

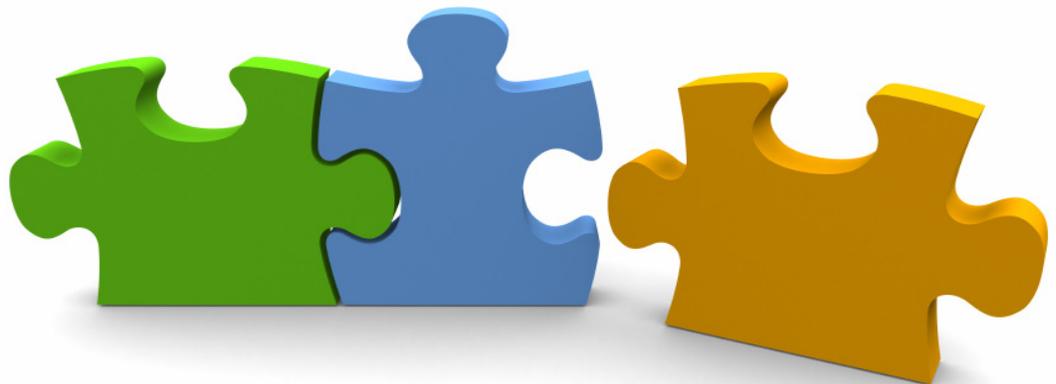
fitting the pieces together

2009 florida kidcare annual report
presented by the florida healthy kids corporation



our mission

The Florida KidCare program is created to provide a defined set of health benefits to previously uninsured, low-income children through the establishment of a variety of affordable health benefits coverage options from which families may select coverage and through which families may contribute financially to the health care of their children.



from the partners



It is with great pleasure that we present to you, our friends and advocates, the first-ever Florida KidCare and Florida Healthy Kids joint annual report.

Since 1998, Florida Healthy Kids Corporation has worked diligently with its partners in three state agencies: the Agency for Health Care Administration, the Department of Health and the Department of Children and Families. Over ten years later, the partnerships we have formed are still going strong.

By working together, more of Florida's children are enrolling in the program every day. In the closing months of the 2008-2009 fiscal year, over 40 thousand new children joined the Florida KidCare family.

This past spring, the partners also celebrated the passage of Senate Bill 918 after it was signed into law by Governor Charlie Crist. Changes to the program will be in effect in 2009-2010. It has been amazing to see what can happen for Florida's children when we all work together.

That's part of the reason we're bringing you a combined annual report this year. We want you to see what happens when the pieces become a whole, when all of our programs come together for the good of all the uninsured children in Florida.



who we are

Agency for Health Care Administration (AHCA)

MediKids, for children ages 1 through 4

Department of Health (DOH)

Children's Medical Services Network, for children with special health care needs

Department of Children and Families (DCF)

Medicaid, for financially-eligible children birth through 18; Behavioral Health Network (BNet) for school-age children with emotional disturbances

Florida Healthy Kids Corporation (FHKC)

Healthy Kids, for children ages 5 through 18

an introduction



DID YOU KNOW?

Florida KidCare offers a full-pay option for families who may not be eligible for subsidized coverage. MediKids full-pay enrollees pay \$159 per child per month. Healthy Kids full-pay enrollees pay \$121 per child per month or \$133 per child per month with dental benefits.

pieces of the past

In 1997, the U.S. Congress passed Title XXI of the Social Security Act: the State's Children's Health Insurance Program (SCHIP). The state of Florida responded in 1998 by uniting three existing entities: Medicaid, Healthy Kids and the Children's Medical Services Network. With the addition of MediKids, the Florida KidCare program now serves each unique population of Florida's children.

- **Medicaid:** An entitlement program for financially-eligible children birth through 18.
- **Children's Medical Services Network (CMSN):** For children with a chronic physical, developmental, behavioral or emotional condition that has lasted or is expected to last at least 12 months.
- **MediKids:** For uninsured children one through four.
- **Healthy Kids:** For uninsured children five through 18.

Three government agencies and FHKC administer and monitor these programs (see page 3). DCF also sponsors the Behavioral Health Network for school-age children with emotional disturbances.

partner spotlight: ahca

AHCA is committed to increasing enrollment and improving retention by engaging in the following outreach activities in 2008-2009:

- The Agency contracted with Covering Kids and Families Project (CKF) to create **10 local self-sustaining coalitions** made up of community organizations in target areas. Coalition members were trained on basic policy, effective outreach methods and media relations.
- AHCA's **13 area Medicaid offices** participated in health fairs and other community activities and distributed outreach materials to medical providers.
- The Agency was the grantee in the Retention Initiative grant through the Southern Institute (August 2007 – April 2009). This grant provided technical support and peer-to-peer learning to identify and develop ideas and efforts to retain children in Florida KidCare. The Agency worked together with FHKC, DCF and DOH to implement these strategies.

MediKids enrollment steadily increased in 2009 as technical program issues were resolved and outreach strategies implemented.

eligibility



partner spotlight: doh

DOH continually promotes Florida KidCare to increase awareness, encourage participation and foster retention. This year:

- More than **150,000** Floridians received information about Florida KidCare at more than **150 DOH sponsored events**.
- The Newborn Screening and Early Steps (Florida's Early Intervention System) Programs continued to disseminate information about children's health insurance to parents.
- The DOH Department of Vital Statistics included information about Florida KidCare to **more than 230,000 new parents**.
- CMS staff conducted monthly computer analyses during the transition to a new Third Party Administrator to ensure that children with special health care needs maintained coverage throughout.
- A CMS task force was established to address any systems issues.

The success of this year's efforts was reflected in enrollment growth. In July 2008, **16,940 children** were enrolled in the CMS Network. By June 2009, enrollment increased **37% to 23,211 children**.

piecing together eligibility

Program eligibility is primarily determined based on household size and income. Families considered financially eligible for Florida KidCare must be under 200% of the Federal Poverty Level. Families over 200% may enroll in the program, but must do so at the full cost of coverage. The full-pay option is affordable, guarantee issue coverage available in both the MediKids and Healthy Kids programs.

Except for Medicaid, in order to qualify for subsidized coverage, a child must:

- Be under age 19,
- Be uninsured,
- Be U.S. citizen or qualified non-citizen,
- Not be the dependant of a state employee eligible for health benefits, and
- Not be in a public institution.

Non-citizen children may be eligible for Florida KidCare, and exceptions to the above qualifications do exist. All families are encouraged to apply for Florida KidCare coverage to see if they are eligible.

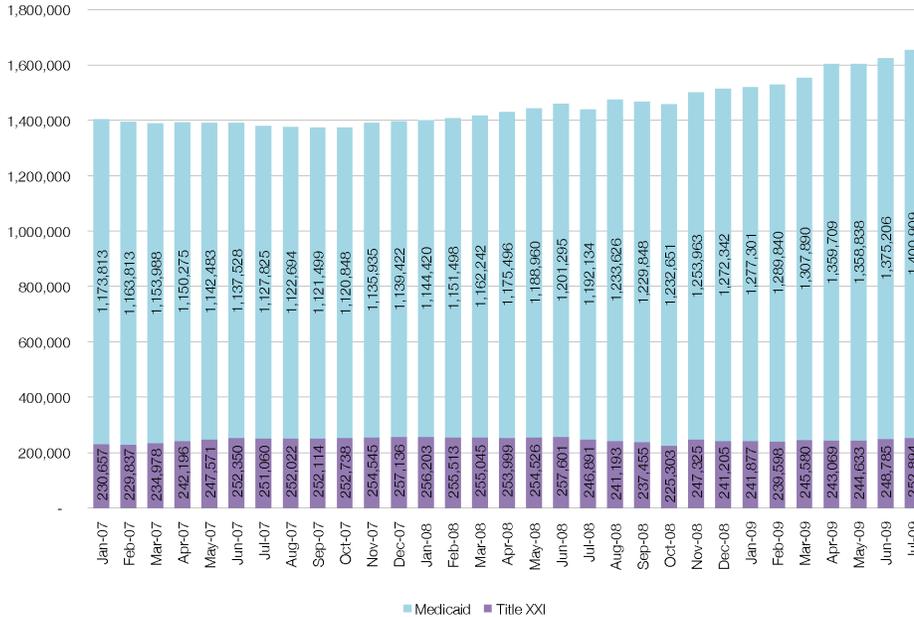
DID YOU KNOW?

Families must be at or below 200% of the Federal Poverty Level (FPL) to qualify for subsidized coverage. For Fiscal Year 2008-09:

- 150% FPL = up to \$2,757 a month for a family of four
- 200% FPL = up to \$3,675 a month for a family of four



enrollment



total
florida
kidcare
enrollment
2007-2009

DID YOU KNOW?

Florida KidCare covers nearly 229,000 children a month in the Title XXI programs (MediKids, Healthy Kids and the Children's Medical Services Network).

pieces of enrollment

After a 5% increase in overall enrollment during the 2007-2008, enrollment in Florida KidCare remained steady throughout 2008-2009. Overall enrollment spiked during November 2008 and June 2009; both increases can be partially attributed to targeted outreach and marketing efforts, including the back to school and Fort Myers campaigns, respectively.

According to the Institute for Child Health Policy, 207,964 children were successfully enrolled in the Florida KidCare program last year, a 2% increase over the previous year's enrollment. Once enrolled, these families expressed high satisfaction in the program. Of those families enrolled, 86% have a usual source of care for their children, and 92% of enrollees had a well-child visit during a one-year enrollment period.

partner spotlight: dcf

DCF ensures that all families with children know about and apply for Florida KidCare. DCF also provides materials and information to their community partners to help spread the word. The community liaisons assist the Department by serving as their area's Florida KidCare Outreach Coordinators, who participate in community events and provide outreach and enrollment information and materials. DCF staff attend many of these events and provide on-site enrollment with laptop computers. DCF refers all children who are not eligible for Medicaid or whose income changes, causing them to be ineligible. The Department also uses direct mailing to contact families who do not qualify for Medicaid to encourage them to apply for the other Florida KidCare benefits for their children.

the florida kidcare population

Florida KidCare serves a diverse group of Florida's families, and children enrolled in the program come from a several racial and ethnic groups. According to the Institute for Child Health Policy, 36% of enrollees are Hispanic, and 24% are African-American. Half of Florida KidCare enrollees come from two parent households, and 26% of the parents of enrolled children do not have a high school or GED diploma. The Florida KidCare program also serves a high percentage of special needs children, many of whom are enrolled in CMS, Florida KidCare's separate program for clinically and financially eligible children.

benefits



partner spotlight: fhkc

Healthy Kids delivers services to school-age children, manages the program's Third Party Administrator, oversees statewide community partners and application assistants and produces outreach materials. This year:

- Healthy Kids contracts with statewide community partners in nearly every county. This year, **over 580 events** were attended by partners and advocates promoting the program.
- **Thirty-two sponsorships** were awarded to eligible partners and advocates through the Healthy Kids' sponsorship program.
- Parents were provided with one-on-one assistance through the Application Assistance project; **over 130 children** were enrolled in Florida KidCare through these efforts.
- Working with Salter>Mitchell, their contracted public relations firm, Healthy Kids schedules regular brainstorming sessions with Florida KidCare agency partners to discuss outreach strategies and efforts. This year's sessions resulted in a successful back-to-school season and a targeted media campaign (see page 8).

the benefits piece

Families enrolled in Florida KidCare have access to a variety of benefits. Access to quality care has always been a priority for Florida KidCare partners, and to fulfill this commitment to its families, the Florida KidCare agencies have established specific standards for the health plans and providers contracted with their programs.

Families in Medicaid, MediKids and the Children's Medical Services Network receive the Medicaid benefits package without incurring any additional out-of-pocket costs. Although families enrolled in Healthy Kids have the comprehensive benefits package, they do pay small co-payments for some services.

DID YOU KNOW?

Florida KidCare offers comprehensive health benefits to all enrollees. These benefits include:

- Doctor visits
- Check-ups
- Immunizations
- Hospital visits
- Surgeries
- Prescriptions
- Emergency services
- Vision and hearing screenings
- Dental visits
- Behavioral health



outreach



DID YOU KNOW?

The Florida Healthy Kids Corporation has 30 community partners established throughout the state, and the Department of Children and Families has 3,000 statewide community partners with access to the Medicaid population.

piecing together marketing

Although the State of Florida did not allocate any marketing and outreach funds to Florida KidCare during 2008-09, the partners worked together to ensure program outreach remained a priority.

Last fall, Florida KidCare launched another successful back-to-school campaign. Nearly 3 million applications were distributed to schools statewide through this initiative. This year, the Florida KidCare partners have conducted grassroots efforts across the state by securing community partners in 64 of the 67 counties in Florida. Both AHCA and FHKC also contract with the University of South Florida's Covering Kids and Families program to ensure Florida KidCare is taking advantage of every outreach opportunity.

act-out for health contest

The Act-Out for Health contest began in spring 2008 as a pilot project in Leon County. Since then, the contest has become an annual statewide outreach program to middle and high school students willing to produce and design commercials and advertisements that promote the Florida KidCare program to their parents and peers. The contest not only offers students the chance to win scholarships and funding for their schools; it also provides valuable education about the importance of health care. FHKC manages and promotes the contest, while the other Florida KidCare partners aid in the judging process. For more information about this year's contest and to view past winners, visit www.actout4health.org.

fort myers pilot project

In March, FHKC contracted with Salter>Mitchell, a public relations firm based in Tallahassee, to launch an outreach pilot project in Fort Myers. The project focused on reaching the newly unemployed, an increasing population, particularly in this area of the state, where the home foreclosure rate has been one of the highest in the nation. A successful advertising campaign, "No Matter What," and a Facebook ad promoting the program, ran throughout the month of May. Funding for the project ended in June, but Florida Healthy Kids has since conducted focus groups statewide, partnered with Workforce Plus and distributed information about Florida KidCare to businesses on Florida's WARN notice list (those businesses with a significant number of layoffs).



legislation



senate bill 918

Senator Nan Rich sponsored Senate Bill (SB) 918 with the support of Representative Jimmy Patronis, sponsor of the House companion bill, during the 2009 Legislative Session in Florida. By May 1, the bill had passed through both the Senate and the House. Governor Charlie Crist later signed the bill into law. SB 918 brought many administrative simplifications to the Florida KidCare program. All of the changes from the bill went into effect on July 1, 2009 and will make the enrollment and renewal process easier for Florida families.

the legislative piece

The Florida KidCare program had several victories this year on both the state and federal levels. In February, President Obama signed the CHIPRA bill (see sidebar), and in May, the Florida Legislature passed Senate Bill (SB) 918.

The program changes from SB 918 were implemented July 1, 2009. Changes include:

- Marketing the program under the single Florida KidCare name,
- Reducing nonpayment disenrollment penalty to 30 days,
- Adding the DCF secretary to the Florida Healthy Kids Board of Directors,
- Providing for the electronic verification of income,
- Reducing the waiting period for voluntary cancellation of coverage to 60 days,
- Modifying eligibility for those with insurance that costs greater than 5% of family income, and
- Providing good cause exceptions for voluntary cancellation of private coverage.

These changes will aid families in smoother enrollment and renewal processes.

DID YOU KNOW?

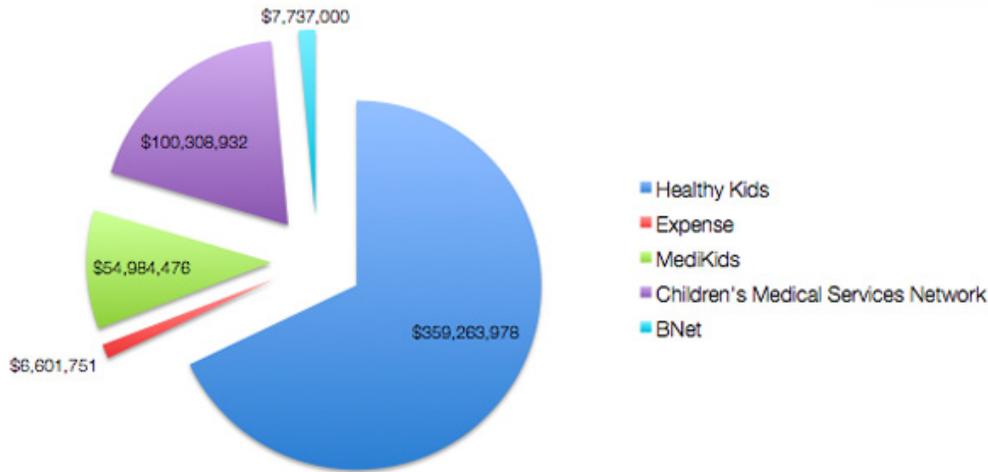
On February 4, 2009, President Barack Obama signed the Children's Health Insurance Program Reauthorization Act (CHIPRA), renewing CHIP nationwide through 2013. CHIPRA also expanded the scope of CHIP by funding the enrollment of 4.1 million previously uninsured children into the program nationwide.



financing



Florida KidCare Title XXI Funding 2008-09



DID YOU KNOW?

All families enrolled in the MediKids, Healthy Kids and Children's Medical Services Network entities contribute to funding in the form of premium payments. Premiums are due on the first of the month for the next month's coverage.

the financial pieces

The above chart is a representation of Title XXI Florida KidCare appropriations for this fiscal year. The majority of program funding is provided by federal SCHIP funds and appropriations from the state of Florida. Participant premiums contributed over \$69 million to the overall budget for 2008-2009.

During the 2008 legislative session, more than \$300 million was allocated to the Healthy Kids/ Florida KidCare program for use during the 2008-2009 fiscal year. These funds were used to administer the Florida KidCare program and to provide coverage for the children enrolled.

funding sources

Funding for the Title XXI component of Florida KidCare comes from the federal government, state allocations, and premium payments.

local match funds

Local match funding has contributed to the overall budget of FHKC since 1993. While local match participation by counties is voluntary, these funds help to subsidize coverage for children not eligible for federal funding due to their citizenship status. Local match funds have decreased significantly (by 41%) since 2008. For the 2008-2009 fiscal year, no state funds were available; local funds provided 100% of the subsidy.



grant funding

As part of the CHIPRA legislation, over \$80 million in grant funding was set aside by the federal government. The Outreach and Enrollment Grant Funding was designed to be utilized by states and organizations to help reach families whose children qualify for SCHIP, but who are not currently enrolled in an SCHIP program. Round I of these grants was announced in June 2009. The Florida KidCare partner agencies plan to work together to apply for grant funding, which would help provide more technical assistance to current community outreach partners through 2011.

the next piece

The year has been a successful one for Florida KidCare, but there is more to be done. Program emphasis is shifting to retain children currently enrolled in Florida KidCare. Several retention initiatives are on the horizon, including increased communication with families, system upgrades and an easier renewal process.

The changes from this year's legislative session went into effect beginning July 1, with some changes to follow beginning October 1. A revised application reflecting some of the changes is currently being used statewide.

Florida KidCare partners are working together to launch new marketing materials based on the feedback received during focus groups held at the end of this fiscal year. A new plan to target rural populations is set to be released in the coming months, and the partners meet on a regular basis for brainstorming and outreach updates.

The pieces of the Florida KidCare program-- enrollment, eligibility, marketing and financial-- are all coming together as the program partners strive to insure more children across the state.

DID YOU KNOW?

It is projected that by 2010, over 270,000 children will have enrolled in the Florida KidCare program-- an 8% increase in enrollment.

This report was written and produced by:
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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, along with the Agency for Health Care Administration, the Department of Children and Families and the Department of Health.