



Healthy  kids™



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



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

850-224-5437

www.HealthyKids.org



Greetings from Rich Robleto

The year 2012 was a busy and productive year for Florida Healthy Kids. We have maintained a sharp focus on our mission of assuring access to quality health care services for Florida's children, from the 134,000 children who were approved for coverage, to the launch of our successful new "Kids Oughta Be Covered" campaign.

As recently as 2008, Florida was home to more than 700,000 uninsured children. Through the efforts of the Florida KidCare partners, and other organizations dedicated to helping children, we have reduced that number to about 475,000 uninsured children. That is still far too many, but we are making great progress. Florida has ranked in the top three states for reducing the number of uninsured children for the last two years.

One of our methods to reduce the number of uninsured children was to make the process easier for those already in the program to stay with the program at renewal. Now, before families receive their annual renewal form, Healthy Kids works with various state agencies to obtain all the information needed for renewal. If the information is correct, families need only sign the form and send it back to us, saving them time and trouble.

Our satisfaction ratings were spectacular in 2012. In terms of our overall health care rating, we surpassed the national average by six percent and we received an overwhelmingly positive response from our families with 97 percent of those surveyed saying that the service provided by our representatives met or exceeded their expectations.

With the implementation of the Affordable Care Act, we believe Florida Healthy Kids is well positioned to be a valuable asset to the State of Florida, creating opportunities that provide access to health care to even more Floridians.

As Florida Healthy Kids enters its 23rd year, we are excited and prepared to take advantage of the opportunities to expand our mission and to face the challenges that lay ahead.

Sincerely,

A handwritten signature in black ink that reads "Rich Robleto". The signature is fluid and cursive, with the first and last names being more prominent.

Executive Director

Florida Healthy Kids Corporation

WHO WE ARE



The Florida Healthy Kids Corporation

In 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.

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 continued to cover school-age kids statewide.
- 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 that 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.

Healthy Kids has served as a model both nationwide and in Florida for other programs.



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 in projecting funding needs and assessing legislation affecting the KidCare program, and effectively managing the corporation in compliance with all federal and state requirements and industry standards.

This year, we received and processed approximately 200,000 applications representing 325,000 children and processed 150,000 renewals. We collect premiums and processed 175,000 enrollments for almost 300,000 children and provide coverage for 235,000 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 of Florida
- Amerigroup Community Care
- HealthEase Kids

- Staywell Kids
- Sunshine State Health Plan
- United Healthcare Community Plan
- Florida Health Care Plans
- MCNA Dental
- DentaQuest dental Plans.

B. We continuously monitor the quality and customer satisfaction with these services.

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

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.

3. Promote the entire KidCare program.

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 to ongoing health plan services to renewal.

Growth

Increasing enrollment by enhancing awareness of and participation in the program and supporting statewide outreach efforts.

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

Healthy Kids had many significant accomplishments in support of these goals over the past fiscal year. Here are a few 2012 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

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

- Adolescent well-care visits
- Immunizations for adolescents
- Annual dental visit, 11-14 years of age and 15-18 years of age

The Florida Healthy Kids Program was within five percentage points of the national HEDIS® Medicaid HMO 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
- Follow-up care for children prescribed ADHD medication, initiation phase
- 30-day follow-up after hospitalization for mental illness
- Annual dental visit, 4-6 years of age and 7-10 years of age



Quality

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

- Well-child visits in the 3rd, 4th, 5th, and 6th years of life
- Chlamydia screening in women, 16-20 years
- Initiation and engagement of alcohol and other drug dependence treatment
- 7-day follow-up after hospitalization for mental illness
- Follow-up care for children prescribed ADHD medication, continuation and maintenance phase
- Florida Healthy Kids program showed improved HEDIS scores of the prior year in more than two out of three categories.

The following table illustrates the Florida Healthy Kids Program HEDIS scores for the last two years. The program showed improved scores in more than 2/3 of the measures.

HEDIS® Quality Measures

		HK 2010	HK 2011	Natl' Mean 2011	Ratio 2011-2010
HEDIS® Children and Adolescents' Access to Primary Care Practitioners	Ages 2-6 Years (FHKP Eligibility 5-6 Years)	85.8	86.7	88.3	101.1%
	Ages 7-11 Years	91.0	92.1	90.2	101.1%
	Ages 12-19 Years (FHKP Eligibility:12-18 Years)	89.2	89.8	88.1	100.7%
HEDIS® Initiation of Drug Dependence Treatment Alcohol and Other	13-17 Year Olds	34.7	36.0	44.7	103.8%
HEDIS® Engagement of Drug Dependence Treatment Alcohol and Other	13-17 Year Olds	6.2	9.9	19.9	159.1%
HEDIS® Prenatal and Postpartum Care Measures	Timeliness of Prenatal Care	56.4	55.5	83.7	98.4%
	Frequency of Ongoing Prenatal Care	47.6	46.4	61.1	97.4%
	Postpartum Care	49.2	62.7	64.4	127.5%
HEDIS® Well-Child Visits in the 3rd, 4th, 5th, and 6th Years of Life	FHKP Eligibility 5-6 Years	63.1	62.8	71.9	99.4%
HEDIS® Adolescent Well-Care Visits		53.1	53.8	48.1	101.3%
HEDIS® Chlamydia Screening in Women 16-20 Years	FHKP Eligibility 16-18 Years	33.5	33.4	54.6	99.6%
HEDIS® Appropriate Testing for Children with Pharyngitis		62.2	67.1	64.9	107.7%
HEDIS® Appropriate Treatment for Children with Upper Respiratory Infection		84.2	83.7	87.2	99.3%
HEDIS® Use of Appropriate Medications for People with Asthma		93.2	94.0	91.8	100.8%
HEDIS® Use of Appropriate Medications for People with Asthma		90.2	87.1	85.8	96.5%
HEDIS® Follow-Up Care for Children Prescribed ADHD Medication	Initial Phase	47.8	36.7	38.1	76.8%
	Continuation of Maintenance Phase	56.7	38.6	43.9	68.1%
HEDIS® Follow-Up after Hospitalization for Mental Illness	7 Days	36.2	39.0	44.6	107.7%
	30 Days	55.7	60.7	63.8	109.1%
Annual Dental Visit	Ages 2-6 Years (FHKP Eligibility 5-6 years)	55.5	57.6	54.3	103.9%
	Ages 7-10 years	61.9	63.1	58.5	101.9%
	Ages 11-14 years	57.0	58.3	53.2	102.3%
	Ages 12-18 years	50.6	52.2	44.9	103.2%
Immunization for adolescents			62.0	52.0	

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 provide Healthy Kids with necessary feedback. 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.

Administrative Simplifications

Real-time access to vital information that improves customer service and helps recruit and retain families enrolled with their individual health plan. In order to make obtaining and maintaining coverage as simple as possible, Healthy Kids offers the following to families on behalf of Florida KidCare:

Online Portals for Health Plans for Enrollment and Renewal Assisters

A look-up feature was added for health plan representatives and grantees to look up account information to be able to assist families faster. The plans can use this portal to approve upcoming appointments, prescriptions and/or referrals based on the information shown. The grantees use the online account information to determine if a family currently has coverage, what they need to do to get coverage in case they may be missing a document needed to verify their premium, or if they just need to make a payment. This online information will also show the grantee if the family is in renewal, so they can assist in getting the families coverage renewed without a gap in coverage.

More Ways to Pay

Healthy Kids understands 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-completes 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.

CAHPS Success

Children's health plans were captured through a 14 question survey. The following chart shows the questions, 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 has been 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
Composite Measures		
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%
Individual Question Summary Rates		
Access to Prescription Medicines (% Responding "Usually" or "Always")	86%	89%
Getting Needed Information (% Responding "Usually" or "Always")	86%	89%
Overall Ratings		
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

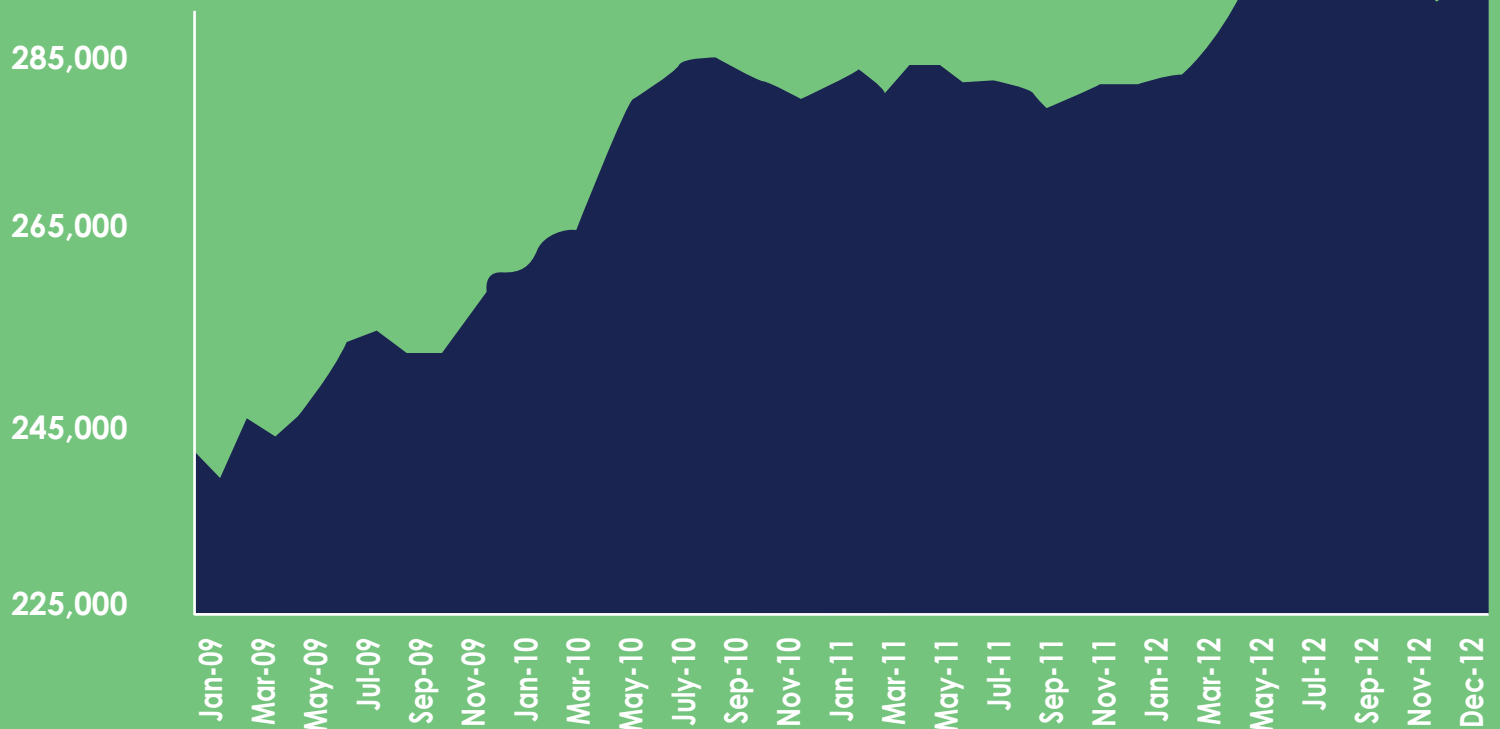
Enrollment

Over the last year, KidCare enrollment increased by about 4 percent and now represents more than 2 million children.

- A total of 134,000 children were approved Healthy Kids coverage, a significant increase from 113,000 approved last year.
- These Healthy Kids children accounted for 42 percent of the total Florida KidCare approvals for the year.
- The Florida Healthy Kids enrollment reached 235,000



CHIP Enrollment



School Contracts

Florida Healthy Kids provided grants to several school districts such as Palm Beach County School District School, School Board of Miami-Dade County, District of Bay County, and School District of Volusia County. These school districts provide oversight of application assistance activities, promote the Florida KidCare program and participate in local school related events to promote the importance of good health and how Florida KidCare can help.

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 58,175 visits in 2012, compared with 11, 328 views in 2011. The number of “likes” on the organization’s Facebook fan page jumped more than 200 percent since it’s launch. Twitter followers of Healthy Kids increased this past year as well.

Back-to-School Campaign

The annual Florida KidCare Back-to-School (BTS) campaign was once again a multi-agency collaborative success championed by many executive agencies and other groups; Florida KidCare was represented at more than 323 local back-to-school events. A statewide news conference, featuring Florida’s Chief Financial Officer, Jeff Atwater, as the keynote speaker was held just before the start of the 2012/2013 school year, generating significant media coverage and reaching hundreds of thousands of Florida residents through print, radio, online and television.

With the assistance of Voluntary Pre-Kindergarten providers across the state and county and district school boards, nearly 1.5 million postcards with Florida KidCare information were distributed.

Additionally, a new campaign called “Kids Oughta Be Covered!” was unveiled to the public during the BTS campaign.

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

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

In its annual audit, it received an unqualified opinion on its financial statements, no significant deficiencies were reported and the corporation was classified as a low-risk auditee.

In compliance with statute, the Corporation conducted a re-procurement of all of its health plans. This is done every four years to ensure we act as good stewards of state and federal funds and provide high quality, cost effective insurance to Healthy Kids enrollees.

Financial Position

Years Ended June 30,	2012	2011	Change
Assets			
Current assets	\$43,970,774	\$38,527,834	14.132%
Equipment	133,172	35,158	278.78%
Total assets	\$44,103,946	\$38,562,992	14.37%
Liabilities			
Current liabilities	\$27,689,036	\$25,055,781	10.51%
Noncurrent liabilities	65,474	-	100.00%
Total liabilities	27,754,510	25,055,781	10.77%
Net assets			
Invested in capital assets	133,172	35,158	278.78%
Unrestricted	16,216,264	13,472,053	20.37%
Total net assets	16,349,436	13,507,211	21.04%
Total liabilities and net assets	\$44,103,946	\$38,562,992	14.37%

Changes in net assets

Years Ended June 30,	2012	2011	Change
Operating revenues	\$356,452,200	\$339,041,973	5.14%
Operating expenses	354,186,063	338,599,267	4.60%
Net operating gain	2,266,137	442,706	411.88%
Non-operating revenues	576,088	493,380	16.76%
Increase in net assets	2,842,225	936,086	203.63%
Net assets, beginning	13,507,211	12,571,125	7.45%
Net assets, ending	\$16,349,436	13,507,211	21.04%



Financial Highlights

- Total assets and total liabilities increased from fiscal year end June 30, 2011 to fiscal year ended June 30, 2012. The primary reason was an increase in State funds held by the Corporation at the end of the fiscal year
- Operating revenues and expenses increased from fiscal year ended June 30, 2011 to fiscal year ended June 30, 2012, primarily as a result of increased enrollment.
- Net assets increased from fiscal year ended June 30, 2011 to fiscal year ended June 30, 2012, primarily as a result of the use of liability funds to cover third party administrator related costs, interest income and a portion of experience adjustment payments.



Fl♥rida KidCare

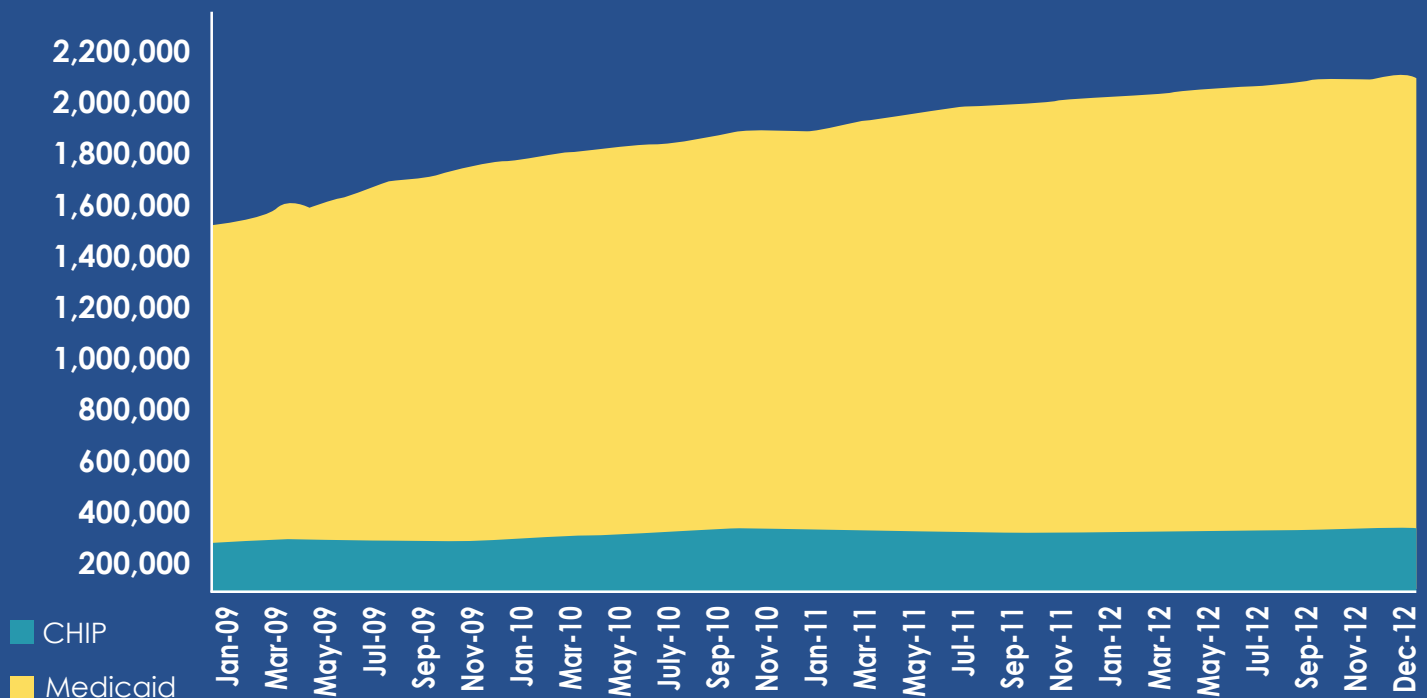
The Partners

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 single symbol for children's health insurance programs in Florida. In order to serve the myriad of needs for Florida's children, Florida KidCare consists of four different components, each serving a unique population:

- **Florida Healthy Kids** serves non-Medicaid children ages 5 until their 19th birthday, 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 the call center.
- **MediKids** serves non-Medicaid children ages 1 to 4, 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 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 January 2009 - December 2012

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



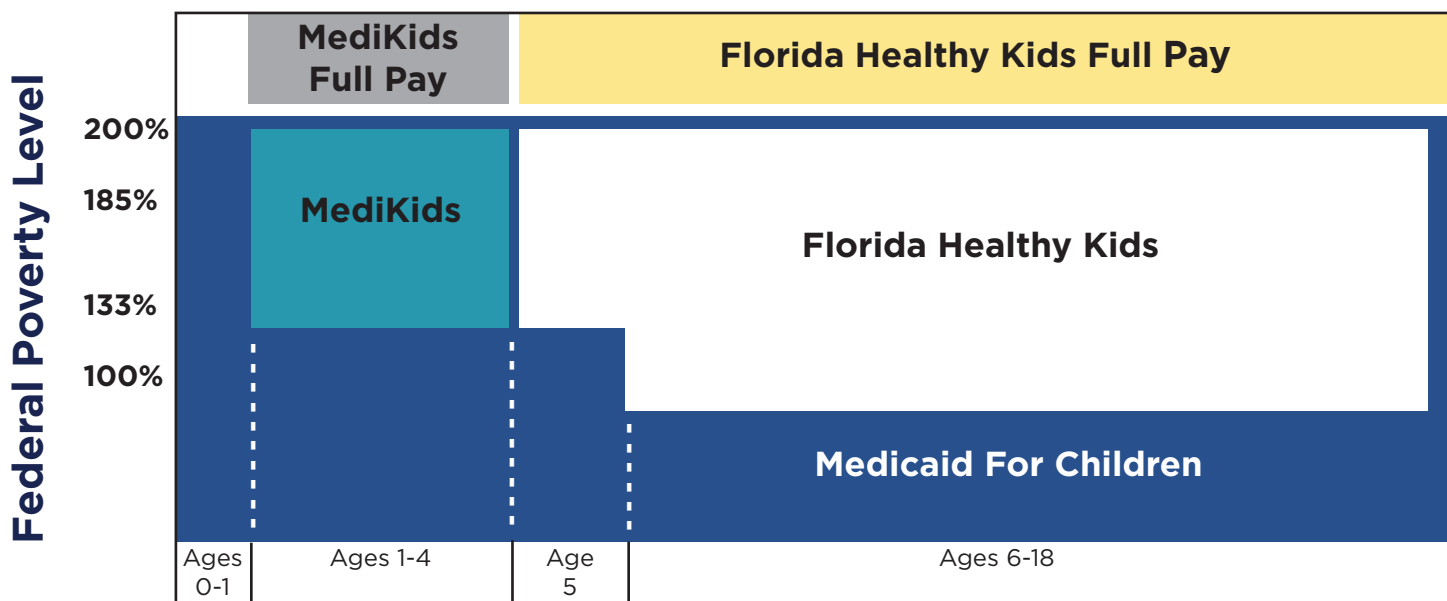


About Florida KidCare

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 the family circumstances.

Enrolling in Florida KidCare is simple. Eligibility for the program is determined by family size and household 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 only.

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

The Georgetown University Health Policy Institute, Center for Children and Families released a report in November 2012 where Florida was noted to be the third in 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. Largely 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 is now approximately 475,000 children, or 11.9%,

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

NEW CAMPAIGN LAUNCHED

In August 2012, Florida KidCare partners and state leaders pledged their efforts to get all children covered and launched a new campaign called "Kids Oughta Be Covered!"

The campaign drives home that message through a series of visuals, featuring children safely covered — under blankets, umbrellas, forts, tents and other structures, reinforcing the idea that every child should be covered by health insurance. The campaign also introduced Kid Care, the superhero with the mission to make sure every kid is covered.



KIDS OUGHTA BE COVERED!

NOTES

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NOTES

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

FHKC 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
- **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

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 Taylor:** Director, Office of Healthy Schools, Department of Education, Appointee of Commissioner
- **Sandra Murman:** County Commissioner, Florida Association of Counties representative
- **Dr. John H. Armstrong, MD, FACS:** Florida Surgeon General/ Secretary for the Florida Department of Health

Ad Hoc Members:

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



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