviewed by the Training & Education and Outreach workgroups prior to production.	
- Finalize all content, produce and distribute at trainings and outreach meetings		Jan 2000	Participants at the Outreach Forums and Training Sessions in Spring 2000 were introduced to existing and planned Covering Kids information resources.	
Goal	Maintain effectiveness and timeliness of project interventions, and evaluate implementation and impact of project.			
Objective	Manage staff and workloads to maintain progress on workplan activities, and ensure collection of information necessary for evaluation of project implementation and impact.	Project Director / Education Director		

State: Wisconsin	Quarter: Second		Project Component: Statewide Project
Activity	Responsible Party	Completion Date	Status
<p>Activities- Maintain communications among project staff and partners through regular meetings</p> <p>- Secure needed staffing for project</p> <p>- Collect encounter data for consultation and assistance services provided to clients and professional callers</p> <p>- Collect training pre- and post- surveys as dictated by the evaluator</p> <p>- Track attendance at all outreach and training events</p> <p>- Track website usage</p> <p>- Maintain file on shared experiences during trainings and regional workshops on outreach ideas and enrollment barriers.</p>		<p>ongoing</p> <p>Jul 1999</p> <p>ongoing</p> <p>ongoing</p> <p>ongoing</p> <p>ongoing</p> <p>ongoing</p>	<p>Meetings of pilot and project staff and the state liaison have been held at least monthly. Statewide Project staff review workplan items at regular weekly staff meetings. A Webmaster and Administrative Assistant were hired in mid-July, and additional support staff secured via work-study students in August.</p> <p>Data collection forms have been implemented which incorporate data elements specific to Covering Kids objectives. Encounter statistics for the first three quarters have been collected but have not yet been evaluated.</p> <p>Evaluations of the first training event has been collected and are currently under analysis.</p> <p>Attendance has been closely tracked at all outreach and training events in order to evaluate project design and incorporate participants into the Covering Kids network. Website usage is being tracked in detail through Urchin software. Additional tracking will be possible once the web-based bulletin board is fully implemented.</p> <p>Enrollment barriers are discussed at weekly case meetings and project-related meetings. Encounter data is also reviewed periodically for evidence of enrollment barriers.</p>
<p>Objective Develop and implement evaluation plan, and analyze data collected to assess project performance and impact.</p> <p>Activities- Prepare evaluation plan</p> <p>- Develop interview instrument and supervise planning for key informant interviews</p> <p>- Conduct baseline key informant interviews</p>	Project Evaluator	<p>Sep 1999</p> <p>Oct 1999</p> <p>Nov 1999</p>	<p>**ABC for Health's Public Information Officer will be on maternity leave until August 2000. As a result, data and evaluation efforts have been delayed.</p> <p>Initial plan completed, but may be revised based on input from Statewide Coalition, project partners, and State Medicaid Bureau. In preparation</p> <p>In planning.</p>

State: Wisconsin		Quarter: Second		Project Component: Statewide Project
Activity	Responsible Party	Completion Date	Status	
- Prepare pre- and post- training assessment surveys - Compile & analyze encounter data from pilots and statewide project, and input provided through network on access barriers - Prepare quarterly reports on client access issues - Obtain baseline and time-interval data from state administrative databases on Medicaid/BadgerCare enrollment, denials and closures		Oct 1999	In preparation.	
		Jan 2000	Encounter statistics for the first three quarters have been collected but have not yet been evaluated.	
		Jan 2000	In preparation	
		Nov 1999	State representatives have agreed to provide detailed and ongoing data to the project from State administrative databases. A specific data request was submitted and discussed with state representatives in December 1999; they are currently preparing the data for transmission to the project.	

State: Wisconsin		Quarter: Second		Project Component: Milwaukee Pilot
Activity	Responsible Party	Completion Date	Status	
Goal	Work towards solutions to eligibility and enrollment problems faced by families applying for Medicaid/ BadgerCare in Milwaukee County in collaboration with County, State, eligible families, providers of health care and community workers.			
Objective	Convene and staff "Milwaukee Pilot Work Group" with diverse representation to work on developing collaborative agenda to address systemic problems.			
Activities	Pilot Director			
- Select core workgroup membership of up to 15 people		Oct 1999	Group convened in August, including representatives of the state Division of Health Care Financing and Department of Workforce Development, Milwaukee County Dept of Human Services, W2 (TANF) agencies, advocates and others.	
- Hold monthly meetings of core workgroup		ongoing	Regular monthly meetings are being held on access issues, enrollment, outreach, and eligibility. Many problems have been discussed and resolved. Also, staff members are participating regularly in the BadgerCare Coordinating Committee, which addresses issues	

State: Wisconsin		Quarter: Second		Project Component: Milwaukee Pilot
Activity	Responsible Party	Completion Date	Status	
<ul style="list-style-type: none"> - Hold larger meetings of 50-100 people as needed to serve as open discussion forums. - Expand representation of workgroup for Year 2. - Report workgroup activities and results at each Statewide Coalition meeting. 		<p>Winter 2000</p> <p>Summer 2000 Oct 1999 Mar, Jun 2000</p>	<p>concerning public policy, outreach and process improvement. Staff work actively on all subcommittees. In addition, staff members participate in HealthWatch, a major collaboration in Milwaukee County for advocates, public health officials, providers and others in dealing with issues of access and quality care for low-income individuals and families. Monthly meetings attract 45 on average.</p> <p>Active participation in the Southeast Regional Outreach Forum offered an opportunity to discuss important issues in a larger forum (~100 people).</p> <p>Activities reported in general presentation to Coalition and more specifically to Simplification and Coordination Workgroup during breakout session at March 9 meeting.</p>	
Goal	Encourage applications by educating community workers and individuals with easy-to-understand information that can be spread by word-of-mouth to members of low-income communities.			
Objective	Train community workers so that they can assist families in accessing enrollment into health care.			
Activities	Educator / Trainer	<p>Oct 1999</p> <p>Nov 1999</p> <p>Oct 1999</p> <p>Winter 2000</p>	<p>Basic materials are regularly refined and updated for training workers at community-based organization and health care providers.</p> <p>Basic materials are regularly refined and updated for general consumer trainings.</p> <p>Fliers are routinely distributed and announcements made regarding training opportunities at HealthWatch meetings, Medicaid training programs sponsored by the Medicaid Enrollment Contractor, and at community organizations.</p> <p>6 training sessions were held during the</p>	
- Provide training sessions to at least 5 sites per				

State: Wisconsin		Quarter: Second		Project Component: Milwaukee Pilot
Activity	Responsible Party	Completion Date	Status	
quarter. - Solicit input on outreach ideas & enrollment barriers and report back to Pilot Workgroup & Statewide Coalition. - Collect quantitative data and participant feedback for project evaluation purposes.		ongoing	quarter at a variety of community locations, reaching an audience of 130. Activities reported in general presentation to Coalition and more specifically to Outreach Workgroup during breakout session at March 9 meeting.	
		ongoing	Evaluations collected at training sessions are being analyzed but indicate a positive response in general.	
Goal Provide easily accessible information upon request about health coverage resources and application procedures and locations.				
Objective Implement and staff Medical Assistance Phone Line (MedLine) to provide basic information	Information Specialist			
Activities - Train Information Specialist on staffing phone line, develop information database, and gather materials and equipment needed for MedLine.		Jul 1999	Staff members trained to receive calls, provider answers to questions and to refer those needing advocacy to other staff persons. Three training sessions held for staff.	
- Market availability of MedLine and Information Center using media contacts, flyers, brochures, and public speaking opportunities.		Aug 1999	Fliers distributed at relevant meetings in community; also alerted hospitals and others who handle health care issues.	
- Provide information and assistance to callers, following up on voicemail messages within 1 working day.		Aug 1999	MedLine established with calls being received by one person, or put into voice mail with a 24-hour return call promised.	
- Obtain contact information from contacts and follow-up 2-4 weeks later to check whether coverage was accessed.		ongoing	In progress. The unit "closed" 136 cases with individual callers during the quarter. Preliminary review of these results indicates a 62% increase relative to the 2 nd quarter results.	
- Report back to Pilot Workgroup & Statewide Coalition on reported enrollment barriers.		ongoing	Enrollment barriers reported during March 9 Statewide Coalition meeting in the Simplification & Coordination Workgroup	
- Collect quantitative data and participant feedback for project evaluation purposes.		ongoing	Database created to track calls, issues and problems to share with policymakers.	
Objective Create Community Education and Information Center to house information resources, both online and printed, on health care coverage and access topics.				

State: Wisconsin		Quarter: Second		Project Component: Milwaukee Pilot
Activity		Responsible Party	Completion Date	Status
Activities - Gather information materials in cooperation with ABC for Health and other resources, adapt information database for use by public. - Market availability of Information Center using media contacts, flyers, brochures, and public speaking opportunities. - Assist individuals using the Information Center. - Collect quantitative data and user feedback for project evaluation purposes.			Dec 1999 Jan 2000 Jan 2000 Jan 2000	A resource library is currently being developed. The Health Care Resource Guide has been revised and distributed to agencies The Health Care Resource Guide has been publicized at a number of meetings attended by pilot staff. In progress In progress

State: Wisconsin		Quarter: Second		Project Component: North Central Pilot
Activity		Responsible Party	Completion Date	Status
Goal Work towards solutions to eligibility and enrollment problems faced by families applying for Medicaid/BadgerCare in North Central Pilot region in collaboration with County, State, eligible families, providers of health care and community workers.				
Objective Convene and staff "North Central Pilot Work Group" with diverse representation to work on developing collaborative agenda to address systemic problems.		Pilot Director, Health Benefits Coordinator	Sep 1999 Oct 1999, ongoing	A meeting was held in November 1999 with Economic Support Supervisors from Price, Marathon, Wood, Clark, Taylor, and Rusk Counties, along with representatives from Wisconsin Primary Health Care Association and Automated Health Systems. Wood County Coalition held its first meeting on 2/3/00 with 10 people representing 6 community-based organizations in attendance. Enrollment and eligibility barriers and outreach methods were discussed. A second meeting was held on 3/21/00 with 11
Activities - Select core workgroup membership of up to 20 people. - Hold meetings of core workgroup.				

State: Wisconsin		Quarter: Second		Project Component: North Central Pilot
Activity	Responsible Party	Completion Date	Status	
- Report workgroup activities and results at each Statewide Coalition meeting.		Oct 1999, Mar, Jun 2000	<p>people from 7 different organizations present. There are a total of 8 organizations and 20 individuals participating in the Wood County effort. Several participants have agreed to present in future training sessions that will be scheduled in near future. Referrals are being made by coalition members for children with health coverage needs-more difficult cases involving children w/special needs or legal guardian issues.</p> <p>Clark County Coalition will meet 5/3/00, Rusk County tentative date for 5/17/00, and Marathon County is scheduled for 6/00.</p> <p>Enrollment barriers were reported in general presentation to Coalition and more specifically to Simplification and Coordination Workgroup during breakout session at March 9 meeting.</p>	
Goal	Continually educate Marshfield Clinic System Patient Assistance Center staff and community resources on Medicaid, BadgerCare and other various health care coverage programs for uninsured children.			
Objective	Provide multiple training sessions per year per county			
Activities	Health Benefits Coordinator	Oct 1999 Winter 2000, and ongoing	<p>Met with ABC for Health and other pilot project staff in July to review training plans. Training held Oct 14 at Marshfield Senior High for teenage mothers regarding Medicaid / BadgerCare enrollment; elicited feedback on major barriers to enrollment (primarily child support enforcement); established contact person and support for future presentations throughout Marshfield School system.</p> <p>Additional informational session was held on 3/14/00 at Marshfield Senior High for teenage mothers regarding Healthy Start and BadgerCare programs. Child support</p>	

State: Wisconsin	Quarter: Second		Project Component: North Central Pilot
Activity	Responsible Party	Completion Date	Status
- Collect quantitative data and participant feedback for project evaluation purposes.		Winter 2000, and ongoing	continues to be a concern for young moms. In progress.
<p>Objective Attend regional workshops sponsored by ABC for Health and statewide coalition</p> <p>Activities - Promote regional workshops to local community resources.</p> <p>- Exchange outreach experiences with attendees to build off each other's experiences and improve collaboration among participants.</p>		<p>Winter 2000, and ongoing</p> <p>Winter 2000, and ongoing</p>	<p>Distributed flyers promoting regional Outreach Forum on 3/15/00. Attended Statewide coalition meeting on 3/9/00 in Madison participating in simplification and coordination group discussion. Attended Northern Region Outreach Forum on 3/15/00 where Children's Health Alliance presented Covering Kids mission and discussed outreach activities. Recommended that special outreach sessions continue for Northern Region in conjunction with DHFS to sort out and implement outreach ideas and activities. ABC's Covering Kids Workshop materials were sent to 150 individuals throughout Wood, Clark, Marathon and Rusk Counties encouraging attendance and participation. Schools throughout Wood County were contacted and asked to participate in the Covering Kids coalition. Flyers were sent to attach to school newsletters. Attended the Northern Region Covering Kids Workshop and effectively improved communications among Marshfield Family Health Center's Regional Centers. Contacts were also made in South Wood and with new staff at Planned Parenthood in Marshfield.</p>
<p>Objective Provide appropriate informational material to community resources that will aid them in assisting individuals with uninsured children.</p> <p>Activities - Present and distribute during the local training sessions the Family Kits developed by ABC for Health. - Distribute educational material to community resources as developed by ABC for Health and any</p>		<p>Winter 2000, and ongoing</p> <p>Winter 2000, and ongoing</p>	<p>Family Kits are under development (See statewide project component) 4862 flyers containing eligibility criteria and local contact information were provided to</p>

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<p>additional materials that are adapted to the local areas by the pilot site staff.</p> <p>- Develop and distribute material that is localized to the area community resources as needed.</p>		<p>Winter 2000, and ongoing</p>	<p>public and private schools throughout Marshfield School district for attachment to school newsletters.</p> <p>575 BadgerCare/Medicaid brochures with contact information were made available at numerous community events including developmental pre-school screenings, farm show, health and fitness fair, children's health care week, and well women's health screenings.</p> <p>BadgerCare posters have been completed and are ready for distribution.</p> <p>Health Information line through ProActive Health Services will be implemented by May 1, 2000.</p>	
Goal	Expand outreach activities related to case finding of the harder to reach uninsured children in rural areas.			
Objective	Incorporate new outreach activities into RECIN's intervention component.	Health Benefits Coordinator, Outreach Worker		

State: Wisconsin	Quarter: Second		Project Component: North Central Pilot
Activity	Responsible Party	Completion Date	Status
<p>Activities - Coordinate with RECIN staff to incorporate into the intervention component messages relating to the availability of outreach assistance with health care coverage programs (i.e., Medicaid/BadgerCare).</p> <p>- Coordinate with public and private agencies using RECIN to incorporate health insurance coverage outreach activities.</p>		<p>Nov 1999</p> <p>Winter 2000, and ongoing</p>	<p>Meeting held with RECIN staff in October to plan implementation of health care coverage notification/invitation to accompany immunization reminder. Additional follow-up meetings were held on 12/2/99 and 12/16/99 with RECIN Confidentiality Advisory Board; follow-up memo submitted by FHC Director to further promote our efforts. Awaiting decision for final approval to incorporate health care coverage materials with RECIN mailings. Materials are in development.</p> <p>Approval was obtained from RECIN to include phone numbers for Covering Kids Outreach Assistant, county agencies and/or public health offices to aid families with information regarding BadgerCare/Medicaid programs. 625 plus intervention letters have been sent.</p>
<p>Objective Utilize other existing Marshfield Clinic system program populations to identify individuals for outreach activities.</p> <p>Activities - Coordinate with Healthy Birth Program, Marshfield Children's, and Family Health Center staff in order to establish processes to identify appropriate individuals for outreach activities.</p> <p>- Establish and implement outreach activities appropriate for each population mentioned in above activity on an ongoing basis.</p>		<p>Oct 1999</p> <p>Nov 1999, and ongoing</p>	<p>In progress. In July-September 1999, a minimum of 49 uninsured and 16 under-insured pregnant women were identified. In October-December 1999, a minimum of 44 uninsured and 18 underinsured pregnant women were identified.</p> <p>Jan-Mar 2000, 33 uninsured and 57 under-insured pregnant women were identified.</p> <p>Outreach Assistant was hired 12/13/99. Will be enhancing present screening processes throughout Patient Assistance Centers, now that training process is completed.</p> <p>1/21/00 a meeting was held with Marshfield Clinic and St. Joseph's Hospital staff to increase their awareness of programs that are available for uninsured children and families. Information brochures were provided for display in selected areas. RWJ</p>

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			Covering Kids presentation was given at Patient Assistance Center meeting held on 3/17/00. Staff were instructed to direct calls from families with children to Outreach Assistant.
<p>Objective Identify pregnant women earlier in their pregnancy and strive to aid them in securing health coverage (Medicaid) earlier in their pregnancy.</p> <p>Activities - Network through the training sessions and the regional workshops to build upon collaborative working relationships with community resources (i.e., WIC, Family Planning) that pregnant women tend to use earlier in their pregnancy.</p> <p>- Market the availability of project staff to existing Marshfield clinic staff and community resources of this service for pregnant women.</p>		<p>Nov 1999, and ongoing</p> <p>Nov 1999, and ongoing</p>	<p>Meeting with Wood County community-based organizations to be held 2/3/00 to assist with early identification of pregnancy and uninsured children.</p> <p>Pregnant women are being screened for Healthy Start at the time their initial appointment is being made verses waiting for actual appointment with Dr. which can be 2-6 weeks later.</p> <p>Identified that CARES system will not allow MA eligibility certification for pregnant women until actual pregnancy due date is determined by Dr., and that can be as late as 2-3 months into pregnancy. Have contacted John Haine DHFS who is working with policy analysts to adjust CARES to allow for estimated due date at time positive pregnancy is determined prior to seeing Dr.</p>
<p>Objective Implement one-on-one outreach activities to inform individuals on Medicaid, BadgerCare, and other health care coverage programs for uninsured children.</p> <p>Activities - Market the availability of project staff to existing Marshfield clinic staff and community resources of this service.</p> <p>- Track the number of encounters and other appropriate information.</p>		<p>Oct 1999, and ongoing</p> <p>Oct 1999, and ongoing</p>	<p>In progress-ongoing.</p> <p>In progress, using combination of computerized tracking system in place at Marshfield's Patient Assistance Centers and data collection forms provided by Statewide Project.</p> <p>A telephone screening form has been developed to assist with the data collection</p>

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				and tracking progress.
Goal	Monitor project's effectiveness with targeted outreach activities.			
Objective	Implement evaluation components as developed with the project evaluator.	Health Benefits Coordinator, Outreach Worker		
Activities	- Collect data on the number of individuals reached by the various outreach activities. - Collect training satisfaction surveys after each session. - Collect information on the degree of incorporation by attendees of information gained during training session. - Maintain file on shared experiences during trainings and regional workshops on outreach ideas and enrollment barriers.		ongoing	In progress.
Objective	Review and analyze data collected in order to refine outreach activities.		ongoing ongoing	Awaiting survey instruments from evaluator. In progress
Activities	- Integrate both qualitative and quantitative data collected in the analysis process. - Report on findings to pilot site representatives, ABC for Health, and statewide coalition. - Revise outreach activities as necessary.		Winter 2000 and ongoing Mar 2000 and ongoing Mar 2000 and ongoing	Baseline data regarding BadgerCare enrollments have been obtained through State websites and will be used to implement and enhance outreach efforts within and outside the Marshfield Clinic system. Activities reported in a general presentation to Coalition and more specifically to Simplification and Coordination Workgroup during breakout session at March 9 meeting. In progress

State: Wisconsin		Quarter: Second		Project Component: Children's Health Alliance of Wisconsin Outreach Project
Activity		Responsible Party	Completion Date	Status
Goal	Promote and strengthen outreach efforts and coordination among outreach activities across the State of Wisconsin to ensure that all eligible children are enrolled in health coverage plans.			
Objective	Implement regional outreach forums for addressing	Outreach		

State: Wisconsin		Quarter: Second	Project Component: Children's Health Alliance of Wisconsin Outreach Project
Activity	Responsible Party	Completion Date	Status
<p>outreach issues; developing new and/or continuing strategies; and establishing plans for collaborative efforts between agencies.</p> <p>Activities - Plan agenda, materials, location, and schedule for outreach forums in five regions of the state, soliciting input from Statewide Coalition members.</p> <p>- Create diverse mailing list for forum invitations and market forums through mailings, brochures, media, and other outlets.</p>	<p>Coordinator</p>	<p>Winter 2000</p> <p>Winter 2000, and ongoing</p>	<p>By November 1999, full support was obtained from the WI Bureau of Managed Health Care Programs to incorporate Covering Kids Outreach Forums with Medicaid Managed Care Forums.</p> <p>During the period from October 1999 through January 2000, Covering Kids representatives attended six Managed Care Forums in all regions of the state to provide a brief presentation on the Covering Kids Initiative and promote the Year 2000 Outreach Forums.</p> <p>In December 1999, the Outreach Forum schedule was finalized. Meeting location and logistics were also completed. Draft agenda and materials developed at Oct 21st Statewide Coalition meeting will be finalized by Outreach Workgroup in meetings planned for February. Highlighted speakers to present a successful outreach program in each region will be determined at the same time.</p> <p>Initial list was developed in Outreach Workgroup meeting on Oct 21st and was also discussed with statewide project staff in August. The state's comprehensive mailing list for the Managed Care Forums has been obtained, and is being supplemented by lists from Children's Health Alliance, ABC for Health, and the Medicaid Enrollment Contractor, which has done training sessions for community members across the state. Permission has been received from the state to market the forums independently from the marketing being done by the state. Marketing</p>

State: Wisconsin		Quarter: Second		Project Component: Children's Health Alliance of Wisconsin Outreach Project																						
Activity		Responsible Party	Completion Date	Status																						
<ul style="list-style-type: none"> - Hold outreach forums. 			Spring 2000	materials and activities are currently in development. 6 forums have been scheduled instead of 5 as originally proposed: <table border="0" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: left;"><u>Region</u></td> <td style="text-align: left;"><u>Date</u></td> <td style="text-align: left;"><u>City</u></td> </tr> <tr> <td>Northern</td> <td>March 15</td> <td>Minocqua</td> </tr> <tr> <td>Southeastern</td> <td>March 22</td> <td>Racine</td> </tr> <tr> <td>Northeastern</td> <td>April 5</td> <td>Green Bay</td> </tr> <tr> <td>Milwaukee</td> <td>April 20</td> <td>Milwaukee</td> </tr> <tr> <td>Southern</td> <td>May 17</td> <td>Madison</td> </tr> <tr> <td>Western</td> <td>May 24</td> <td>Eau Claire</td> </tr> </table>		<u>Region</u>	<u>Date</u>	<u>City</u>	Northern	March 15	Minocqua	Southeastern	March 22	Racine	Northeastern	April 5	Green Bay	Milwaukee	April 20	Milwaukee	Southern	May 17	Madison	Western	May 24	Eau Claire
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<ul style="list-style-type: none"> - Collect qualitative data and participant feedback for evaluation purposes. 			Spring 2000	Participant feedback has been collected at each forum and information is being compiled into regional reports.																						
<ul style="list-style-type: none"> - Prepare roster of attendees and report or minutes of outreach forum proceedings, and distribute to attendees and Statewide Coalition members. 			Spring 2000	Attendee list and report of workgroup results are compiled after each forum. Final reports will be distributed to Coalition members once forums are all executed.																						
<ul style="list-style-type: none"> - Report outreach forum proceedings and results at Summer Statewide Coalition meeting. 			Jun 2000	Outreach proceedings/results is on Coalition meeting agenda.																						
<p>Objective Implement annual statewide outreach meeting for celebrating best practices in outreach and coordinating statewide outreach efforts.</p> <p>Activities - Plan agenda, materials, location, and schedule for annual outreach conference, soliciting input from Statewide Coalition members.</p>			Mar 2000	Statewide Coalition meeting is scheduled for June 8, 2000 and location is secured in Stevens Point, WI. The goals for the meeting have been determined and draft agenda is created. Invitation brochure is being created for mailing in April.																						
<ul style="list-style-type: none"> - Arrange for guest and keynote speakers. 			Mar 2000	Original keynote fell through due to budgetary constraints. Currently securing new keynote.																						
<ul style="list-style-type: none"> - Create invitation list and market meeting through mailings, brochures, media, and other outlets. 			Apr 2000	Mailing list is determined and finalized. Mailing is scheduled to go out by the end of April.																						
<ul style="list-style-type: none"> - Hold annual outreach conference. 			Jun 2000	Scheduled for June 8, 2000.																						
<ul style="list-style-type: none"> - Collect qualitative data and participant feedback for evaluation purposes. 			Jun 2000	Evaluation forms will be in attendee packet.																						

State: Wisconsin		Quarter: Second		Project Component: Children's Health Alliance of Wisconsin Outreach Project	
Activity		Responsible Party	Completion Date	Status	
- Prepare roster of attendees and report of conference proceedings, and distribute to attendees and Statewide Coalition members. - Report outreach conference proceedings and results at Summer Statewide Coalition meeting.			Summer 2000 Jun 2000		

Major Accomplishments

BadgerCare (Wisconsin CHIP) Enrollment

As of the end of March 2000, BadgerCare has a total of 16,207 children enrolled and 41,073 adult. The total number of children and adults, 57,280 is coming dangerously close to the budgeted enrollment (FY 2000) of 61,535 and raising concerns about the prospect of State officials pulling the enrollment "trigger" which would lower the income at which eligibility may be gained and thus excluding many lower-income families from the program. While there is apparently support in both houses of the State legislature for providing additional funding for the program, the legislative session ended without a vote on the issue. It remains unclear whether a special session will be called to address this issue.

Covering Kids Expansion

A major new development is the prospect of an expansion of Covering Kids activities. Through the cooperation of the state, the Covering Kids Project will be able to secure federal Medicaid administrative match funding. This match funding will be directed primarily towards problem resolution activities, including additional health benefits counseling staff in Milwaukee and at ABC for Health for statewide services. Moreover, the funding will bolster efforts to replicate the Health Benefits Counseling model among providers around the State. The funding will also support Children's Health Alliance of Wisconsin in organizing additional outreach forums focused on specific hard-to-reach populations. Finally, the quantity of Covering Kids outreach products and training services will be increased thanks to the match funding.

Milwaukee Pilot

The Milwaukee Pilot Workgroup has successfully addressed a number of issues during this quarter, among them:

- Developed recommendations on how to prioritize improvements to the CARES system. A priority list, approved by the full Enrollment Process Improvement Committee (EPIC) and by the BadgerCare Coordinating Committee, was forwarded to State Department of Administration officials.
- Continued efforts to address some 30 process issues, of which more than half have been resolved or are in the process of being resolved.
- Urged continuation of the Milwaukee Call Center. As a result the Call Center has been continued through June, at which time it will be merged into the new "Community Information Line".
- Sought stronger oversight of outstation efforts in Milwaukee County.
- Developed closer communications with key County Department of Human Services (ESS) workers.

Other areas continue to need attention:

- Continuing efforts to improve administration between food stamp, Medicaid and other entitlements.
- Continuing efforts to end the practice in which CARES (Wisconsin's computerized eligibility system) closes Medicaid cases when a family fails in a review for other entitlements.
- Translation Issues.
- Problems reaching resolution unit at EDS.
- Continued need to increase access to County workers.

North-Central Pilot

At the North-Central Pilot workgroup participants have identified and begun implementing a number of outreach strategies including:

- Utilizing newsletters currently in place through the school system and other agencies. During this quarter 4862 flyers were distributed in six area school newsletters. Conversations with school officials have laid the groundwork for potential cooperative

- outreach efforts on fronts beyond newsletter distribution, including training of teachers and school staff on in-service days, providing information materials at pre-school and kindergarten screenings, and sending information with school lunch program materials.
- A draft of health information for a help call-in line has been approved and sent for recording.
 - Attendance at community health fairs, job fairs, farm shows and other events that draw large numbers of people.

Outstationing activities continue to increase for the North-Central Pilot. For fiscal year ended 9/30/99, 692 applications were completed, 120 apps were BadgerCare supplements with open MA cases. Applications for Fiscal Year 9/30/98 were 323. For the 1st quarter of Fiscal Year 2000 (Oct-Dec 1999), 211 applications were completed with 28 of those applications being BadgerCare supplements. Included in those applications were 115 children less than 6, 171 children over 6 and 244 adults. January – March 2000 –240 applications were completed with 14 of those applications being BadgerCare supplements. Included in those applications were 122 children under 6, 181 children over 6 and 309 adults.

Statewide Coalition

The March 2000 Statewide Coalition meeting, targeting Simplification & Coordination issues, was an excellent display of value of collaborative effort between the State and other organizations. Top officials from the State reported on important initiatives and elicited a wealth of input from the diverse Coalition. Rick Zynda, Department of Workforce Development, who heads the Application, Verification, and Review Task Force, informed the Coalition of efforts to simplify the Medicaid application while maintaining balance with the stricter eligibility requirements of the Food Stamps Program. The Coalition reviewed a prototype “one page” application form and State officials took back to their agencies a number of suggestions on how to make the model shorter without sacrificing ease of use.

The following are priority simplification issues identified by the statewide coalition.:

- Depreciation. The state’s policy of counting depreciation as income for self-employed individuals applying for family coverage (AFDC-related Medicaid and BadgerCare) can have a devastating impact on farmers, truckers, and other individuals who have large equipment investments related to their business. Committee members were not aware of any data on the extent of denials caused by the depreciation policy. They were also not sure what the HCFA requirements are related to depreciation, although it seems some states do not count depreciation and therefore it must be possible to get HCFA to approve that policy.
- Recovery of lying-in expenses. Some egregious cases of inappropriate recoveries of lying-in costs have resulted in a common assumption among pregnant unwed mothers that getting on Healthy Start is not worth the risk and cost to their boyfriends. This whole recovery policy needs to be reviewed, particularly with respect to monitoring of county child support units and the system of incentives that promotes overzealous collection activities.
- Protection of application dates. Two issues related to application dates should be looked at: the protection of MA application-filing dates over the weekend at the end of the month; and the protection of the initial application date for SSI as an application date for Medicaid when the SSI application fails solely due to financial eligibility requirements.
- Why the CARES system currently does not count a fetus as a family member.
- The “Light Touch” philosophy. The attitude that information about available benefits and services should not be extended to applicants unless they specifically ask for them continues to persist, at least at the county agency level. Significant attention needs to be paid to the environment that supports perpetuation of this philosophy, despite the reorientation of the state and federal agencies towards promoting enrollment and use of supportive services. Are workers being systematically retrained? Is the state’s message clear and unequivocal? Is there enough support for workers and some incentives to go the extra mile for applicants? And who is perceived as the customer?

Problems Encountered

Some of the smaller organizations with whom we work have experience problems simultaneously sending individuals to events and maintaining adequate office staffing. Further travel complications were encountered during this quarter as a result of winter weather causing dangerous driving conditions.

Revisions to the Workplan

In order to more effectively target the Family Health Access Kits to a wide range of populations in Wisconsin, production of a final version has been postponed until Summer 2000. Attention to reducing the unit price of Kit production will allow for a larger initial production resulting in a broader distribution. As final issues are resolved, the Kit concept is being pitched to potential sponsors to extend the project in the future.

Creation of the media/outreach kit has been deferred to Year 2 in order to design a kit that will effectively address some specific issues identified during Year 1 outreach activities. Kit production will further be enhanced by the expertise of recent additions to project staff who have extensive experience in the area of media relations.

Final production of the video promoting Health Benefits Counseling will be more effective during Year 2 of the project. After a year of building the Covering Kids Network and providing an initial round of outreach and training events, participants will be better prepared to move from a model based on informed support staff to dedicated Health Benefits Counseling programs.

Extending the deadline for production of all three resources will allow for the modification of initial development plans so that new resources, made available as a part of the Covering Kids Expansion, may be incorporated.

Respectfully submitted by

Aaron Schliem
Acting Education Director and Covering Kids Project Coordinator
ABC for Health, Inc.