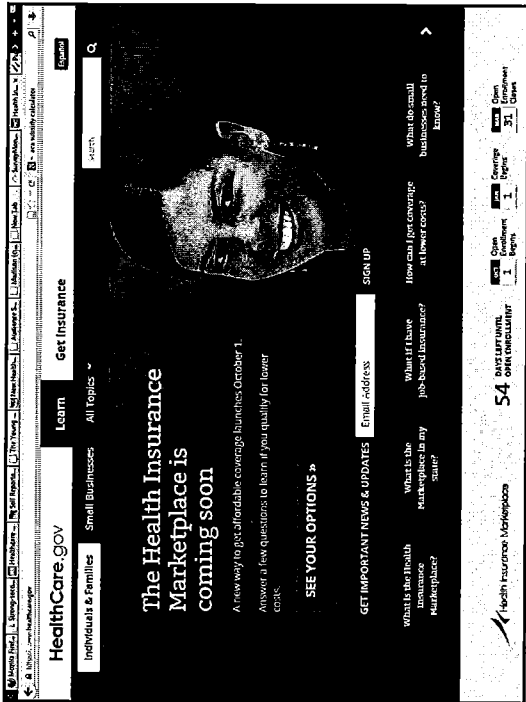


**Public Health**  
MADISON & DANE COUNTY

*Healthy people and places*

**Affordable health insurance, anyone?**



HealthCare.gov

Individuals & Families | Small Businesses | Loom | Get Insurance

**The Health Insurance Marketplace is coming soon**

A new way to get affordable coverage launches October 1. Answer a few questions to learn if you qualify for lower costs.

**SEE YOUR OPTIONS »**

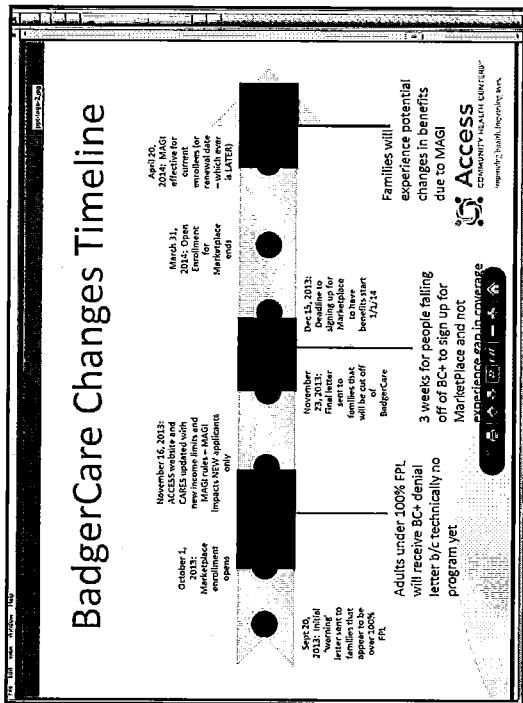
GET IMPORTANT NEWS & UPDATES | Email address | SIGN UP

What do you think about the health insurance marketplace?

What if I have a job-based insurance? How can I get coverage at the lowest cost?

What do small businesses need to know?

54 DAYSTO GO UNTIL OPEN ENROLLMENT



### BadgerCare Changes Timeline

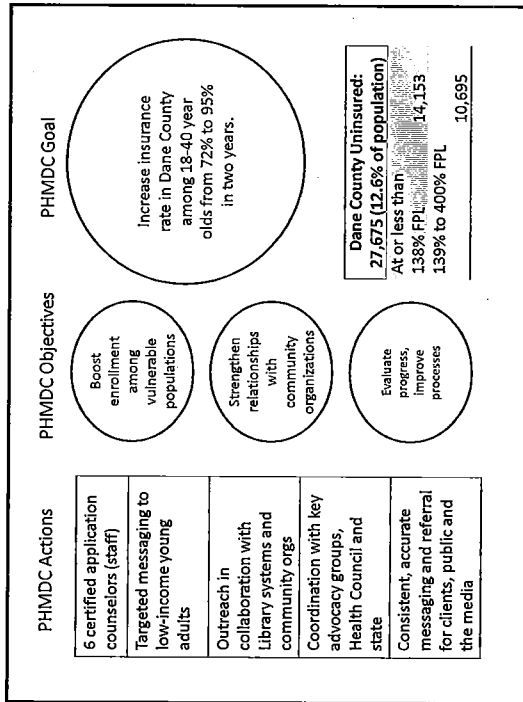
- October 1:** Marketplace enrollment opens
- November 15, 2013:** ACCESS website and CARES updated with information about the Marketplace enrollment process. Impact NEW applicants only.
- December 15, 2013:** Final letter sent to all eligible families that will be cost off of BadgerCare.
- March 31, 2014:** Open Enrollment Marketplace ends.
- April 30, 2014:** Final letter sent to all eligible families for current enrollment for 2014.

Adults under 100% FPL will receive BC+ denial letter by/ technically no program yet

3 weeks for people falling off of BC+ to sign up for Marketplace and not experience gap in coverage

Families will experience potential changes in benefits due to MAGI

**Access**  
COMMUNITY HEALTH LINKS



**PHMDC Actions**

- 6 certified application counselors (staff)
- Targeted messaging to low-income young adults
- Outreach in collaboration with library systems and community orgs
- Coordination with key advocacy groups, Health Council and state
- Consistent, accurate messaging and referral for clients, public and the media

**PHMDC Objectives**

- Boost enrollment among vulnerable populations
- Strengthen relationships with community organizations
- Evaluate progress, improve processes

**PHMDC Goal**

Increase insurance rate in Dane County among 18-40 year olds from 72% to 95% in two years.

**Dane County Uninsured:**  
27,675 (12.6% of population)  
At or less than 138% FPL: 14,153  
139% to 400% FPL: 10,695