





The Florida Healthy Kids Corporation
arranges quality, **AFFORDABLE** health care
coverage for Florida's uninsured children.

We develop and implement **SOLUTIONS**,
making **QUALITY** a priority at every step
in the process. We strive to instill
a sense of **SECURITY** among the families
of those we **SERVE**.



From the Executive Director

Dear Friends,

It is with great pride that I present you with this year's annual report. It's been a busy year for the Florida Healthy Kids Corporation. I came on board just ten short months ago, and already I've had many opportunities to see what a huge difference the Florida KidCare program is making in the lives of the uninsured children of Florida. I am pleased to be a part of this organization and its mission, and I am thrilled with what we're accomplishing.

This year, Florida Healthy Kids Corporation has been the definition of an organization in action, so it makes perfect sense that our annual report theme, "Healthy Kids in Action," reflect that. In the past twelve months we've taken great strides in increasing enrollment, reaching more eligible children and utilizing partnerships in the community and within our health and dental plans. We introduced a revised application, improved customer services, welcomed a new Third Party Administrator and underwent a statewide rebid of our health plans to ensure families continue to receive the best possible care.

We were able to promote the Florida KidCare program throughout the state in a variety of innovative ways. In these pages you'll learn about our successful back to school campaign, our first-ever commercial contest and our plans for keeping children enrolled in the Florida KidCare program.

Of course, taking actions like these also inevitably produced different challenges, but overall, we're covering more children, and our dedication to our mission has never been stronger.

My first year as executive director is rapidly coming to a close, but the changes we've implemented and the improvements we've made are going to continue. You could say the action is just beginning.

Sincerely,



Rich Robleto, Executive Director
Florida Healthy Kids Corporation



Rich Robleto
Executive Director

2007-2008 BOARD OF DIRECTORS

Alex Sink, Chair
Holly Benson
Chris Card
Dr. Joseph Chiaro
Clint Fuhrman
Dr. Eduardo Gonzalez
Dr. David Marcus
Laura Raybin Miller
Dr. Ana Viamonte Ros
Commissioner Debbie Stivender
Iris Wilson



We're reaching the children of Florida.



Glancing back

Since 1990, the Florida Healthy Kids program has been helping to cover the hundreds of thousands of uninsured children living in Florida. When the federal government's State Children's Health Insurance Program (SCHIP) was introduced in 1998, Florida Healthy Kids became a part of the new Florida KidCare umbrella. The Florida KidCare program now includes four separate components, each serving a unique population of Florida's children:

- Children's Medicaid: An entitlement program for qualified children birth through 18.
- Children's Medical Services Network: For uninsured children birth through 18 who have special health care needs or ongoing medical conditions (including behavioral health).
- MediKids: For uninsured children ages one through four.
- Healthy Kids: For uninsured children ages five through 18.

Eligibility for each component of the program is determined largely by family size and household income. Those families with income under 200% of the Federal Poverty Level (Figure 1) are currently eligible for subsidized health coverage. Families over 200% may also enroll in the program, but at the full cost of their coverage. This full pay option is affordable, guarantee

issue coverage available in both the MediKids and Healthy Kids programs.

We're enhancing our services to families.

Perfecting the application process

The online application, introduced to families in 2006, has proven to be the easiest and fastest way for families to apply for coverage. To-date, more than 250,000 online applications have been received, and the online application has quickly become the most popular way to apply (Figure 2).

In addition to the continued use of the online application, both the online and the paper applications were redesigned last fall, establishing a more user-friendly application process. Changes included clearer step-by-step instructions for families and a second signature line that provides the ability to attest to certain eligibility requirements without the need for additional documents. These changes have made enrollment in the program easier for families. According to this year's Florida KidCare Evaluation Report conducted by

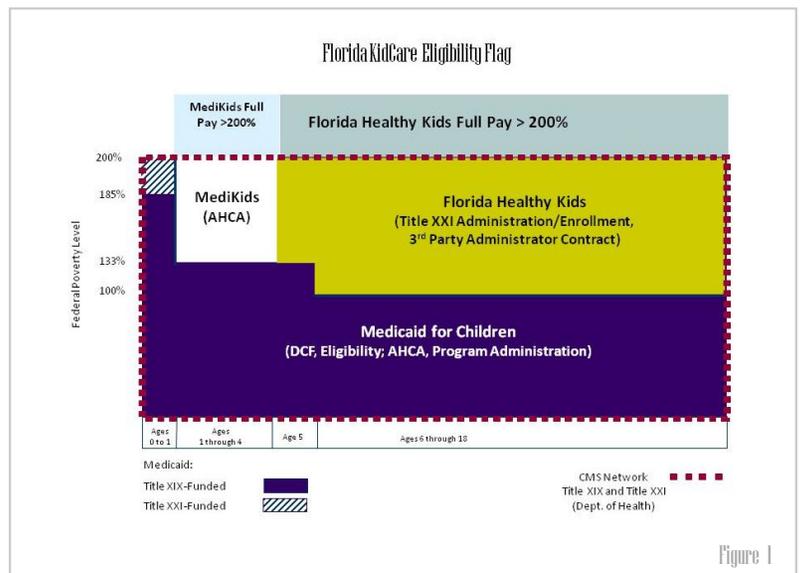


Figure 1

Application Volume January 2006 - March 2008

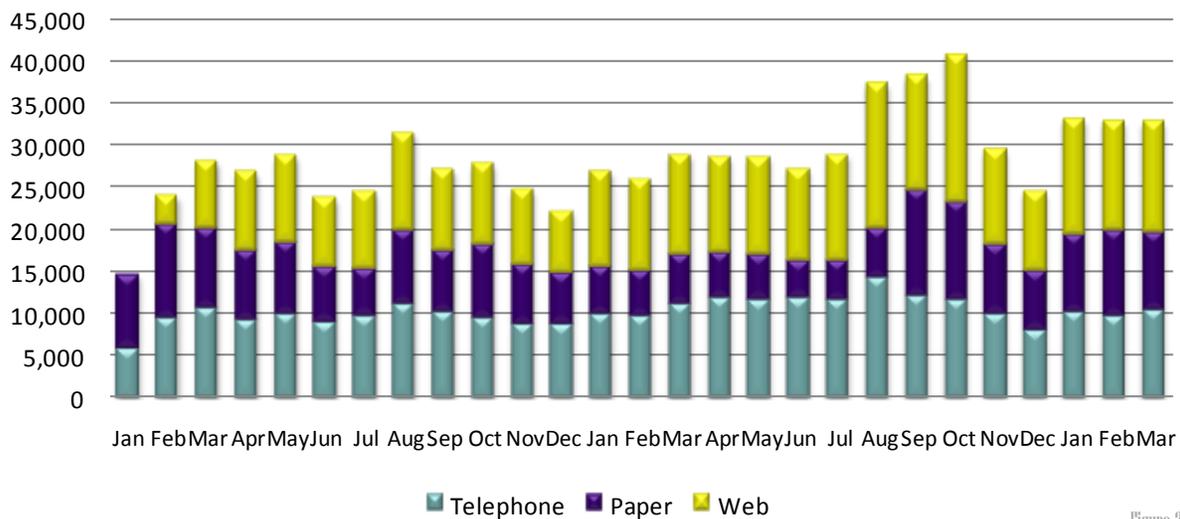


Figure 2

Improvements under the new TPA

- Expanded hours of operation, from 7:30 a.m. to 7:30 p.m.
- Telephone, email and web chat communication channels
- Correspondence generated in English, Spanish and Creole
- Management of incoming mail, including applications
- Data matching capability to verify income
- More support during the application and the renewal processes

the Institute for Child Health Policy, 92% of families thought the new application form was easy to understand, and for those who chose to use the paper application, 88% thought the mail-in process was convenient.

Launching a new system

After more than a year of preparation, Florida Healthy Kids introduced its new Third Party Administrator (TPA) in May 2008. Affiliated Computer Systems, Inc. (ACS) took over the duties formerly assigned to Policy Studies, Inc. The switch to ACS means improvements not only for the Corporation but also for the families enrolled in the Florida KidCare program.

The new system uses state-of-the-art technology to process applications, determine eligibility and manage customer accounts. With the new system, Florida KidCare families will experience enhanced customer service, such as extended call center hours and increased communication channels to access their account information via telephone and the Internet. Improved online account management features include real-time information and live web chats with customer service representatives, providing families more inter-

action with Florida KidCare staff. In addition, the new system's increased platform stability offers Florida KidCare staff better controls to get more families through the system efficiently.



Providing quality health care

Ensuring access to quality health care has been a keystone of the Healthy Kids program since the first enrollees received their identification cards in 1992. To fulfill this commitment, Healthy Kids established, early in its history, specific standards that focused on the delivery of quality services to children. These requirements include minimum access standards to reduce driving times from the family's home to their providers, appointment standards to ensure that families had timely access to care and credentialing guidelines that require only board certified pediatricians and family practitioners serve as primary care providers. Working in tandem with its contracted health and dental managed care organizations, Healthy Kids strives to provide its families not only access to care, but access to quality care.

We're leaping forward with marketing efforts.



the University of South Florida's Covering Kids and Families project to identify potential partners across the state and to assist the selected partners in meeting their goals. Covering Kids and Families continued the Corporation's initiative to expand its presence in areas identified as under-represented by the 2007 Florida Children's Health Insurance Study. According to the Florida KidCare Evaluation for 2007, 29% of Florida KidCare enrollees are Hispanic, and 29% are African-American. Therefore, organizations with large Hispanic and African-American populations were chosen by Covering Kids and Families as potential participants in the partnership program in order that the increasing number of enrollees found in these populations could be better served by Florida KidCare. New partners with Healthy Kids are placing special emphasis on marketing and outreach efforts to these identified populations in order to continue the efforts formerly conducted by the marketing and outreach grantees.

Three levels of membership were made available to interested parties, and potential community partners chose the level best suiting their organization and its commitment to marketing and outreach efforts. As of June 2008, just three months after its implementation, the Boots on the Ground campaign

Distributing state funds

The 2007 Florida Legislature appropriated \$1 million in state funds to be used by the Florida Healthy Kids Corporation for community-based outreach and marketing projects throughout the 2007-2008 state fiscal year. These funds created additional opportunities for community outreach across the state. As a result of the funding, Florida Healthy Kids implemented three phases of matching grants programs throughout the year. Each grant period fostered partnerships with various organizations across the state and increased enrollment in areas of the state previously under-represented by the program.

Seeking diverse audiences

Florida Healthy Kids executed its "Boots on the Ground" marketing and outreach campaign in March 2008 in order to seek out organizations and associations that serve families likely to be eligible for the Florida KidCare program. Once identified and approved, these community partners began to complement existing efforts of the outreach and marketing grantees, and at the close of the third and final grant period, the community partners absorbed many of the roles of the marketing and outreach grantees.

The Corporation contracted with

2007-2008 Florida Healthy Kids Outreach and Marketing Grantees

- Bay County Health Department
- Broward Regional Health Planning Council
- Child Care of Southwest Florida
- Citrus Health Network, Inc.
- Families Count
- Florida Community Health Centers
- Healthy Communities
- Lake County Board of County Commissioners
- Orange County Healthy Start Coalition
- Pivotal Point Enterprises, Inc.
- Sickle Cell Foundation of Palm Beach County
- St. Joseph's Children's Hospital
- United Way (Whole Child Leon)
- Unity Family Community Center
- WFSU
- Wolfson Children's Hospital

Florida Healthy Kids Community Partners

LEVEL 1

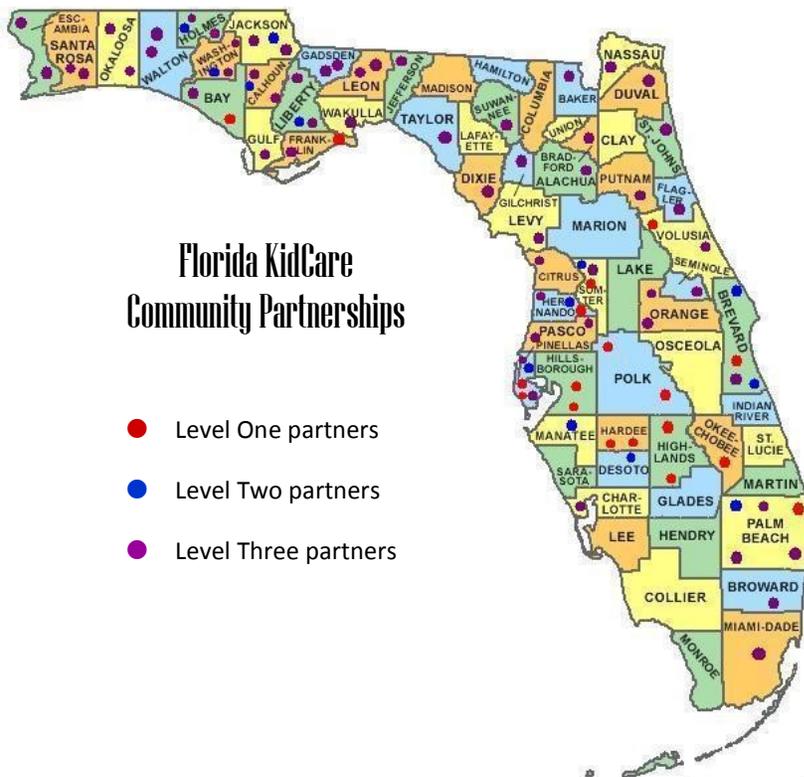
Bay, Franklin, Gulf Healthy Start Coalition
 Coordinated Child Care of Pinellas, Inc.
 Florida Community Health Centers, Inc.
 Healthy Start Coalition of Hardee, Highlands, and Polk Counties, Inc.
 Jewish Community Center of Greater Palm Beaches
 Lowry Park Zoological Society of Tampa
 Mid Florida Community Services, Inc. Head Start
 Rural Social Services Partnership
 South Brevard Area Interfaith Sponsoring Committee, Inc.
 St. Francis Foundation, Inc.
 United Way of Central Florida- Success by 6

LEVEL 2

2-1-1 Brevard
 Chipola Healthy Start
 Early Learning Coalition of Brevard County, Inc.
 Okaloosa County Comprehensive Head Start Child Development Center
 Project Patchwork, Inc.
 Volunteer Services of Manatee - DeSoto
 Volunteer Services of Manatee - Manatee

LEVEL 3

Brevard Health Alliance, Inc.
 Charlotte County Family Services Center
 Childhood Development Services
 Communities in Schools - Bradford County
 Families Count
 Girls Incorporated of Pinellas
 Harvest Time International
 Jobs for Miami
 Kid Finders Network, Inc.
 Minority Development and Empowerment, Inc.
 Orange County Healthy Start Coalition
 Panhandle Area Educational Consortium
 Panhandle Area Health Network
 Pivotal Point Enterprises
 Premier Community Health Care Group, Inc.
 Seagull Industries for the Disabled, Inc.
 The Volunteer Way



had solidified 35 community organizations as partners with Florida Healthy Kids and the Florida KidCare program.

Acting out for health

This year the Corporation also turned its marketing attention to children ages 12 through 18—the largest population of uninsured children in Florida, according to a study conducted by the Institute for Child Health Policy in 2007. In order to reach this particularly difficult population, Florida Healthy Kids piloted a commercial contest for middle and high school students throughout Leon County.

The local Act-Out For Health contest began mid-April and was met with great enthusiasm. Students were given the opportunity to create their own 30- or 60-second commercials promoting the Florida KidCare program and its benefits to their peers. Recognition was given to the top three winning student groups based on their inclusion of Florida KidCare information and their ability to reach the attention of their peers. The winning commercial, created by eleventh and twelfth grade students at Lincoln High School in Tallahassee, can be viewed on the Healthy Kids website at www.healthykids.org. The student-produced commercial was showcased on local television stations this summer. The success of the local Act-Out For Health competition has also encouraged Florida Healthy Kids to sponsor a statewide contest beginning in August. First-place winners and runners-up will be selected from six different regions across the state, with one grand prize winner to be announced in January. The success of the local competition also prompted Healthy Kids to add a print advertisement component to the contest. The Corporation hopes to have 25 commercial and print entries from middle and high school students across the state, with the overall goal that the competition will educate students about the Florida KidCare program and its benefits for teens.

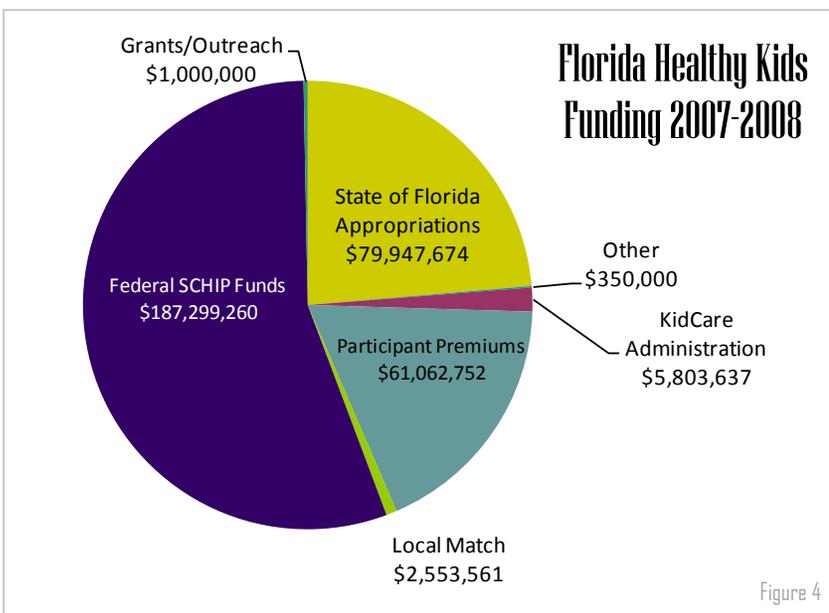


We're obtaining funding for more coverage.

Financing the program

Funds for the Healthy Kids Corporation come from a variety of sources (Figure 4). The majority of funds for the program are provided by the federal government's State Children's Health Insurance Program (SCHIP), though a large percentage of funds also come from appropriations by the state of Florida. The third largest percentage of funds is the contribution made by the families enrolled in Healthy Kids. For the 2007-2008 fiscal year, premium payments made up 18% of total funding.

Funding for the Corporation has also been provided by valuable local match funds since 1993. Currently, local match participation by the counties is voluntary; however, local funds help to subsidize coverage for children not eligible for federal funds due to their citizenship status. Without these funds, coverage would not otherwise be available to these families.



During 2007-08, the Corporation utilized a local match formula which continued the practice of awarding "local match credits" to the counties based on child population. After application of the credit, the county was responsible for 100% of the remaining costs. This year, the Corporation used local funds and \$1 million from corporate cash reserves to maintain coverage for these children.

For the upcoming fiscal year (2008-2009), a total of more than \$300 million was allocated to the Healthy Kids program, and in a year when other agencies lost funding, the budget for the entire Florida KidCare program was increased to obtain health coverage for 38,000 more children.



Family Premium Payments

Most families enrolled in the Healthy Kids program pay \$15 or \$20 a month. The Federal Poverty Level (FPL) is used to determine what premium payment a family is qualified to pay.

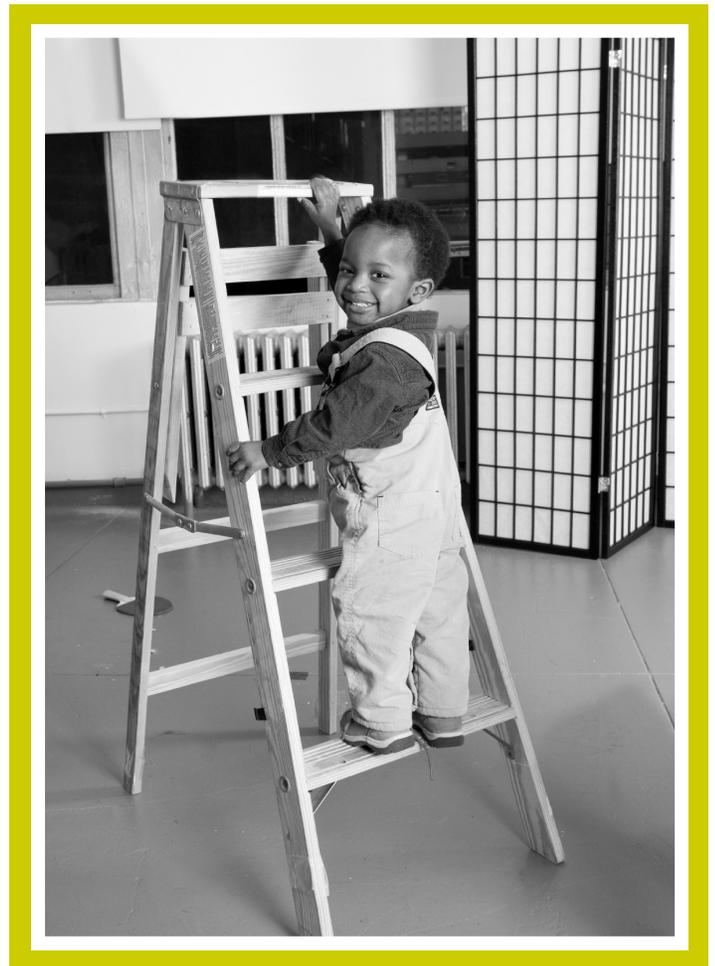
Families up to 150% FPL <i>For a family of four, up to \$31,800 annual income</i>	\$15 per family per month
Families from 151% to 200% <i>For a family of four, between \$31,800.01 to \$42,400 annual income</i>	\$20 per family per month
Families above 200% FPL <i>For a family of four, above \$42,000 annual income</i>	Full-pay option: \$128 per child per month (with dental) \$116 per child per month (without dental)

We're taking steps to keep children enrolled.

Maintaining family enrollment

In April 2007, the Southern Institute on Children & Families began a two-year initiative sponsored by the Robert Wood Johnson Foundation. This initiative, "Achieving Stability in Medicaid and SCHIP Coverage," was established in order to increase the rate of retention of eligible children enrolled in Medicaid and SCHIP programs across the country. All four Florida KidCare partners are participating in the Southern Institute's project by making suggested changes in policies and procedures that would prevent families from closing out their accounts unnecessarily.

For the past several months, the Corporation has been focused on establishing various retention efforts to better serve enrolled families in the Healthy Kids program. After surveying families and evaluating their reasons for closing their Healthy Kids accounts, Corporation staff began implementing a retention plan to take place during the current and upcoming fiscal years. Retention efforts by the Corporation include an option for telephone renewal and a live web chat that would allow parents to communicate with customer service representatives online. Corporation staff is currently working with health and dental plan partners to provide assistance and valuable health care information to enrolled families. The Corporation is also in the process of evaluating and revising their correspondence to families to ensure readability, and a redesign of the renewal form is also on the horizon. The action is set to continue in the months to come.





Florida Healthy Kids Corporation

661 E. Jefferson Street, 2nd Floor

Tallahassee, FL 32301

(850) 224-5437

www.healthykids.org

An electronic version of this report can be found on our website.

Fl♥rida KidCare

Florida Healthy Kids Corporation is a partner in the Florida KidCare program with the Agency For Health Care Administration, the Department of Children and Families, and the Department of Health.