



# 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, 4<sup>th</sup> 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**