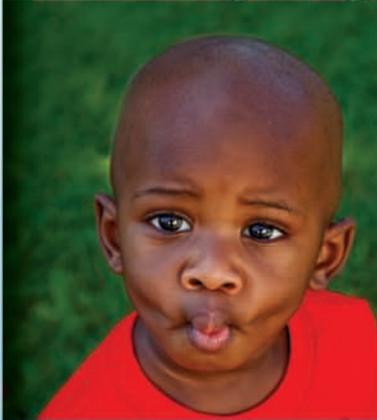




Healthy **kids**™

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**ANNUAL  
REPORT**



To assure access to quality health care services for Florida's children.



## Mission:

To assure access to quality health care services for Florida's children.

## Vision:

Optimal health for all Florida's children.

## Values:

- Family Focus
- Cultural Awareness
- Innovation
- Compassion
- Professionalism

FHKC is governed by a statutorily created Board of Directors, which has direct ties to each of the Florida KidCare components. The Board members represent the Florida Department of Financial Services, the Department of Children and Families, the Agency for Health Care Administration, the Florida Department of Health, the Florida Department of Education and other experts on children's health policy and medical care.

The FHKC Board's impact supersedes the name "Florida Healthy Kids." By virtue of its makeup and responsibilities, the Board touches all things Florida KidCare, including delivery of health services, promotion of the Healthy Kids and Florida KidCare identities, interface with Florida's governmental entities, administration of the business components of Florida's State Child Health Insurance Program, and the day-to-day management of the corporation.

# Message from Rich Robleto



Dear Friends,

As the state's leading provider of child health insurance, Florida KidCare continues to be recognized as an effective resource to meet the health care needs of Florida's children. Thanks to the combined efforts of all the Florida KidCare partners, the program insures some two million children throughout the state.

On the following pages, we will highlight some of the significant accomplishments of the Florida Healthy Kids Corporation and Florida KidCare over the last year. This impressive list includes such achievements as expanded health plan choices, more options for premium payment and an increase in enrollment that made Florida the nation's leader for reducing the number and percentage of uninsured children.

I am proud of the efforts and results produced by Healthy Kids and all of the KidCare partners as we continue to work toward our ultimate goal – to assure access to quality health care services for Florida's children. As you review this report, you will see that Healthy Kids and the other Florida KidCare partners are a well-functioning team that is never satisfied with the status quo and is committed to accomplishing more and making improvements wherever necessary.

Sincerely,

Executive Director

Florida Healthy Kids Corporation



# Who We Are

## 1990

The Florida Healthy Kids Corporation (Healthy Kids) was established by the Florida Legislature as a public-private initiative to improve access to comprehensive health insurance for the state's uninsured children.

Our first children enrolled in  
March **1992**  
in Volusia County



Over the next six years, our program expanded.

By **1996**

we were serving almost 25,000 children in 16 Florida counties, and we received the "Innovations in American Government" award from the Kennedy School of Government at Harvard University.



**1997** The federal government established the State Child Health Insurance Program (SCHIP) to drastically increase the availability of children's health coverage throughout the United States.



**1998** The Florida Legislature responded by authorizing the creation of Florida KidCare, a CHIP program. Under this authorization, the following occurred:

- Healthy Kids expanded to all 67 Florida counties.
- A special program for children ages one through four (MediKids) was created. Children with special health care needs had their own medical homes (and care coordination) through the Children's Medical Services Network (CMSN).

The Corporation helps thousands of uninsured children gain access to affordable, quality health care. Healthy Kids aggregates local, state, federal and family funds to pay premiums to commercial health plans who assume the insurance risk. This program is unique because it is designed to provide affordable access to health insurance coverage for working families for whom the payment of the full premium would be out of reach.





# What We Do

Healthy Kids operates out of Tallahassee and presently maintains a staff of approximately 30 employees. Key staff responsibilities are to monitor the customer satisfaction with and the quality of services provided by our contracted health plans, third-party administrator and outreach partners. Healthy Kids also supports the Legislature the Legislature in projecting appropriation needs and assessing legislation affecting the KidCare program, and effectively managing the corporation in compliance with all federal and state requirements and industry standards.

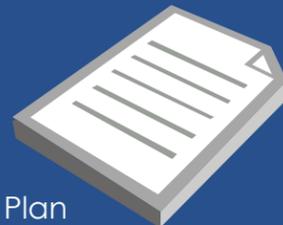
We presently receive and process approximately 275,000 applications per year and process 150,000 renewals. We collect premiums and maintain enrollment for almost 300,000 children and provide coverage for 240,000 children.

**Our responsibilities are provided in Florida statute and are many but, they can be summarized briefly as:**

## 1. Provide for the delivery of cost effective health care coverage for non-Medicaid school-age children.

A. We do this through competitively awarded contracts with Health Plans. Presently we have contracts with:

- ▶ Florida Blue
- ▶ Coventry Health Care
- ▶ Amerigroup
- ▶ WellCare
- ▶ Simply Health Care
- ▶ Florida Health Care Plan
- ▶ MCNA Dental
- ▶ DentaQuest



B. All enrollees have a choice between two Medical Plans and two dental Plans.

## 2. Provide Administrative Services for the State Children's Health Insurance Program.

A. Functions include:

- ▶ Receive all KidCare Applications.
- ▶ Determine eligibility for all non-Medicaid applicants .
- ▶ Collect premiums for all CHIP subsidized and full-pay enrollees.
- ▶ Maintain enrollment for all CHIP subsidized and full-pay enrollees.
- ▶ Distribute enrollment to all KidCare partners and Healthy Kids Health Plans.
- ▶ Maintain a call center for all CHIP subsidized and full-pay enrollees.



B. Healthy Kids presently contracts with Xerox to provide these administrative services.

- ▶ Xerox operates out of Tallahassee with approximately 250 employees.

## 3. Promote the entire KidCare program.

A. Promotion includes:

- ▶ Outreach funding support
- ▶ Event sponsorship
- ▶ Marketing materials creation
- ▶ Promotional items
- ▶ Outreach training
- ▶ Social media



# Goals and Achievements



Florida Healthy Kids has established as its mission “to assure access to quality health care services for Florida’s children”. We aim to do this by focusing on five goals. They are:

## Quality

Ensuring standards of health care excellence in all Healthy Kids health plan services.

## Satisfaction

Achieving high family satisfaction for every process we undertake, from application processing for enrollment through ongoing servicing and renewal.



## Growth

Increasing enrollment by enhancing awareness of and participation in the program.

## Advancement

Obtaining necessary resources and authority to promote and advance the mission of Healthy Kids.

## Effectiveness

Maintaining the corporate structure and resources to fulfill Healthy Kids mission and purpose.

### Healthy Kids Highlights

With these goals in place, Healthy Kids accomplished a great number of things over the past fiscal year. Here are a few highlights:



# QUALITY

The Healthcare Effectiveness Data and Information Set (HEDIS ®) average is a tool used by more than 90 percent of America’s health plans to measure performance on important dimensions of care and service.

## Performance Summary

Healthy Kids performed above the national Medicaid HEDIS® average by more than five percentage points for the following quality measures:

- Adolescent well-care visits
- Follow-up care for children prescribed ADHD medication
- Annual dental visit, 11-14 years of age and 15-18 years of age

Program performance was within five percentage points of the national Medicaid HEDIS® average for the following quality measures:

- Children and adolescents’ access to primary care practitioners
- Appropriate testing for children with pharyngitis
- Appropriate Treatment for Children with upper respiratory infection
- Use of appropriate medications for people with asthma
- 30-day follow-up after hospitalization for mental illness
- Annual dental visit, 4-6 years of age and 7-10 years of age



Florida Healthy Kids performed below the national Medicaid HEDIS® average by more than five percentage points for the following quality measures:

- Initiation and engagement of alcohol and other drug dependence treatment
- Well-child visits in the 3rd, 4th, 5th, and 6th years of life
- Chlamydia screening in women 16- 20 years
- 7-Day follow-up after hospitalization for mental illness

## HEDIS® Quality Measures

		FHKC Mean	HEDIS Mean
HEDIS® Children and Adolescents’ Access to Primary Care Practitioners	Ages 2-6 Years (FHKP Eligibility 5-6 Years)	85.78	88.3
	Ages 7-11 Years	91.03	90.3
	Ages 12-19 Years (FHKP Eligibility:12-18 Years)	89.17	87.9
HEDIS® Initiation and Engagement of Drug Dependence Treatment Alcohol and Other	Initiation 13-17 Year Olds	34.65	42.5
	Engagement 13-17 Year Olds	6.19	17.7
HEDIS® Prenatal and Postpartum Care Measures	Timeliness of Prenatal Care	56.35	83.4
	Frequency of Ongoing Prenatal Care	47.62	61.6
	Postpartum Care	49.21	64.1
HEDIS® Well-Child Visits in the 3rd, 4th, 5th and 6th years of Life	FHKP Eligibility 5-6 Years	63.14	71.6
		53.13	47.7
HEDIS® adolescent Well-Care Visits			
HEDIS® Chlamydia Screening in women 16-20 Years	FHKP Eligibility 16-18 Years	33.52	54.4
HEDIS® Appropriate Testing for Children with Pharyngitis		62.24	62.3
HEDIS® Appropriate Treatment for Children with Upper Respiratory Infection		84.24	86
HEDIS® Use of Appropriate Medications for People with Asthma		93.21	91.8
HEDIS® Use of Appropriate Medications for People with Asthma		90.22	86
	Initial Phase	47.76	36.6
HEDIS® Follow-Up Care for Children Prescribed ADHD Medication	Continuation of Maintenance Phase	56.7	41.7
HEDIS® Follow-Up after Hospitalization for Mental Illness	7 Days	36.18	42.9
	30 Days	55.66	60.2
Annual Dental Visit	Ages 2-6 Years (FHKP Eligibility 5-6 years)	55.45	54.1
	Ages 7-10 years	61.93	57.5
	Ages 11-14 years	57.03	52
	Ages 12-18 years	50.63	44.2

**Red- Exceeded National Average**    **Green- Within 5 points of National Average**

There are performance improvement projects in process for improving well-child visits for the health plans and increasing preventive dental visits.

# SATISFACTION

## Family Customer Service Satisfaction

At Healthy Kids' customer service call center (1-800-821-5437), families who are helped by a representative are then given an opportunity to participate in surveys by simply staying on the phone to answer feedback questions. The responses for this have been overwhelmingly positive, with 97.0 percent of the families surveyed, saying the service provided by the representative met or exceeded their expectations.

Additionally, the call center earned an International Organization for Standardization accreditation. This very prestigious certification means call the center met quality management standards within their systems and procedures.

## Administrative Simplifications

In order to make obtaining and keeping coverage as simple as possible, Healthy Kids offered the following to families on behalf of Florida KidCare:

### Expanded Health Plan Choices

In response to the requirements of the Children's Health Insurance Program Reauthorization (CHIPRA), Healthy Kids expanded its menu of health plans to allow families a broader choice in all 67 counties.

### More Ways to Pay

It is understood that parents are busy and often burdened with numerous financial responsibilities. Families can make their payments through one of five methods each month: online, by phone, by mail, cash



payments at one of 600 Fidelity Express locations around the state and by the latest method—text pay. Families who sign up to pay by text receive a text message asking if they want to make a payment, they respond with "yes" and their debit/credit card is charged.



## Administrative Renewal

To ensure that families do not experience a lapse in their child's health coverage, Healthy Kids, on behalf of Florida KidCare, simplified the renewal process.

Now, before families receive their annual renewal form, Healthy Kids works with various state agencies to obtain current income and other information needed for renewal, and pre-populates the renewal form. If the information is correct, families only need to sign and return the form. If something has changed, families can cross it out and write in the new information and provide proof of income.

## Online Account Maintenance

Earlier this year, Healthy Kids made some upgrades to the My Account section of the website.

Families can now complete income updates, check application/account status, find out what information is needed to keep applications moving, review plan information and more with their online accounts.





# CAHPS Success

Parents' experiences with their children's health plans were captured through a 14 question survey. The following chart shows the question area, Healthy Kids families' response and the national average.

Healthy Kids results were closely aligned with the national benchmarks for 12 of the 14 CAHPS® summary measures, differing by no more than three percentage points.

Healthy Kids performed better than the national average by six percentage points on the overall rating of "all health care."

Healthy Kids' performance was below the national average for Access to Specialized Services. This area will be addressed as part of the health plan procurement for October 2012 implementation.

## CAHPS Measures

Summary of FHKP Overall Results Compared to National Medicaid Benchmark for CAHPS® Summary Measures		
CAHPS® Measures	FHKP Overall	National Average
<b>Composite Measures</b>		
Getting Needed Care (% Responding "Usually" or "Always")	75%	77%
Getting Care Quickly (% Responding "Usually" or "Always")	86%	86%
How Well Doctors Communicate (% Responding "Usually" or "Always")	93%	91%
Health Plan Customer Service (% Responding "Usually" or "Always")	79%	79%
Child's Personal Doctor (% Responding "Yes")	86%	88%
Shared Decision Making (% Responding "Definitely Yes")	67%	67%
Getting Specialized Services (% Responding "Usually" or "Always")	62%	75%
Care Coordination (% Responding "Yes")	74%	76%
<b>Individual Question Summary Rates</b>		
Access to Prescription Medicines (% Responding "Usually" or "Always")	86%	89%
Getting Needed Information (% Responding "Usually" or "Always")	86%	89%
<b>Overall Ratings</b>		
Overall Rating: All Health Care (% Rating "9" or "10")	66%	60%
Overall Rating: Personal Doctor (% Rating "9" or "10")	68%	70%
Overall Rating: Specialist Seen Most Often (% Rating "9" or "10")	68%	66%
Overall Rating: Health Plan (% Rating "9" or "10")	60%	63%

# GROWTH

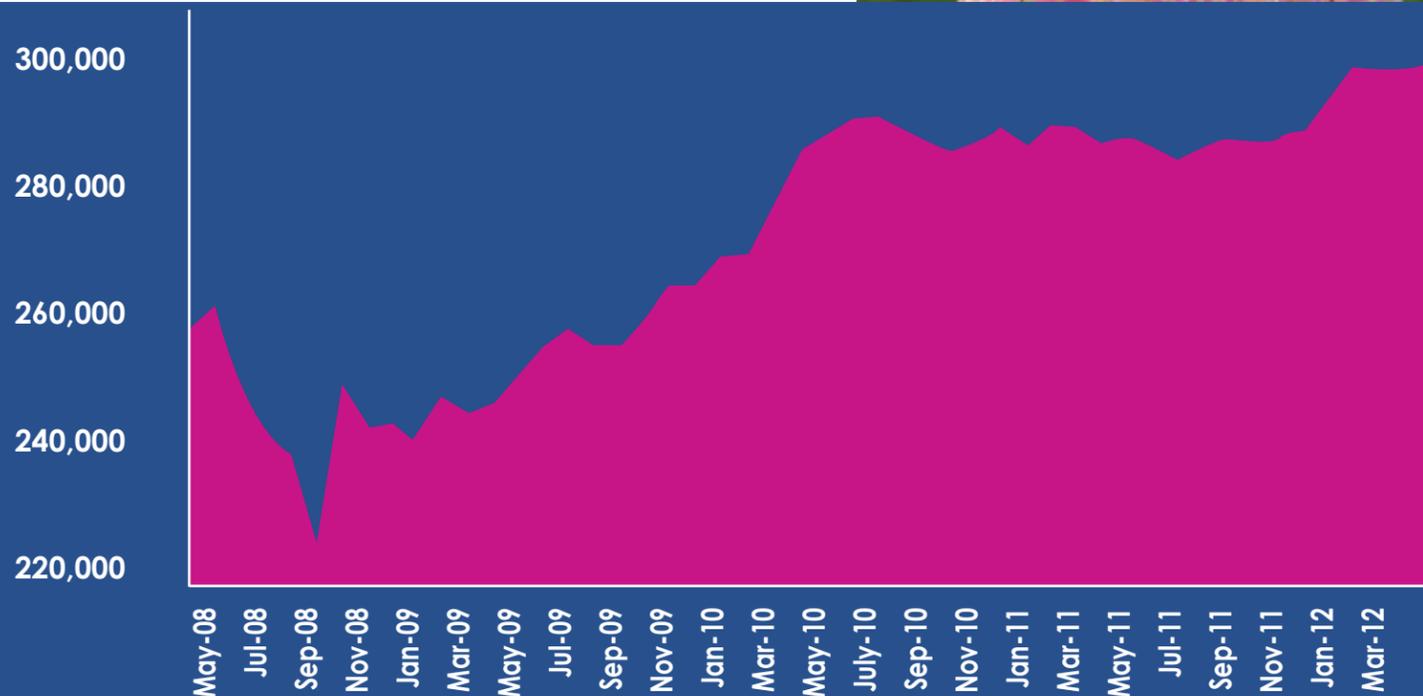
## Enrollment

Over the last three years, non-Medicaid enrollment has increased an average of more than 5.5% per year and now exceeds 290,000 enrollees.

- A total of 112,866 children were approved for Healthy Kids coverage, a significant increase from the 40,959 approved last year.
- These Healthy Kids children accounted for 40 percent of the total Florida KidCare approvals for the year.
- The Florida Healthy Kids enrollment reached 231,000.



## CHIP Enrollment



## Act Out For Health Contest

This year, Healthy Kids conducted its annual Act Out for Health contest. The contest was created four years ago to give kids an opportunity to create marketing that resonated with their peers. The goal of this contest was to reach Florida children between the ages of 12 and 18, who are the least likely to have health insurance.

Florida Healthy Kids received 339 billboard entries and 35 commercial PSAs, with entries submitted from all six regions.

Communications specialists with several state agencies served as judges selecting a statewide winner and six regional winners in each category.

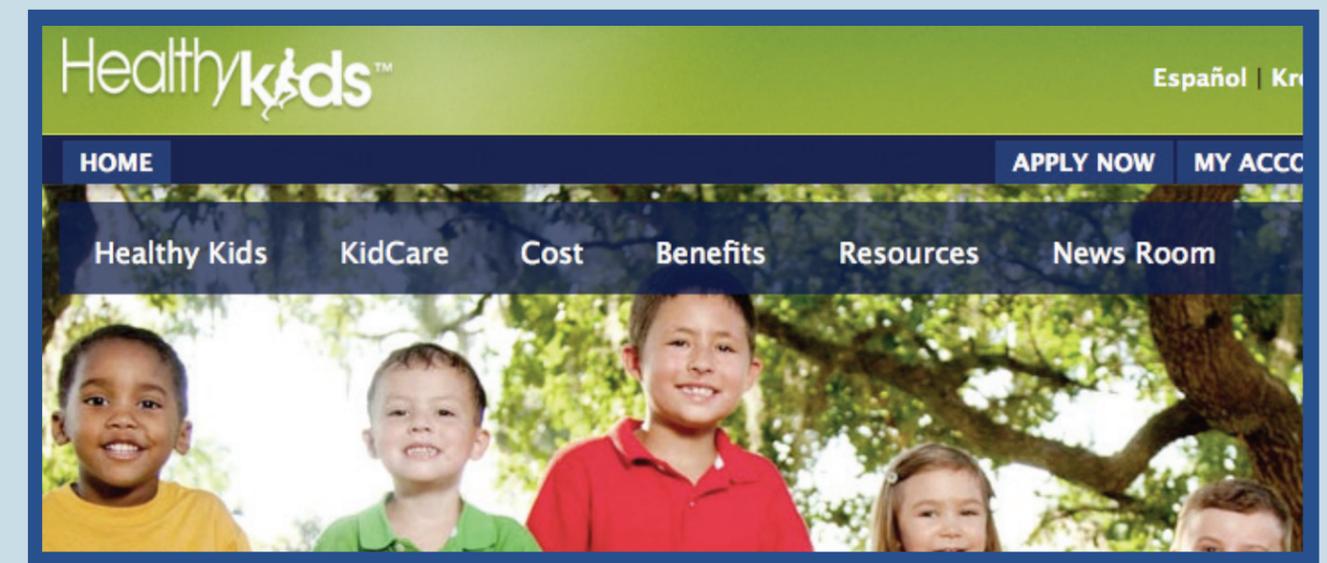
## School Contracts

Healthy Kids provided grants to Leon County Schools, Miami-Dade County Public Schools and the Okeechobee County School District. These school districts provide oversight of application assistance sites, promote the Florida KidCare program and participate in local events to spread the word about the benefits of Healthy Kids coverage options.

## New Website Launch

A completely new Florida Healthy Kids website design was launched during the year, including a more user-friendly site map. The updated website now allows families to find information easier and provides visible answers to frequently asked questions.

In the first ten months since the website launched, it received 1,773,522 visits – an impressive average of more than 177,000 per month.



## Expanded Use of Social Media

Recognizing the beneficial value of social media to reach a diverse group of teens and adults with young families, Healthy Kids established an active presence through Facebook, Twitter and a blog this fiscal year.

The Healthy Kids blog received 9,792 visits during the year, while the number of “likes” on the organization’s Facebook fan page increased by 169 percent since its launch. Twitter followers of Healthy Kids increased by 65 percent over the course of several months.



## Back-to-School Campaign

The annual Florida KidCare Back-to-School campaign was once again a multi-agency collaboration that began with an early summer brainstorming session and did not end until late fall. Championed by many executive agencies and other groups, Florida KidCare was represented at more than 230 local Back-to-School events.

A key part of this effort, Voluntary Pre-Kindergarten providers across the state disseminated more than 85,000 Florida KidCare information cards, and county school districts added 1.6 million for their students. Healthy Kids also submitted letters to the editor and guest commentaries to local newspapers and participated in radio call-in shows in order to spread the word about the program’s many benefits for students.



## ADVANCEMENT

### Legislative Support

During the last legislative session, the Florida Legislature approved funding increases for the program to accommodate 100 percent of the projected enrollment.

Most recently, a bill was enacted that extended Florida KidCare subsidized coverage to eligible dependents of state employees.

## EFFECTIVENESS

### Financial Goals

For the last year, Healthy Kids’ enrollment was 98.1 percent of the budgeted enrollment. This means that the program budgeted for a certain number of children to be enrolled and almost 100 percent of the projection was met.

# About Florida KidCare

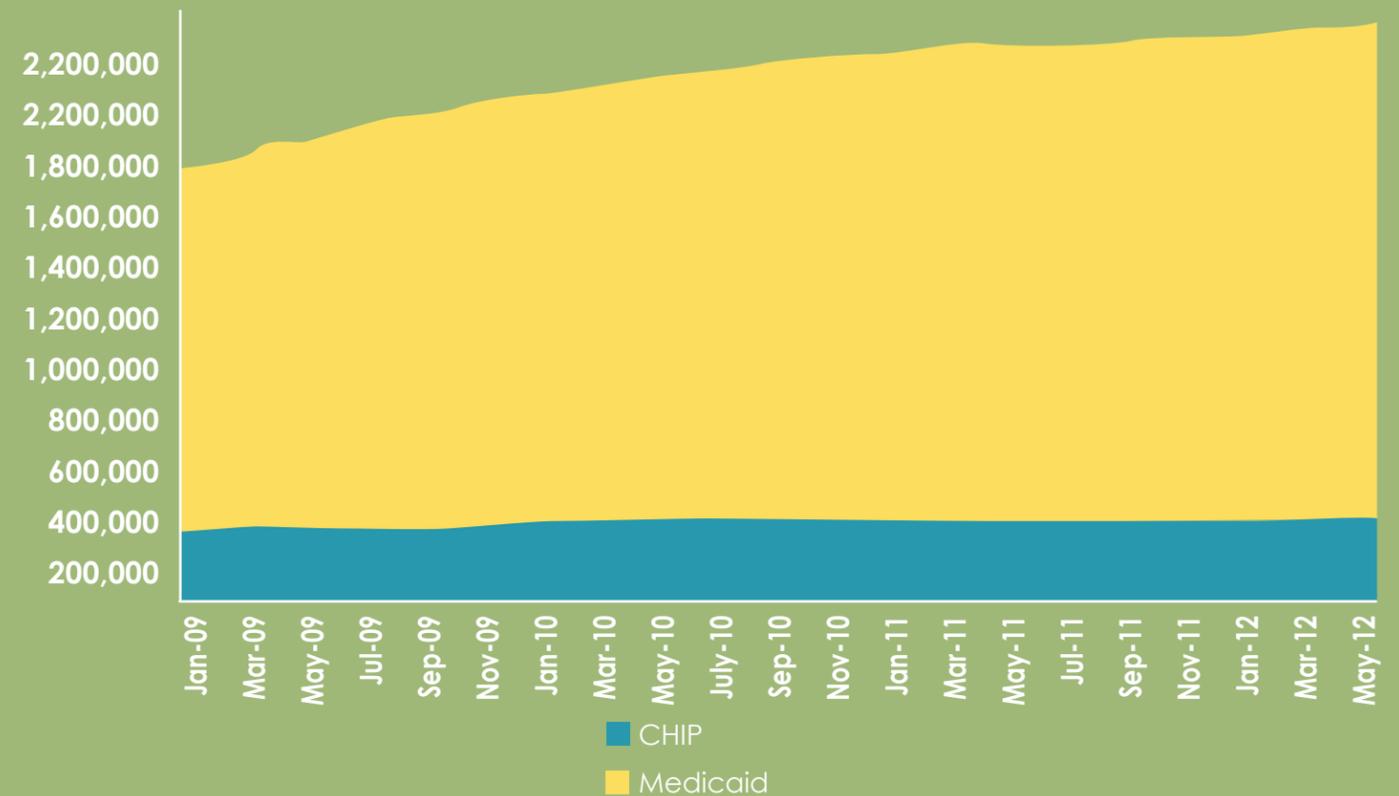
The Florida KidCare program was introduced in 1998 in response to the creation of the federal state children's health insurance program, commonly referred to as the State Children's Health Insurance Program (SCHIP) or Title XXI. With the launch of the program on July 1, 1998, Florida KidCare became the singular symbol for children's health insurance programs in Florida. In order to serve the myriad needs of Florida's children, Florida KidCare consists of four different components, each serving a unique population:

- **Florida Healthy Kids** serves non-Medicaid children ages 5 to 19, and is administered by the Florida Healthy Kids Corporation. The Agency for Health Care Administration also contracts with Florida Healthy Kids to determine whether children meet eligibility requirements under Title XXI, collect premiums, maintain enrollment files and operate call center.
- **MediKids** serves non-Medicaid children ages 1 to 5, and is administered by the state Agency for Health Care Administration.
- **Children's Medical Services Network (CMSN)** serves children with special health care needs. It is administered by the Florida Department of Health for children whose needs involve physical health, while the Department of Children and Families provides services to a small group of children in the area of specialized behavioral health..
- **Medicaid for Children** serves children from birth to their 19th birthday. The Agency for Health Care Administration administers the Medicaid program and the Department of Children and Families determines eligibility for Medicaid.

Today, Florida KidCare is recognized as a champion for children's health insurance programs, with some 2 million Florida children enrolled under the KidCare umbrella.

## Total Florida KidCare Enrollment

Current application volume is showing an increase of about 11% over the prior year.



# Florida KidCare

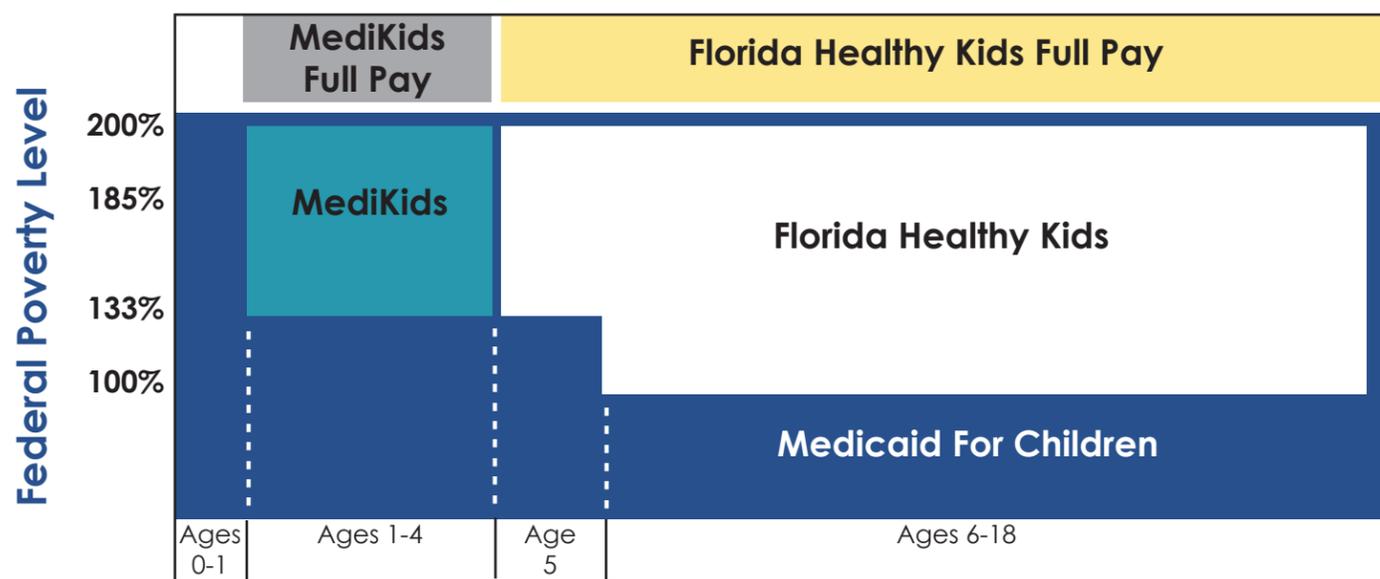
## Who We Serve

Quite simply, Florida KidCare is able to serve almost every child in the state, regardless of age or the family's income level. Different Florida KidCare programs serve different groups of children, and our services are available for no cost or low cost, depending on family circumstances.



Enrolling in Florida KidCare is simple. Eligibility for the program is determined by household size and income, and what best fits the family's needs. For families with incomes at or below 200 percent of the Federal Poverty Level, the premium is never more than \$20. Most pay nothing at all. Families with higher incomes may enroll in the program, but will do so at the full cost of coverage. This full pay option is still affordable and coverage is guaranteed in both the MediKids and Healthy Kids programs.

### KidCare Enrollment/Eligibility



### In order to qualify for subsidized coverage a child must:

- Be under age 19
- Be uninsured (CHIP requirement only)
- Be a U.S. citizen or qualified non citizen
- Not be in a public institution

Exceptions to the above qualifications do exist. All families are encouraged to apply for Florida KidCare coverage to see if they are eligible.

### Uninsured Percentage Change

In December 2011, the Georgetown University Health Policy Institute, Center for Children and Families released a report that shows Florida leads the nation in reducing the number and percentage of uninsured children. It was previously estimated that Florida was home to about 700,000 uninsured children, which was roughly 16.7% of the child population. Due to the efforts of the Florida KidCare partners, and other organizations dedicated to assuring access to health care for the state's youngest, that number was reduced to approximately 507,000 children, or 12.7%, between 2008 and 2010.

### Growth

Historically, the Medicaid component KidCare increases more when the economy declines and slows down as the economy improves. Present KidCare enrollment trends follow that pattern. KidCare total enrollment has increased over the last three years by more than 8% per year, with the more recent growth rate declining to just over 4% per year. CHIP enrollment over the last three years has increased by about 5.5 % per year.

### Florida KidCare Benefits

Families enrolled in Florida KidCare have access to a variety of benefits. The program offers all enrollees comprehensive health benefits, including:

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



# Florida Healthy Kids Corporation Board of Directors

Unlike the other Florida KidCare partners, Florida Healthy Kids Corporation is not a state agency. Rather, the corporation is governed by a Board of Directors representing each state agency that works with children; health and education; physicians; dentist; a hospital administrator; and other experts on children's health policy and medical care.

The Board of Directors is chaired by Florida's Chief Financial Officer (CFO) or his designee. The CFO appoints five of the Board's members, and the remaining Board members are appointed by the Governor.

## Officers:

- **Wendy Link, Chairperson:** CFO's Designee
- **David Marcus, M.D., Vice Chair:** Florida Pediatric Society
- **John Benz: Secretary/Treasurer:** Florida Hospital Association representative

## Members:

- **Elizabeth Dudek:** Secretary, Agency for Health Care Administration
- **Suzanne Vitale:** Assistant Deputy Secretary, Department of Children and Families, Designee of Secretary
- **Beth Kidder:** Assistant Deputy Secretary, for Medicaid Operations, Agency for Health Care Administration, Medicaid Program representative
- **Penny Detscher:** Director, Office of Healthy Schools, Department of Education, Appointee of Commissioner
- **George Hutter, M.D.:** Florida Academy of Family Physicians representative
- **Judy Schaechter, M.D.:** Pediatrician, Child health policy expert
- **Peter Claussen, D.D.S.:** Florida Dental Association representative
- **Sandra Murman:** County Commissioner, Florida Association of Counties representative
- **Steven Harris, M.D.:** Deputy Secretary for Health, Department of Health, Designee of Surgeon General

## Ad Hoc Members:

- **Joe Davis:** Florida Afterschool Network
- **David Leidel:** Swaine & Leidel
- **Michelle Newell:** Innovative Edge Consulting, Inc.



To assure access to quality health care services for Florida's children.

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