

**Percent of Medicare Eligible in Wisconsin enrolled in MA Plans, by County and Type of Plan  
March 2017**

| <i>County</i> | <i>State</i> | <i>Metro<br/>Rural*</i> | <i>Medicare<br/>Eligibles</i> | <i>Percent<br/>Enrolled<br/>in MA+<br/>Prepaid</i> | <i>Percent<br/>Enrolled<br/>in MA</i> | <i>Percent<br/>Enrolled<br/>in PFFS</i> | <i>Percent<br/>Enrolled<br/>in HMO<br/>POS</i> | <i>Percent<br/>Enrolled<br/>in PPOs</i> |
|---------------|--------------|-------------------------|-------------------------------|--|---------------------------------------|---|--|---|
| Adams         | WI           | Rural                   | 6,620                         | 24.2%  | 24.2%                                 | 3.6%                                    | 9.6%   | 11.1%                                   |
| Ashland       | WI           | Rural                   | 3,823                         | 28.0%  | 17.7%                                 | 0.0%                                    | 15.2%  | 2.5%                                    |
| Barron        | WI           | Rural                   | 11,280                        | 37.1%  | 23.4%                                 | 4.3%                                    | 14.4%  | 4.7%                                    |
| Bayfield      | WI           | Rural                   | 4,539                         | 31.9%  | 14.7%                                 | 0.0%                                    | 9.8%   | 4.9%                                    |
| Brown         | WI           | Metro                   | 43,709                        | 52.7%  | 52.7%                                 | 0.3%                                    | 27.5%  | 24.9%                                   |
| Buffalo       | WI           | Rural                   | 3,197                         | 11.2%  | 11.2%                                 | 0.0%                                    | 0.0%   | 11.2%                                   |
| Burnett       | WI           | Rural                   | 5,042                         | 35.0%  | 10.4%                                 | 3.9%                                    | 2.6%   | 3.9%                                    |
| Calumet       | WI           | Metro                   | 7,813                         | 62.1%  | 62.1%                                 | 0.0%                                    | 16.3%  | 45.8%                                   |
| Chippewa      | WI           | Metro                   | 12,967                        | 31.9%  | 19.1%                                 | 0.0%                                    | 13.8%  | 5.3%                                    |
| Clark         | WI           | Rural                   | 6,464                         | 45.2%  | 45.2%                                 | 2.3%                                    | 40.2%  | 2.7%                                    |
| Columbia      | WI           | Metro                   | 11,927                        | 28.4%  | 11.8%                                 | 0.0%                                    | 2.6%   | 9.3%                                    |
| Crawford      | WI           | Rural                   | 4,217                         | 30.4%  | 28.0%                                 | 0.0%                                    | 20.3%  | 7.8%                                    |
| Dane          | WI           | Metro                   | 79,286                        | 24.1%  | 12.2%                                 | 0.8%                                    | 4.8%   | 6.6%                                    |
| Dodge         | WI           | Micro                   | 17,092                        | 36.6%  | 33.4%                                 | 1.2%                                    | 10.6%  | 21.6%                                   |
| Door          | WI           | Rural                   | 8,995                         | 28.7%  | 28.7%                                 | 0.0%                                    | 11.2%  | 17.5%                                   |
| Douglas       | WI           | Metro                   | 9,539                         | 41.9%  | 7.3%                                  | 0.0%                                    | 3.4%   | 4.0%                                    |
| Dunn          | WI           | Micro                   | 8,979                         | 28.4%  | 8.2%                                  | 0.0%                                    | 2.1%   | 6.1%                                    |
| Eau Claire    | WI           | Metro                   | 18,754                        | 30.6%  | 14.0%                                 | 2.8%                                    | 6.5%   | 4.7%                                    |
| Florence      | WI           | Micro                   | 1,371                         | 26.1%  | 26.1%                                 | 0.0%                                    | 2.2%   | 23.9%                                   |
| Fond du Lac   | WI           | Metro                   | 20,573                        | 49.4%  | 49.2%                                 | 0.4%                                    | 16.0%  | 32.8%                                   |
| Forest        | WI           | Rural                   | 2,529                         | 32.7%  | 32.7%                                 | 0.0%                                    | 18.1%  | 14.6%                                   |
| Grant         | WI           | Micro                   | 10,243                        | 43.0%  | 10.4%                                 | 0.0%                                    | 0.3%   | 10.0%                                   |
| Green         | WI           | Metro                   | 7,589                         | 16.7%  | 16.4%                                 | 0.0%                                    | 1.0%   | 15.4%                                   |
| Green Lake    | WI           | Rural                   | 4,781                         | 51.9%  | 51.9%                                 | 0.4%                                    | 10.9%  | 40.6%                                   |
| Iowa          | WI           | Metro                   | 4,882                         | 32.0%  | 8.4%                                  | 0.0%                                    | 1.8%   | 6.6%                                    |
| Iron          | WI           | Rural                   | 1,974                         | 38.7%  | 38.7%                                 | 0.0%                                    | 32.2%  | 6.5%                                    |
| Jackson       | WI           | Rural                   | 4,356                         | 31.5%  | 31.5%                                 | 0.0%                                    | 24.6%  | 6.9%                                    |
| Jefferson     | WI           | Micro                   | 16,027                        | 29.0%  | 18.9%                                 | 0.6%                                    | 7.5%   | 10.8%                                   |
| Juneau        | WI           | Rural                   | 6,190                         | 17.9%  | 17.9%                                 | 5.7%                                    | 5.4%   | 6.8%                                    |
| Kenosha       | WI           | Metro                   | 27,379                        | 27.6%  | 27.6%                                 | 0.8%                                    | 8.8%   | 17.9%                                   |
| Kewaunee      | WI           | Metro                   | 4,285                         | 49.0%  | 49.0%                                 | 0.0%                                    | 27.9%  | 21.1%                                   |

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| County      | State | Metro Rural* | Medicare Eligibles | Percent Enrolled in MA+ Prepaid | Percent Enrolled in MA | Percent Enrolled in PFFS | Percent Enrolled in HMO POS | Percent Enrolled in PPOs |
|-------------|-------|--------------|--------------------|---------------------------------|------------------------|--------------------------|-----------------------------|--------------------------|
| La Crosse   | WI    | Metro        | 21,429             | 38.4%                           | 38.4%                  | 2.5%                     | 31.8%                       | 4.1%                     |
| Lafayette   | WI    | Rural        | 3,345              | 33.8%                           | 13.9%                  | 0.3%                     | 0.0%                        | 13.6%                    |
| Langlade    | WI    | Rural        | 5,398              | 40.4%                           | 40.4%                  | 2.0%                     | 31.5%                       | 6.9%                     |
| Lincoln     | WI    | Micro        | 7,082              | 39.5%                           | 39.5%                  | 3.0%                     | 30.6%                       | 5.8%                     |
| Manitowoc   | WI    | Micro        | 18,376             | 44.5%                           | 44.5%                  | 0.4%                     | 17.4%                       | 26.8%                    |
| Marathon    | WI    | Metro        | 26,112             | 45.1%                           | 45.1%                  | 1.1%                     | 38.4%                       | 5.6%                     |
| Marinette   | WI    | Micro        | 11,482             | 38.8%                           | 38.8%                  | 0.0%                     | 14.7%                       | 24.1%                    |
| Marquette   | WI    | Rural        | 4,345              | 31.6%                           | 31.6%                  | 0.6%                     | 2.7%                        | 28.3%                    |
| Menominee   | WI    | Micro        | 858                | 22.7%                           | 22.7%                  | 0.0%                     | 9.0%                        | 13.8%                    |
| Milwaukee   | WI    | Metro        | 150,111            | 45.8%                           | 45.6%                  | 0.4%                     | 32.2%                       | 13.1%                    |
| Monroe      | WI    | Rural        | 8,750              | 26.0%                           | 26.0%                  | 0.0%                     | 19.3%                       | 6.7%                     |
| Oconto      | WI    | Metro        | 8,743              | 53.5%                           | 53.5%                  | 0.0%                     | 28.6%                       | 24.9%                    |
| Oneida      | WI    | Rural        | 11,155             | 32.3%                           | 32.3%                  | 4.0%                     | 21.0%                       | 7.3%                     |
| Outagamie   | WI    | Metro        | 31,042             | 59.4%                           | 59.4%                  | 0.6%                     | 21.0%                       | 37.7%                    |
| Ozaukee     | WI    | Metro        | 18,450             | 39.1%                           | 39.1%                  | 0.4%                     | 27.5%                       | 11.2%                    |
| Pepin       | WI    | Rural        | 1,976              | 11.2%                           | 11.2%                  | 0.0%                     | 2.3%                        | 8.9%                     |
| Pierce      | WI    | Metro        | 6,937              | 41.4%                           | 3.9%                   | 0.0%                     | 0.0%                        | 3.9%                     |
| Polk        | WI    | Rural        | 10,155             | 42.3%                           | 5.1%                   | 0.0%                     | 0.1%                        | 5.0%                     |
| Portage     | WI    | Micro        | 12,886             | 40.0%                           | 40.0%                  | 0.0%                     | 19.0%                       | 21.0%                    |
| Price       | WI    | Rural        | 4,092              | 34.7%                           | 34.7%                  | 0.0%                     | 30.9%                       | 3.7%                     |
| Racine      | WI    | Metro        | 38,152             | 39.8%                           | 39.8%                  | 0.2%                     | 26.8%                       | 12.8%                    |
| Richland    | WI    | Rural        | 4,121              | 10.2%                           | 10.2%                  | 3.6%                     | 2.4%                        | 4.2%                     |
| Rock        | WI    | Metro        | 31,411             | 32.5%                           | 19.6%                  | 0.0%                     | 5.9%                        | 13.7%                    |
| Rusk        | WI    | Rural        | 3,796              | 36.3%                           | 36.3%                  | 3.8%                     | 28.6%                       | 3.9%                     |
| Sauk        | WI    | Micro        | 13,184             | 35.3%                           | 9.7%                   | 1.6%                     | 2.6%                        | 5.5%                     |
| Sawyer      | WI    | Rural        | 5,174              | 30.1%                           | 19.5%                  | 0.0%                     | 13.0%                       | 6.5%                     |
| Shawano     | WI    | Micro        | 9,454              | 55.6%                           | 55.6%                  | 0.6%                     | 24.0%                       | 31.0%                    |
| Sheboygan   | WI    | Metro        | 23,050             | 45.3%                           | 45.3%                  | 0.3%                     | 25.7%                       | 19.3%                    |
| St. Croix   | WI    | Metro        | 13,412             | 43.0%                           | 4.1%                   | 0.0%                     | 0.2%                        | 3.9%                     |
| Taylor      | WI    | Rural        | 4,060              | 42.6%                           | 42.6%                  | 0.0%                     | 37.3%                       | 5.3%                     |
| Trempealeau | WI    | Rural        | 6,072              | 30.8%                           | 30.5%                  | 3.1%                     | 21.0%                       | 6.4%                     |

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|------------|-------|-----------------|-----------------------|--|------------------------------|--------------------------------|--------------------------------------|--------------------------------|
| Vernon     | WI    | Rural           | 6,719                 | 44.2%                                    | 44.2%                        | 0.0%                           | 39.3%                                | 4.8%                           |
| Vilas      | WI    | Rural           | 7,986                 | 29.5%                                    | 29.5%                        | 4.3%                           | 17.8%                                | 7.5%                           |
| Walworth   | WI    | Micro           | 19,514                | 22.4%                                    | 22.3%                        | 4.8%                           | 3.0%                                 | 14.4%                          |
| Washburn   | WI    | Rural           | 5,079                 | 34.3%                                    | 19.7%                        | 0.0%                           | 15.2%                                | 4.5%                           |
| Washington | WI    | Metro           | 25,798                | 40.1%                                    | 40.1%                        | 0.7%                           | 29.9%                                | 9.5%                           |
| Waukesha   | WI    | Metro           | 80,134                | 41.0%                                    | 40.8%                        | 0.7%                           | 29.5%                                | 10.6%                          |
| Waupaca    | WI    | Rural           | 12,476                | 52.7%                                    | 52.7%                        | 0.6%                           | 18.9%                                | 33.2%                          |
| Waushara   | WI    | Rural           | 6,397                 | 50.6%                                    | 50.6%                        | 0.0%                           | 21.3%                                | 29.4%                          |
| Winnebago  | WI    | Metro           | 31,011                | 55.9%                                    | 55.9%                        | 0.3%                           | 19.2%                                | 36.5%                          |
| Wood       | WI    | Micro           | 16,918                | 50.3%                                    | 50.3%                        | 4.3%                           | 43.3%                                | 2.7%                           |
| Total**    | WI    |                 | 1,103,064             | 39.6%                                    | 34.8%                        | 0.9%                           | 19.7%                                | 14.2%                          |

\*Metropolitan counties are those that contain a metropolitan area. Micropolitan counties contain an urban core of at least 10,000 (but less than 50,000) population. Rural counties contain no places with a population greater than 10,000.

\*\*State totals do not include persons with pending county designations

Source of Data: Centers for Medicare and Medicaid Services (CMS) data, as of March 2017

Compiled by the Rural Policy Research Institute (RUPRI) <http://www.ruprihealth.org>