

Scott Walker  
Governor

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## State of Wisconsin

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Dear Governor Walker, Member of the Wisconsin Legislature, Members of the Wisconsin Congressional Delegation and Citizens of Wisconsin:

We are pleased to present to you "The Wisconsin Health Insurance Market and Wisconsin Entitlement Reforms—Wisconsin's Unique approach to Operationalizing the Affordable Care Act" from the Office of the Commissioner of Insurance (OCI) and the Department of Health Services (DHS). This report provides a comprehensive report of the efforts our two agencies have undertaken to operationalize the vision for Wisconsin's health care system outlined by Governor Walker and approved by the Wisconsin Legislature via the 2013-15 state budget.

Despite significant challenges rooted in the initial failure of the federal health insurance exchange, Wisconsin was able to maintain its focus on providing education, training and services to the citizens of Wisconsin. Through our work with local agencies as part of the Regional Enrollment Networks as well as the hundreds of income maintenance officers, certified application counselors, application navigators and insurance agents, Wisconsin was able to provide its citizens with factual information and processes to assist those seeking health coverage.

Despite our two agencies having very different missions and responsibilities, both OCI and DHS were able to work together in a seamless fashion to ensure that we were able to deliver for the people of Wisconsin. Our report continues the collaborative effort as we provide a fully transparent review of our efforts, both as individual agencies and as collaborators.

It is important to note that this report is only a review of the initial phase of the Affordable Care Act in Wisconsin. Both agencies are committed to continuing our efforts to educate Wisconsin residents of the realities of the ACA. In addition, we are proud of our efforts in that they have established a framework and a precedent for ongoing efforts to provide families in Wisconsin with information to either access health insurance through the federal exchange at HealthCare.gov, or to enroll in Medicaid, or the continued options for consumers that exist in Wisconsin's private insurance market.

It is our hope that this report is a transparent outline of the exhaustive efforts that have been undertaken by countless committed public servants, stakeholders, advocates and partners across Wisconsin.

We thank Governor Walker and the Legislature for the opportunity to serve our Wisconsin neighbors in this effort, and look forward to moving our great state forward.

Sincerely,



Kitty Rhoades  
Secretary  
Department of Health Services



Ted Nickel  
Commissioner  
Office of the Commissioner of Insurance