



Wisconsin's Experience



ACCESS AND BADGERCARE PLUS

Health Care Reform



- **98% of Wisconsin residents will have access to affordable health care.**
- **Simplify and improve member experience.**

Simplify/Streamline



- **Remove differences between programs that cover kids and families into a seamless program: BadgerCare Plus**
- **Gross Income Test (hiding deduction and disregards)**
- **Align FoodShare (SNAP) and BadgerCare Plus, where possible**

Expansion under BadgerCare Plus



- **All uninsured kids**
- **Pregnant Women up to 300% FPL**
- **Parents & Caretaker Relatives up to 200% FPL**
- **Childless Adults up to 200% FPL**

ACCESS



- Created using Food Stamp Program Participation Grant
- Web-based, public facing
- Began implementing in phases in 2004
- Look & Feel – simple, straightforward, 4th grade reading level, lots of open space, graphics, etc.
- Focus Groups
- Intelligent Driver Flow

ACCESS



- **Screen (Am I Eligible?)**
- **Application (Apply for Benefits)**
- **Renewals (Renew My Benefits)**
- **Report Changes (Report My Changes)**
- **Manage Your Case (Check My Benefits)**

ACCESS



- **Modified to support BC+**
- **Modernized the look & feel**
- **Added health needs assessment**
- **Added PE Tool for Kids and Pregnant Women**
- **Adding HMO Selection Tool**



ACCESS DEMO



THERESA FOSBINDER
ACCESS PROJECT LEAD