



**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

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**HealthWatch Conference Spotlights Access to Health Care Coverage**

**Madison, WI-** The 9<sup>th</sup> Annual HealthWatch Wisconsin Conference, titled “3 Steps to Health Care Coverage” convenes today in Madison, bringing together state policy-makers, public health departments, health care providers, and advocates to learn about health reform policies and the latest strategies to help guide people to the health care and coverage they need and deserve.

The HealthWatch Wisconsin Conference is April 6 & 7 at the Madison Masonic Center, 301 Wisconsin Ave. The event will begin at 1:00pm on Wednesday, April 6 with an afternoon of “Back to Basics” sessions. “Our annual forum is a great opportunity for health care service providers from around the state to gather and learn the federal and state rules and policies behind both public and private health care coverage programs,” says Brynne McBride, Chief Operating Officer of ABC for Health, and project director of its HealthWatch Wisconsin Project.

Wednesday evening, HealthWatch Wisconsin will take an opportunity to recognize individuals doing outstanding work in the community. Our Slate of Honorees Includes:

- Outreach Effort/Elected Official of the Year: Milwaukee County, under the leadership of County Executive Chris Abele; City of Milwaukee, under the leadership of Mayor Tom Barrett.
- Amy Mendel-Clemens Lifetime Achievement Award: Ken Germanson, for commitment to advocacy and compassion in connecting individuals to health care and coverage.
- Media Effort of the Year: Bill Lueders, for "Wisconsin FoodShare Fraud Crackdown Questioned"

The conference continues April 7 with a legislative panel that will discuss the direction of health policy in Wisconsin featuring Sen. Erpenbach, Sen. Vinehout, Rep. Sargent, and Rep. Riemer, among other invited guests. Other sessions include: **Precision Patient Advocacy** that identifies strategies to optimize consumer health coverage by analyzing unique markers of coverage, while still keeping the busy workflow of patients and professionals in mind! Attendees will also learn how to handle **Surprise Medical Bills** as well as other emerging health care coverage hot topics, some in TED-style Talks.

**If You Go:**

**What:** 9<sup>th</sup> Annual HealthWatch Wisconsin Conference “3 Steps to Health Care Coverage.”

**Date:** Wednesday, April 6, 2016, 1:00pm, Awards Reception 5pm; April 7, 2016 9:00am-4:30pm

**Place:** Madison Masonic Center, 301 Wisconsin Ave, Madison, WI, main Ballroom. E. Johnson Street Entrance is most accessible.

**Registration:** Registration is required to attend the full HealthWatch conference. You can register at the door. There is no cost to attend the awards reception.

*HealthWatch Wisconsin is a project of ABC for Health, Inc., a Wisconsin-based, nonprofit, public interest law firm dedicated to linking children and families, particularly those with special health care needs, to health care benefits and services. ABC for Health’s mission is to provide information, advocacy tools, legal services, and expert support needed to obtain, maintain, and finance health care coverage and services. The HealthWatch Wisconsin project is an extension of these efforts, and gathers public health professionals to learn about access to health care and coverage issues and amplify the voices of low income or underserved individuals in Wisconsin. ###*

