

Click to Sign Up: Consumer-Friendly Online Applications

Connecting Kids to Coverage: 2nd National
Children's Health Insurance Summit

November 2, 2011

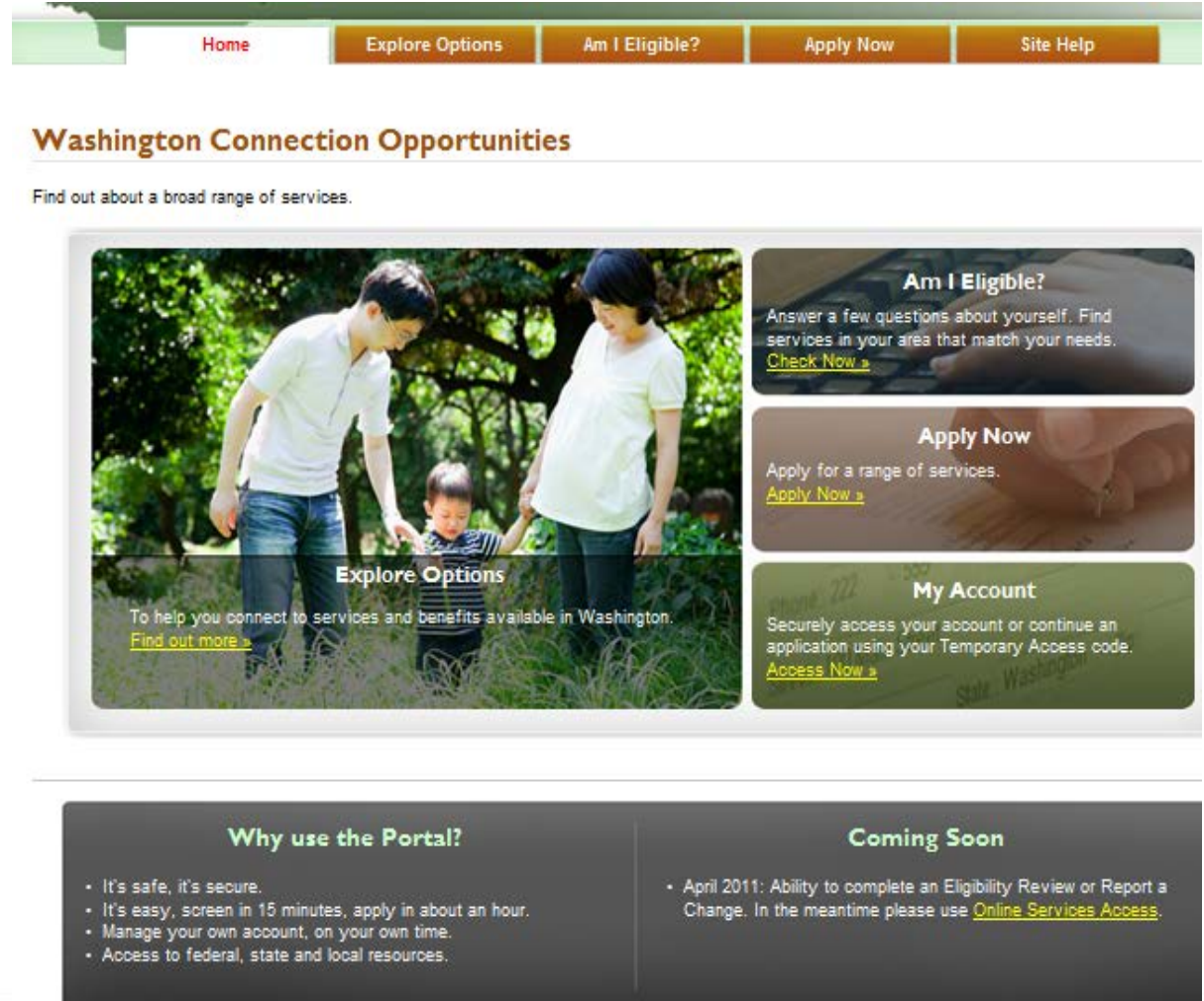
The Promise of Online Applications

- Benefits to consumers
 - Builds awareness
 - Convenience
 - Addresses fear and stigma
- Benefits to states
 - New outreach opportunities
 - Reduce staff time
 - Reduce errors



Front Door of Online Applications

- Use clear, simple & welcoming language
- Describe benefits accessible
- Reassure consumers' privacy



The screenshot shows the website's navigation bar with links: Home, Explore Options, Am I Eligible?, Apply Now, and Site Help. Below the navigation is the main heading "Washington Connection Opportunities" and a sub-heading "Find out about a broad range of services." The main content area features a large image of a family (a man, a woman, and a child) in a park. Overlaid on this image is the "Explore Options" section, which includes the text "To help you connect to services and benefits available in Washington." and a link "Find out more >". To the right of the family image are three vertical panels: "Am I Eligible?" with the text "Answer a few questions about yourself. Find services in your area that match your needs." and a link "Check Now >"; "Apply Now" with the text "Apply for a range of services." and a link "Apply Now >"; and "My Account" with the text "Securely access your account or continue an application using your Temporary Access code." and a link "Access Now >". At the bottom of the page, there are two sections: "Why use the Portal?" with a list of benefits (It's safe, it's secure; It's easy, screen in 15 minutes, apply in about an hour; Manage your own account, on your own time; Access to federal, state and local resources.) and "Coming Soon" with a bullet point: "April 2011: Ability to complete an Eligibility Review or Report a Change. In the meantime please use [Online Services Access](#)."

Home Explore Options Am I Eligible? Apply Now Site Help

Washington Connection Opportunities

Find out about a broad range of services.

Explore Options
 To help you connect to services and benefits available in Washington.
[Find out more >](#)

Am I Eligible?
 Answer a few questions about yourself. Find services in your area that match your needs.
[Check Now >](#)

Apply Now
 Apply for a range of services.
[Apply Now >](#)

My Account
 Securely access your account or continue an application using your Temporary Access code.
[Access Now >](#)

Why use the Portal?

- It's safe, it's secure.
- It's easy, screen in 15 minutes, apply in about an hour.
- Manage your own account, on your own time.
- Access to federal, state and local resources.

Coming Soon

- April 2011: Ability to complete an Eligibility Review or Report a Change. In the meantime please use [Online Services Access](#).

Front Door: Screeners

- Optional
- Direct consumers to apply now on each page
- Cast the net wide, but not *too* wide
- Clarify that it is not a final determination

The screenshot displays a user interface with four main sections, each with a blue header and a white body. The 'HealthLink' section includes a description and several links. The 'Apply for Coverage Now' section lists required information and has three user type buttons. The 'Renew Coverage Now' section has a description and a 'Renew Now' button. The 'Do You Qualify?' section has a description and a 'Start the screening tool' button.

HealthLink

HealthLink is an online application and screening tool for EqualityCare (Medicaid) and Kid Care CHIP health insurance programs.

[About HealthLink](#)

[Applicant Rights & Responsibilities](#)

[Learn about EqualityCare](#)

[Learn about Kid Care CHIP](#)

[Contact Us](#)

Apply for Coverage Now

Before you begin your application, you may want to have the following information ready:

- Social Security numbers and birth dates of household members you are applying for
- Income for all members of your household
- Information about any health insurance coverage for any members of your household

New User | **Existing User** | **Guest User**

Renew Coverage Now

If you have received your renewal form in the mail, you can complete the renewal application online.

Renew Now

Do You Qualify?

The screening tool is a quick and easy way to find out if you or members of your household may qualify for free or reduced EqualityCare (Medicaid) and Kid Care CHIP health insurance programs.

Start the screening tool

Consumer Centric Functions: Screeners and Calculators



This is a prototype. You cannot actually apply for health insurance using this website. All information that is entered will be discarded once you are done using the site. If you would like to provide some feedback about the site, please click on the Feedback button. The premiums, cost sharing, and tax credits used in the prototype are samples and may not be representative of those in 2014.

FEEDBACK



Thank you for using the Wisconsin Health Insurance Exchange

Additional Programs

It also looks like you may be eligible for some additional programs. All you need to do is answer a few more questions.

FoodShare

This is Wisconsin's version of the federal Supplemental Nutrition Assistance Program (SNAP). FoodShare benefits come on a plastic card, called the Wisconsin QUEST Card, which you can use to buy food at most food stores.

Child Care

This program provides help with paying for child care for children under 13 years old.

Wisconsin Works

This program gives cash assistance to needy families with dependent children, and to pregnant women, to help them meet the basic needs of their children.

Would you like to apply for any of the above programs? Yes No

Front Door: Accounts Setup & Functions

- Optional
- Explain the benefits
- Provide key manage my account functions

Home Benefits Contact Us Log I

[Apply for Benefits](#)

Getting Started

Things you may need

- a copy of your pay stub
- bills you pay, like rent, utilities and childcare

[click here](#) for a list of other things

Your information is secure

The information you put in "Apply for Benefits" is only used to administer benefits.

Questions

- You will need to answer questions with an *

User ID and password

We recommend that you create a User ID and password so you can save your information and return to it later. Once you create the User ID, you can exit at any time and your information will be saved. To return to your information later click Login.

* What would you like to do?

- Start "Apply for Benefits" without creating a user id and password
- Create a user id and password
- Go to an Application that I already started

Front Door: Accounts Setup & Functions

- Avoid requiring complicated passwords
- Don't require email address
- Use check marks to prompt consumers

The screenshot shows the 'healthlink' website header with the tagline 'Linking Wyoming's families and children to healthcare coverage' and a 'Home' button. Below the header is a 'Create User' form with the following fields and rules:

- First Name: Testmom
- Last Name: Testlastname
- Email: (empty)
- Email Confirmation: (empty)
- Password: (masked with dots)
- Confirm Password: (empty)

Password rules:

- At least 9 characters
- Includes a symbol e.g., !#\$^&
- Includes a number
- ✓ Has lower case letter
- ✓ Has upper case letter

Submit

Keep it Simple: Limit Questions

- Don't ask anything that is unnecessary
- Use dynamic questioning
- Allow non-applicants
- Allow applicants to skip questions

How do I apply for help?

The Department of Human Services (DHS) has many programs that may help you and your family. Review the programs listed below and select the programs based upon your needs. The application process will ask questions based upon the programs that you select. Do not apply for programs you already receive.

Food Assistance
 Medicaid or State Supplementary Assistance
 Well Child and Prenatal Care
 Family Investment Program
 Child Care Assistance

Who's the head of household? Or person asking for assistance

* Your legal name

First name Mi Last name Suffix

* Home address Apt

* City * State * ZIP

Mailing address Apt

City State ZIP

Primary telephone number () - - Other telephone number or cell () - -

Birth date Social Security Number - -

* = required information

Check this box if you need help with English translation. What language is spoken?

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Quick Tips


Legally, you may submit your application as long as it contains the applicant's name, address, and electronic signature. However, if you want your benefits faster, complete as much of the application as possible. The official application date is the date you submit the application. If our offices are closed, your official application date is DHS's next business day. This is also the effective start date for Food Assistance.

Food Assistance in 30 days:

If you don't get Emergency Services - Food Assistance within 30 days of your official application date, you will get Food Assistance if you are eligible or a letter telling you why you are not eligible. [Click here](#) for more information on Food Assistance - Emergency Services.

All other programs:

We will send you a letter telling you if you will get help or not within 30 days of the date we get your application. If you are applying for Medicaid and are eligible for the Medically Needy program, we will send you a letter within 45 days.


[Click here to find the phone number of your county DHS office](#)

Keep it Simple: Help and Navigation

- Use pop ups or tool tips
- Make help, helpful
- Use tabs and allow consumer to toggle
- Let consumers know how far they are in the application

The screenshot shows the CHIP Children's Medicaid application interface. At the top left is the logo and tagline "CHIP Children's Medicaid We've got your kids covered." At the top right, the username "gonzash" is displayed. A progress bar below the header shows steps: Household Information (active), Individual Information, Income Information, Expense Information, Asset Information, Other Information, and Electronic Signature & Submit. The main content area is titled "Identification" and asks for the name of the Head of Household. A blue popup box provides a definition of who can be the Head of Household: "Who can be the Head of Household: Any adult age 18 or older who lives with the children more than half of the time and is responsible for the care of the children. Any children younger than 19 years of age, living on their own. Any pregnant family member." Below this, there are input fields for First Name (Minnie) and Last Name (Midd), and a dropdown for Gender (Female). A field for "If you have a CHIP case number, enter it here." is also present. A question "Is the person completing the application the same as the person listed above?" has radio buttons for Yes and No. A note states "You cannot change this information once you leave this page." and a legend indicates that an asterisk denotes a required field. At the bottom, there are buttons for "Logout", "Previous Page", and "Save and Continue".

Keep it Simple: Documentation Options

Home

Our Programs

Applying/Renewing

Health Plans

Staying Healthy

Teen Page

Links

FAQ

Español

- Use administrative verification options
- Allow for scanning, emailing, faxing documents

Apply Online

Renew Online

Member Services



Partners & Professionals

How to Apply

Online

You can apply online! The application will take you about 20 minutes and can be completed and submitted online. On the last page of the online application, all you need to do is: 1) enter your name correctly, 2) accept the Rights and Responsibilities and 3) click on the submit button. Your application will then be electronically signed and sent directly to FAMIS. You also have the option to scan and upload any needed documents using the member services section of this website or if you prefer, you can mail or fax them in. To begin an application online click on the "Apply Online" button.

FAMIS enrollees must renew their coverage every year. When it is time you can also renew your children's coverage online. Once you receive your renewal letter, just visit the Renewing Coverage page or click [here](#).

Click [here](#) to start your application now.

APPLY ONLINE

APPLY BY PHONE

APPLY BY MAIL/FAX



Spread the News!

- Promote on agency and state website
- Outreach through partners
- Build a portal for assisters to use



Am I Eligible?

- > Nutrition, Health & Child Care
- > Prescription Drug Plans
- > Energy Assistance
- > Tax Credits

Apply for Benefits!

- > FoodShare
- > Health Care
- > Family Planning Waiver
- > Child Care

Login to Account

- > Check your benefits
- > Report changes
- > Renew your benefits
- > Manage health care

OR Create an Account

Wisconsin's health, nutrition and child care programs

[Learn More](#)

Community Partners

🔗 [Login](#)

BadgerCare+ express enrollment for Children and registration for Community Access Points

[🔗 Learn More](#)

Providers

🔗 [Login](#)

BadgerCare+ express enrollment for pregnant women and children

[🔗 Learn More](#)

Employers

🔗 [Login](#)

Obtain information about reporting health insurance data

[🔗 Learn More](#)

Contact/Resources

- **Shelby Gonzales: gonzales@cbpp.org**
- **CBPP Online Benefits Papers**
 - <http://www.cbpp.org/cms/index.cfm?fa=view&id=1414>
 - <http://www.cbpp.org/cms/index.cfm?fa=view&id=618>