



Tom Barrett
Mayor

Bevan K. Baker, FACHE
Commissioner of Health

Frank P. Zeidler Municipal Building, 841 North Broadway, 3rd Floor, Milwaukee, WI 53202-3653 phone (414) 286-3521 fax (414) 286-5990
web site: www.milwaukee.gov/health

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Contact: Sarah DeRoo
Office (414) 286-3548
Cell (414) 708-4060

MEDIA ADVISORY

Local Officials to Encourage County Residents to Sign Up for Affordable Health Care
*County Executive Chris Abele, Mayor Tom Barrett, health officials and
community partners to highlight new health care options and local resources coming Oct. 1*

MILWAUKEE – On Friday, Sept. 27, Mayor Tom Barrett, County Executive Chris Abele, and Kathleen Falk, Region V Director of the U.S. Department of Health and Human Services, will encourage individuals to enroll in health plans as the Affordable Care Act (ACA) Health Insurance Marketplace takes effect nationwide on Tuesday, Oct. 1.

The Health Insurance Marketplace will make it easier for individuals across the state to compare qualified health plans, get answers to their health insurance questions, and find the best options that fit their individual and family needs before enrolling in coverage. In Milwaukee, residents will have a host of resources available to assist them in enrollment, from the national website www.healthcare.gov and phone line (800) 318-2596, to phone and in-person support through both County and City services.

Open enrollment in the Health Insurance Marketplace runs from Oct. 1, 2013 to March 31, 2014, with health insurance coverage starting as soon as Jan. 1, 2014.

WHAT: Health Insurance Marketplace Launch

WHEN: Friday, Sept. 27

WHERE: Northcott Neighborhood House
2460 N. 6th St., Milwaukee

TIME: 10:30 a.m.

SPEAKERS: Mayor Tom Barrett
County Executive Chris Abele
Kathleen Falk, U.S. Department of Health and Human Services Region V Director

Local health officials and community partners will also be available for interviews.

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