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Northwest Wisconsin Concentrated Employment Program, Inc.

PRESS RELEASE

FOR IMMEDIATE RELEASE

CEP, INC. READY TO HELP FAMILIES WITH BADGERCARE PLUS ENROLLMENT

Health care is the topic everyone is talking about these days-and it poses a significant burden to our families.

Nearly 600,000 citizens in this state lack health insurance and nearly 98,000 of them are children. No child should go without health care. Fortunately, access to health insurance for all children is now within our grasp with BadgerCare Plus. CEP, Inc., which is located in the Ashland and Park Falls Job Centers, is ready to help citizens with the application process.

BadgerCare Plus is a part of Governor Doyle's plan to ensure that no child goes without health insurance. It has four strategic goals: (1) cover all children, (2) provide coverage and enhanced benefits for pregnant women, (3) make the program simple, and (4) promote prevention and healthy behaviors.

Research has shown that people with insurance see their doctor more frequently for prevention instead of only going to the doctor for emergencies. BadgerCare Plus will allow parents to take their child for the wellness visits they need, including immunizations. If you are pregnant, you will be able to get early and regular prenatal care.

BadgerCare Plus is available to:

- All children, regardless of income
- Pregnant women
- Parents and caretakers at higher income levels
- Young adults who are leaving foster care when they turn 18
- More farmers and self-employed families

BadgerCare Plus streamlines Medicaid, BadgerCare and Healthy Start into one comprehensive program which allows every Wisconsin family - regardless of income - to get affordable health insurance for their kids.

Low income families will be able to enroll their children into BadgerCare Plus at no charge. Higher earning families will be able to buy into the program for as little as \$10 a month for each qualifying family member.

To begin your application, call or stop by the Ashland or Park Falls Job Centers Monday through Friday from 8:00 to 4:30 or call 715-682-4889 or the Park Falls Job Center at 715-762-2477.