

FLORIDA HEALTHY KIDS CORPORATION



2017-2018 FISCAL YEAR REPORT





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REFERENCES

*All references in the FY 2017-2018 annual report are based on data from July 1, 2017, to June 30, 2018. Annual increases/decreases compare data from December 2016 to December 2017, unless specifically stated otherwise. Enrollment statistics are generally reported as of the first day of the month.

Florida Healthy Kids Corporation and Florida Healthy Kids Program: Section 624.91, Florida Statutes | healthykids.org

Florida KidCare: Chapter 409, Part II, Florida Statutes | floridakidcare.org

Federal Children's Health Insurance Program (CHIP), which includes MediKids, Florida Healthy Kids and the Children's Medical Services Managed Care Plan in Florida: Title XXI, Social Security Act Medicaid.gov/chip

A TRIUMPHANT AND CHALLENGING YEAR



It was a historic and transformative year for the Florida Healthy Kids Corporation (Corporation) and Florida KidCare. Historic because a record 3.87 million Florida children – 93.8 percent of all children statewide – now have health insurance. The percentage of uninsured children also dropped for the third consecutive year to an all-time low of 6.2 percent. Florida KidCare continues to provide the foundation for pediatric health care in Florida, covering 2.4 million – 62 percent – of all insured children.

This year will long be remembered as transformative with Congressional approval of a 10-year extension of the federal Children's Health Insurance Program (CHIP). CHIP reauthorization was unquestionably one of our greatest challenges and accomplishments of the year. The Corporation led the charge to ensure Florida's children were heard on Capitol Hill. Our advocacy also resulted in new authority for states, like Florida, to combine their subsidized and full-pay plans in the same risk pool. These

combined plans would be CHIP look-a-like plans with no coinsurance or deductibles and low copays for enrollees. If approved by the Florida Legislature, it is expected to make the Florida Healthy Kids full-pay plan more affordable for Florida families. These promises of federal policy and fiscal stability also pave the way for the continued evolution of Florida KidCare as a fully unified child health insurance model.

Our leadership and resiliency in 2017 was tested, and proven again, as we prepared, ensured continuity of operations and responded to Hurricane Irma. Working in close collaboration with our state agency partners, we proactively reached out to our Florida KidCare families and provided premium relief to those who were potentially impacted.

Informed by new customer surveys and focus groups, we developed and introduced a new rebranded marketing campaign for Florida KidCare. We executed new television, radio and digital advertising and a targeted, multi-channel direct marketing initiative. We continued to raise the profile of the program through new promotional partnerships with schools, hospitals, community-based organizations, foundations, businesses and corporations, such as Walmart and Colgate. We strategically focused on the highest uninsured counties. Our strategy is working with the number of insured children statewide and in all five of the highest uninsured counties measurably increasing year-over-year.

We are continuing to modernize our business processes, strengthen our professional staff structure and achieve new operational efficiencies across the enterprise, and, as a result, the Corporation is financially strong and well-positioned for continued growth.

Our accomplishments are shared accomplishments and a credit to the Florida Healthy Kids Corporation Board, Governor and Florida Cabinet, Florida Legislature, our Florida KidCare state agency partners, and our more than 215 community-based partners who remain committed to closing the uninsured gap and expanding coverage to all of Florida's children. In June 2017, a new Chief Financial Officer was appointed to replace Jeff Atwater, who stepped down to pursue other opportunities. Since his appointment, Jimmy Patronis has been an active, vocal ally to the program and we look forward to his leadership in the future. Thanks is also owed to Florida's Congressional Delegation, as each member played an integral role in securing widespread support for the continuation of this program.

The year ahead brings an endless array of opportunities, including a renewed focus on program retention and utilization of coverage benefits. State and national events have shone a light on the need for expanded conversations surrounding mental and behavioral health, and we are currently in the planning stages of launching a marketing campaign specific to these services, so that our customers know Florida KidCare is there to support their child's health from head-to-toe. We will soon negotiate our health plan contracts, offering an opportunity for continued improvement in benefits delivery.

I am excited about what is to come for our Corporation in the months ahead.

FLORIDA HEALTHY KIDS CORPORATION

THE CORPORATION

The Corporation is a private, nonprofit organization created in 1990 by the Florida Legislature. The Corporation is mission-driven, collaborating with public and private partners statewide to provide comprehensive, quality health care services for all Florida children.

Our primary responsibilities include:

- Administration of Florida Healthy Kids, a health and dental insurance program for children age five through the end of age 18 who do not qualify for Medicaid, as well as other administrative services for all programs under Florida KidCare. This includes procurement and management of the health and dental plan contracts.
- Contracting with a third-party administrator to provide Florida KidCare services including application receipt and processing; eligibility screening for Medicaid; eligibility determinations for MediKids, Florida Healthy Kids and the Children's Medical Services Managed Care Plan; premium collection, refund processing and related banking functions; financial reporting for receipt of government subsidies; and supporting customer services.
- Marketing for Florida KidCare, the umbrella brand for the four governmentsponsored health insurance programs serving Florida children including Medicaid for children, MediKids, Florida Healthy Kids and the Children's Medical Services Managed Care Plan.

GOVERNMENT AFFAIRS

The Corporation advocates in support of state and federal legislation addressing issues affecting the Florida Healthy Kids and Florida KidCare program.

The Children's Health Insurance Program (CHIP) provides federal funding to states to subsidize health insurance for low-income children. The federal government establishes general guidelines for CHIP implementation, but each state designs and operates its own program. In Florida, MediKids, Florida Healthy Kids and the Children's Medical Services Managed Care Plan together represent the federally authorized CHIP program.

Federal funding for CHIP was set to expire in 2017. Over the last two years, the Corporation proactively and strategically advocated for federal reauthorization of CHIP on behalf of Florida's children, families and our state and local partners. In late 2017, Congress took the initial steps toward guaranteed long-term funding for CHIP, and, in early 2018, Congress officially approved continuous federal funding for the next decade.

Florida boldly markets the state's unified CHIP and Medicaid programs under one combined Florida KidCare brand. Florida's unique approach ensures there is no "wrong door" to apply for health insurance, and Florida KidCare operates as a seamless continuum of coverage for Florida children who qualify for the program from birth through the end of age 18. Florida KidCare enrollment is open year-round, and families can apply at any time.

THE BOARD*

The Corporation is governed by a Board of Directors and chaired by the Chief Financial Officer of Florida or his designee. Other members may be appointed to provide additional subject matter expertise.

OFFICERS

Scott Fennell - Interim Chair Designee, Chief Financial Officer

Peter Claussen, D.D.S. Florida Dental Association Representative, Vice Chair

Philip Boyce

Florida Hospital Association Representative, Secretary/Treasurer

MEMBERS

Jose Armas, M.D. Child Health Policy Expert Representative

Jeffrey Brosco, M.D., Ph.D. Designee, Florida Department of Health

Beth Kidder

Deputy Secretary for Medicaid, Florida Agency for Healthcare Administration

Chip LaMarca

County Commissioner, Broward County

Amra Resic, M.D., FAAFP Family Medicine

Mansooreh Salari, M.D.

Children's Medical Services Representative, Florida Department of Health

Tommy Schechtman, M.D.

Florida Pediatric Society Representative

Justin Senior

Secretary, Florida Agency for Healthcare Administration

Penny Taylor

Designee, Florida Department of Education

AD HOC MEMBERS

Tami Cullens

Steve Freedman, Ph.D.

Paul Whitfield

EXECUTIVE STAFF

Rebecca Matthews – Chief Executive Officer

Jeff Dykes – Chief Financial Officer

Austin Noll – Chief Operating Officer

^{*}Board of Directors as of June 2018.

ABOUT THE FLORIDA HEALTHY KIDS PROGRAM

The Florida Healthy Kids program, consisting of both subsidized and full-pay plans, is administered by the Corporation and covers children ages five through the end of age 18. It provides:

- Subsidized coverage at 133-200% of the Federal Poverty Level (FPL) with families paying \$15 or \$20 per month to cover all children in the household. No deductibles or coinsurance. Small copays.
- Full-pay coverage at 200%+ FPL at a cost of \$230 per month, per child. Deductibles, coinsurance and copays.
- Subsidized plan includes comprehensive, child-centered CHIP benefits, and services provided by four contracted managed care plans with at least two options in every Florida county.
- Full-pay plan includes comprehensive child-centered minimum essential coverage compliant benefits and services provided by one contracted managed care plan statewide.

FLORIDA HEALTHY KIDS ENROLLMENT

Total Florida Healthy Kids enrollment reached 190,713 children in June 2018 - an increase of 2.0 percent or 18,375 children since June 2017.

FLORIDA HEALTHY KIDS ENROLLMENT - SUBSIDY & FULL-PAY						
	Healthy Kids - Subsidy	Healthy Kids - Full-Pay	Total Enrollment			
Jul-17	160,564	12,095	172,659			
Aug-17	161,618	12,210	173,828			
Sep-17	163,480	12,475	175,955			
0ct-17	163,556	12,442	175,998			
Nov-17	165,631	12,984	178,615			
Dec-17	164,006	13,124	177,130			
Jan-18	162,171	12,719	174,890			
Feb-18	165,392	13,196	178,588			
Mar-18	166,916	13,513	180,429			
Apr-18	170,902	13,762	184,664			
May-18	172,950	13,968	186,918			
Jun-18	176,480	14,233	190,713			

FLORIDA HEALTHY KIDS HEALTH AND DENTAL NETWORKS

During FY 2017-2018, the Corporation offered four health and three dental insurance company plans to provide coverage for the Florida Healthy Kids program. At least two subsidized plan options are made available in every Florida county, and one plan provides full-pay coverage statewide.

FLORIDA HEALTHY KID	FLORIDA HEALTHY KIDS ENROLLMENT - SUBSIDIZED HEALTH PLANS					
COMPANY	# CHILDREN	# COUNTIES	COUNTIES			
Amerigroup Community Care	50,517	12	Brevard, Broward, Hardee, Highlands, Hillsborough, Manatee, Miami-Dade, Monroe, Orange, Osceola, Polk, Seminole			
Aetna Better Health of Florida	46,988	59	Alachua, Bay, Bradford, Brevard, Calhoun, Charlotte, Citrus, Collier, Columbia, Desoto, Dixie, Escambia, Franklin, Gadsden, Gilchrist, Glades, Gulf, Hamilton, Hardee, Hendry, Hernando, Highlands, Hillsborough, Holmes, Indian River, Jackson, Jefferson, Lafayette, Lake, Lee, Leon, Levy, Liberty, Madison, Manatee, Marion, Martin, Miami-Dade, Monroe, Okaloosa, Okeechobee, Orange, Osceola, Palm Beach, Pasco, Pinellas, Polk, Putnam, St. Lucie, Santa Rosa, Sarasota, Seminole, Sumter, Suwanee, Taylor, Union, Wakulla, Walton, Washington			
Staywell Kids	70,440	58	Alachua, Baker, Bay, Bradford, Broward, Calhoun, Charlotte, Citrus, Clay, Collier, Columbia, Desoto, Dixie, Duval, Escambia, Flagler, Franklin, Gadsden, Gilchrist, Glades, Gulf, Hamilton, Hendry, Hernando, Holmes, Indian River, Jackson, Jefferson, Lafayette, Lake, Lee, Leon, Levy, Liberty, Madison, Marion, Martin, Miami-Dade, Monroe, Nassau, Okaloosa, Okeechobee, Palm Beach, Pasco, Pinellas, Putnam, St. Johns, St. Lucie, Santa Rosa, Sarasota, Sumter, Suwannee, Taylor, Union, Volusia, Wakulla, Walton, Washington			
United Healthcare Community Plan	8,535	7	Baker, Clay, Duval, Flagler, Nassau, St. Johns, Volusia			

FLORIDA HEALTHY KIDS ENROLLMENT - FULL-PAY HEALTH PLAN					
PLAN # CHILDREN # COUNTIES COUNTIES					
Sunshine Health	14,233	67	All Florida Counties		

FLORIDA HEALTHY KIDS E	FLORIDA HEALTHY KIDS ENROLLMENT - DENTAL PLANS					
PLAN	# CHILDREN	# COUNTIES	COUNTIES			
Argus Dental	37,752	67	All Florida Counties			
DentaQuest	79,454	67	All Florida Counties			
MCNA Dental	71,354	67	All Florida Counties			

QUALITY OF CARE AND PERFORMANCE IMPROVEMENT

Quality of Care

The Corporation remains committed to raising the bar on customer satisfaction and quality of care. The Institute for Child Health Policy at the University of Florida performed a comparison of the Corporation's performance benchmarks to national results.

This Quality of Care report focuses on the level of access, use and effectiveness of covered services under the Florida Healthy Kids program. The evaluation is based on the nationally accepted Healthcare Effectiveness Data and Information Set (HEDIS) – the same data and rigorous methodology used to measure the performance of more than 90 percent of national health plans. For the most current HEDIS reporting period, the overall performance of all plans met or exceeded the national Medicaid benchmarks in 18 of the 29 selected measures reportable for the entire program.

Among these are:

- children's access to care
- adolescent well-care visits
- immunizations for adolescents
- medication management for asthma
- annual dental visits

Performance Improvement Projects

Current Florida Healthy Kids Corporation Performance Improvement Projects (PIPs) for the Health and Dental plans include a Health PIP focusing on increasing the utilization of well-child visits for children ages 5-6 and a Dental PIP aiming to improve the use of preventive dental service visit rates among all enrolled children.

Throughout FY 2018-2019, the utilization of both well-child visits and preventive dental services will continue to be a priority performance improvement measure.

To continue driving quality improvement and measure outcomes more efficiently, the Corporation competitively procured and negotiated a contract with a new external quality review organization. This new partnership, which began in January 2018, will result in:

- More frequent measurement and reporting on plan performance improvement projects;
- Tri-annual training on quality improvement and best practices for the plans;
- Implementing a more rigorous, meaningful assessment of claims and encounter data; and,
- \$600,000 in savings over the three-year initial contract term.



	MEASURE
	Children and Adolescents' Access to Primary Care Practitioners (CAP)
	5-6 Years Old
	7-11 Years Old
	12-19 Years Old
Access and	Initiation and Engagement of Alchohol and Other Drug Dependence Treatment (IET)
Availability of Care	Initiation: 13-17 Years Old
	Engagement: 13-17 Years Old
	Use of First-Line Psychosocial Care for Children and Adolescents on Antipsychotics (APP)
	12-17 Years Old
	All Ages
	Annual Dental Visits (ADV)
	Well-Child Visits in the 3rd, 4th, 5th and 6th Years of Life (W34) Administrative
	Well-Child Visits in the 3rd, 4th, 5th and 6th Years of Life (W34) Hybrid
Utilization	Adolescent Well-Care Visits (AWC) Administrative
	Adolescent Well-Care Visits (AWC) Hybrid
	Chlamydia Screening in Women, 16-20 Years (CHL)
	Immunizations for Adolescents (IMA): Combination 1 (Tdap and Meningococcal) (Administrative
Effectiveness of Care - Prevention	Immunizations for Adolescents (IMA): Combination 1: Tdap (Administrative)
and Screening	Immunizations for Adolescents (IMA): Combination 1: Meningococcal (Administrative)
and Screening	Weight Assessment and Counseling for Nutrition and Physical Activity for Children/Adolescents (WCC) - BMI Percentile Documentation (Total) (Administrative)
	Appropriate Testing for Children with Pharyngitis (CWP)
Effectiveness of	Asthma Medication Ratio (AMR)
Care - Respiratory Conditions	5-11 Years Old
Contaitions	12-18 Years Old
	Medication Management for Asthma: >75% of treatment period (MMA)
	5-11 Years Old
Effectiveness of	12-18 Years Old
Care - Behavioral	Follow-Up Care for Children Prescribed ADHD Medication (ADD): Initiation
Health	Follow-Up Care for Children Prescribed ADHD Medication (ADD): Continuation and Maintenance
	Follow-Up after Hospitalization for Mental Illness (FUH): 7 Days
	Follow-Up after Hospitalization for Mental Illness (FUH): 30 Days
	Appropriate Treatment for Children with Upper Respiratory Infection (URI)
Effectiveness of	Use of Multiple Concurrent Antipsychotics in Children and Adolescents (APC)
	12-17 Years Old
Appropriateness	All Ages
Care - Overuse / Appropriateness	

SOURCE -

^{*}Executive Report for the Florida Healthy Kids Corporation: Florida KidCare Program Report, Measurement Year 2016. Institute for Child Health Policy, University of Florida. Based upon the normal (cont'd p.10)

2016	BENCHMARK	CHANGE FROM 2015
85.6%	Below 50th	-2.5% ▼
93.2%	50th	-0.8% ▼
91.0%	50th	-1.1% ▼
45.6%	Below 50th	+8.3% ▲
9.3%	Below 50th	+4.3% ▲
63.7%	50th	N/A
63.0%	50th	N/A
60.2%	75th and Above	+0.3%
64.5%	Below 50th	-3.8% ▼
67.0%	Below 50th	+6.1%
57.3%	50th	-2.2 % ▼
58.4%	75th and Above	+1.6%
47.6%	Below 50th	+2.9%
75.6%	50th	+2.1%
91.2%	75th and Above	+0.7%
77.3%	50th	+2.0%
51.7%	Below 50th	+15.5%
74.6%	50th	-1.1% ▼
88.4%	75th and Above	+1.5% ▲
74.7%	75th and Above	+3.1%
27.6%	75th and Above	-8.4% ▼
22.3%	75th and Above	-8.1% ▼
36.6%	Below 50th	+2.5% ▲
43.5%	Below 50th	+0.2% ▲
40.1%	Below 50th	-1.2% ▼
61.8%	Below 50th	-0.7% ▼
86.7%	50th	-1.4% ▼
1.3%	75th and Above	N/A
1.0%	75th and Above	N/A

distributions of all data submitted. Since no comparable CHIP health plan data is available, Florida Healthy Kids is compared to national benchmarks for Medicaid managed care entities. The actual national percentiles are not published and change annually. Represents utilization data for calendar year 2016 – the most current data available – for all Florida Healthy Kids subsidized and full-pay enrollees.



Member satisfaction is also surveyed annually using the Consumer Assessment of Healthcare Providers and Systems (CAHPS). The 2017 survey was independently conducted by the Institute for Child Health Policy at the University of Florida.

The results reveal that most families are satisfied with their Florida KidCare coverage. All composite survey measures continued to trend toward 80 percent or higher, with 93 percent of respondents reporting their doctors communicate well and 89 percent reporting being able to get needed care quickly. While subjective, the results are used to inform ongoing program, plan and provider level quality improvement initiatives.

FLORIDA KIDCARE - CUSTOMER EXPERIENCE SURVEY*					
COMPOSITE MEASURE	2017 Florida Kidcare	2016 Florida Kidcare	2017 Florida Healthy Kids	2016 FLORIDA HEALTHY KIDS	
Easy to Get Needed Care	83%	81%	85%	79%	
Easy to Get Care Quickly	89%	89%	91%	90%	
Doctors Communicate Well	93%	93%	94%	94%	
Health Plan Customer Service Helpful	87%	86%	84%	85%	
Positive Experience with Child's Personal Doctor	88%	88%	87%	87%	
Shared Decision Making	76%	73%	78%	63%	
OVERALL PLAN/PROVIDER SATISFA	CTION				
Health Care Experience	70%	69%	68%	66%	
Personal Doctor	77%	77%	73%	74%	
Specialists	76%	72%	65%	64%	
Health Plan Experience	69%	68%	58%	54%	

SOURCE

^{*}Institute for Child Health Policy, University of Florida. 2017 Consumer Assessment of Healthcare Providers and Systems, Florida KidCare Program Report, December 1, 2017.

CORPORATION HIGHLIGHTS

The Corporation is committed to its mission of ensuring the availability of child-centered health plans that provide comprehensive quality health care services. Listed below are some of the overall highlights of the Corporation's extensive efforts and successes to meet this mission during FY 2017-2018:

- Increased total Florida Healthy Kids participation to 190,713 children with a five percent increase in children with subsidized plans and a 16 percent increase in children with full-pay plans.
- Achieved the Corporation's Board directive of gaining Congressional authority to allow states to offer "CHIP look-a-like" plans; this facilitates the combination of subsidized and full-pay plans into one risk pool, which could potentially lower full-pay monthly premiums from \$230 a month to \$170 a month in Florida; this legislation, the Bipartisan Budget Act of 2018, also extended funding for the federal CHIP program for 10 years.
- Excelled as a state leader in handling the challenges presented by Hurricane Irma, including providing operational continuity of customer services and premium relief for impacted Florida KidCare families.
- Launched an enhanced Florida KidCare marketing campaign, including new branding and messaging, television, radio and digital advertising, social media and direct marketing strategies. Early indications point to successes in areas of brand awareness and enrollment that can be attributed to these efforts.
- Continued to raise the profile of Florida KidCare through creative new promotional partnerships with schools, hospitals, community-based organizations, faith-based organizations, foundations and corporate entities.
- Promoted the auto-pay incentive credit, validating its effectiveness as a retention tool and rolled out a multi-channel communication campaign to expand customer participation in the program.
- Advanced Florida Healthy Kids health and dental plan quality, procuring the services of a new external quality review organization to implement more frequent measurement and reporting, provide quality improvement training, and generate nearly \$600,000 in savings over the next three years.
- Continued collaboration with Florida KidCare state agency partners to further streamline enrollment and eligibility business processes, introduce new operational efficiencies and modernize customer services.

FUNDAMENTALS OF FLORIDA KIDCARE

Florida KidCare is the umbrella brand for the four government-sponsored health insurance programs serving Florida children: Medicaid for children, MediKids, Florida Healthy Kids and the Children's Medical Services Managed Care Plan.

Three state agency partners round out the shared obligations of the statewide Florida KidCare program with the Corporation, which administers the Florida Healthy Kids program. These three state agency partners include:

FLORIDA AGENCY FOR HEALTHCARE ADMINISTRATION | AHCA

- Administers Medicaid and the MediKids programs, including procurement and management of the health and dental plan contracts;
- Serves as the primary Florida contact with the Centers for Medicare and Medicaid Services, the federal agency that administers Medicaid and CHIP;
- Receives and distributes federal funds for CHIP;
- Contracts with the Corporation to provide CHIP administration and Florida KidCare marketing; and,
- Develops and maintains the CHIP Florida State Plan.

FLORIDA DEPARTMENT OF CHILDREN AND FAMILIES | DCF

- Performs Medicaid eligibility determination and screening for CHIP; and,
- Administers the Behavioral Health Network in conjunction with the Florida Department of Health, Children's Medical Services.

FLORIDA DEPARTMENT OF HEALTH | DOH

Administers the Children's Medical Services Managed Care Plan for children with special medical conditions.

According to the most current national data, the percentage of uninsured children in Florida has dropped for the third consecutive year from 11.1 percent to 6.2 percent - the second largest reduction in the nation. One-in-three kids secured coverage during this timeframe.

Florida KidCare enrollment reached a record high of 3.88 million children - 93.8 percent of all Florida children - who now have health insurance, an increase of 1.8 percent (or 70,000 children statewide) since 2016 with steady coverage increases for children in the five counties with the most uninsured children.

While tremendous progress has been made, an estimated 256,747 Florida children remain uninsured and more than half of these children – 147,316 in all – are potentially eligible for subsidized or free coverage under Florida KidCare.

The Corporation and its Florida KidCare partners continually strive to narrow this insurance gap through operational collaboration, innovation, targeted marketing and community outreach.

Most Florida KidCare families pay no monthly premium or only \$15 or \$20 a month to cover all the children in the household – even if one or both parents work. Eligibility for subsidized Florida KidCare coverage is based on:

- Family income as a percentage of the federal poverty level (FPL);
- Age of the child;
- Citizenship or lawful residency status;
- Florida residency; and,
- For a small number of children, special medical conditions.

The FPL is calculated based on family income and the number of household members. Families that earn less than 200 percent of the FPL (\$48,600 for a family of four in 2017) generally qualify for subsidized coverage. For families that do not qualify for premium payment assistance due to income, Florida KidCare offers competitively priced full-pay coverage plans that replicate coverage offered in CHIP plans.

REFERENCE -

^{*2015} American Community Survey.



Families can apply online at floridakidcare.org, by mail, by telephone or through the federal health insurance marketplace at healthcare.gov. Applications are accepted, and enrollment is continuous year-round for Florida KidCare. Children are enrolled for 12 continuous months, after which eligibility is reverified through a renewal process.

Health care services are provided by contracted health and dental insurance companies offering plans, delivered through unique provider networks. A child's care is coordinated by a primary care doctor selected by the family. The plans and provider networks vary based on the Florida KidCare program and the family's geographic location.

All Florida KidCare health insurance companies offering plans, as well as the health care providers providing services, are held to high quality and customer satisfaction standards. An independent 2017 survey, conducted by the Institute for Child Health Policy at the University of Florida, determined that families are "...satisfied with the health care services they receive from Florida KidCare, as responses for several survey items were above national Medicaid and CHIP benchmarks." The evaluation further concluded "three out of four Florida KidCare families rated their primary care and/or specialty providers a 9 or 10 out of 10, signifying the value of high quality health care professionals within the Florida KidCare program."*

FLORIDA KIDCARE BENEFITS AND PROGRAMS

Upon determination of eligibility, children are automatically placed into one of the four Florida KidCare programs, which provide comprehensive insurance coverage to include medical, dental, vision and other services children need at each stage of their growth and development. Covered services vary by program.

Covered medical services include, but are not limited to:

- Primary care and well-child care including routine screenings and vaccinations
- Hospital inpatient medical and surgical care
- Emergency room and ambulance services
- Diagnostic testing
- Prescription drugs
- Rehabilitative services including physical, occupational, respiratory and speech therapies
- Behavioral health services
- Vision testing and corrective lenses
- Durable medical equipment and prosthetic devices
- Home health services

REFERENCE -

*Institute for Child Health Policy, University of Florida. 2017 Consumer Assessment of Healthcare Providers and Systems, Florida KidCare Program Report, December 1, 2017.

Covered dental services include, but are not limited to:

- Preventive services including biannual cleanings, fluoride, sealants and spacers
- X-rays
- Fillings and crowns
- Oral surgery including extractions, disease treatment, care for injuries, deformities and defects
- Endodontic services including root canals
- Orthodontic services including braces
- Analgesia and sedation
- Palliative treatment to relieve pain and discomfort on an emergency basis

Florida Healthy Kids Corporation | FHKC

Florida Agency for Health Care Administration I AHCA

FLORIDA KIDCARE PARTNERS

Four partners make up the Florida KidCare program. Each partner plays a role in determining eligibility and/or administering a program.

Florida Department of Children and Families | DCF

Florida Department of Health, Children's Medical Services I DOH

Medicaid for Children*

Birth through the end of age 18

- No cost for children under the age of one for families with income up to 200% of the Federal Poverty Level (FPL) and for children aged one and older up to 133% FPL.
- Comprehensive, child-centered benefits defined by state and federal law.
- Services provided by 11 contracted managed care plans with at least two options in every Florida county.

MediKids

CHIP for children ages one through four

- Subsidized coverage at 133-200% FPL with families paying \$15 or \$20 per month to cover all children in the household. No deductibles, coinsurance or copays.
- Full-pay coverage at 200%+ FPL at a cost of \$157 per month per child. No deductibles, coinsurance or copays.
- Same benefits as Medicaid for both the subsidized and full-pay plans.
- Services for both the subsidized and full-pay plans provided by the same 11 contracted managed care plans as Medicaid with at least two options in every Florida county.

Florida Healthy Kids

CHIP for children ages five through the end of age 18

- Subsidized coverage at 133-200% FPL with families paying \$15 or \$20 per month to cover all children in the household. No deductibles or coinsurance. Small copays.
- Full-pay coverage at 200%+ FPL at a cost of \$215 per month (without dental benefits) or \$230 per month (to include full dental benefits with no copays) per child. Deductibles, coinsurance and copays.
- Subsidized plan includes comprehensive, child-centered CHIP benefits, and services provided by four contracted managed care plans with at least two options in every Florida county.
- Full-pay plan includes comprehensive child-centered minimum essential coverage compliant benefits, and services provided by one contracted managed care plan statewide.

Children's Medical Services Managed Care Plan*

Coverage for children birth through the end of age 18 with special medical conditions for families that would qualify for Medicaid or CHIP benefits based on income.

- No cost for families below 133% FPL. Subsidized coverage at 133-200% FPL with families paying \$15 or \$20 per month to cover all children who meet clinical eligibility requirements in the household. No deductibles, coinsurance or copays.
- Same benefits as Medicaid plus additional services specific to children with special medical conditions.
- Services delivered through two integrated care systems one serving 51 counties located primarily in North Florida and Central Florida, and one serving 16 counties primarily located in South Florida.

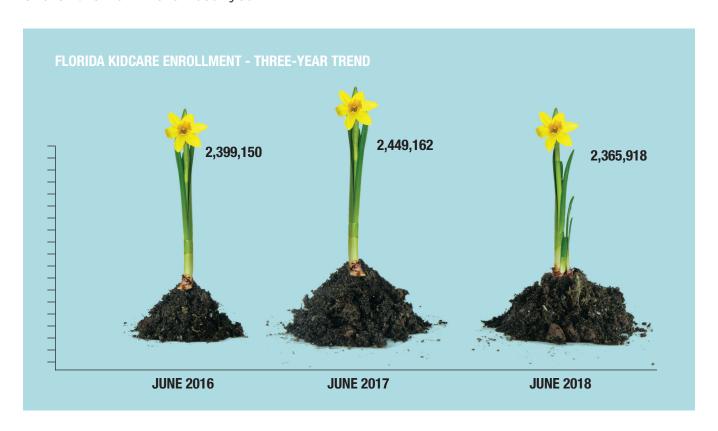
REFERENCE

^{*}Some exceptions to the Medicaid and the Children's Medical Services Managed Care Plan age guidelines apply.



FLORIDA KIDCARE PROGRAM ENROLLMENT: GETTING MORE KIDS COVERED

Enrollment across each CHIP plan - Healthy Kids, MediKids, and the Children's Medical Services Managed Care Plan, as well as full-pay plans - saw consistent growth throughout the 2017-2018 fiscal year. These plans ended the fiscal year up 11.4 percent, or 24,480 children collectively. These increases contributed to Florida KidCare topping a three-year high of 2,457,251 in May 2017. However, a steady decline in Medicaid enrollment led to an overall one percent decrease in Florida KidCare enrollment by the end of the 2017-2018 fiscal year.



FLORIE	FLORIDA KIDCARE ENROLLMENT - FY 2017-2018*								
	Healthy Kids - Subsidy	Healthy Kids - Full-Pay	Healthy Kids - Total	CMS Total	MediKids - Subsidy	MediKids - Full-Pay	MediKids Total	Subsidy Total	Florida KidCare Total
Jul-17	160,564	12,095	172,659	11,032	24,045	7,065	31,110	338,803	2,445,735
Aug-17	161,618	12,210	173,828	11,069	24,011	7,061	31,072	341,946	2,449,515
Sep-17	163,480	12,475	175,955	11,163	23,962	7,129	31,091	341,060	2,425,207
Oct-17	163,556	12,442	175,998	11,033	24,786	7,193	31,979	340,880	2,412,336
Nov-17	165,631	12,984	178,615	11,227	23,984	7,100	31,084	344,580	2,430,224
Dec-17	164,006	13,124	177,130	11,241	24,264	7,106	31,370	340,406	2,410,981
Jan-18	162,171	12,719	174,890	11,102	24,371	7,121	31,492	339,685	2,418,358
Feb-18	165,392	13,196	178,588	11,253	24,377	7,240	31,617	342,922	2,406,952
Mar-18	166,916	13,513	180,429	11,283	25,249	7,464	32,713	347,242	2,408,120
Apr-18	170,902	13,762	184,664	11,402	25,803	7,647	33,450	354,235	2,407,010
May-18	172,950	13,968	186,918	11,518	26,567	7,767	34,334	351,525	2,398,418
Jun-18	176,480	14,233	190,713	11,737	27,118	7,929	35,047	350,733	2,365,918

MARKETING AND COMMUNITY OUTREACH

In a continued effort to increase enrollment trends seen during 2016, Florida KidCare marketing and community outreach efforts remained focused on the five Florida counties with the highest number of uninsured children – Miami-Dade, Broward, Palm Beach, Orange and Hillsborough. The reduced number of uninsured children in these five counties, in which 45 percent of Florida's uninsured children reside, sheds light on the success of the concentrated strategy. Orange County led the way with a 20 percent year-over-year reduction in uninsured children, followed closely by Hillsborough, Palm Beach, Miami-Dade and Broward.

UNINSURED CHILDREN		UNINS	URED#	CHANGE FROM 2015		UNINSURED RATE CHANGE FROM 2		CHANGE FROM 2015
IN FLORIDA**		2015	2016	#	%	2015	2016	#
	Florida	283,806	256,747	-27,059	-9.5%	6.9%	6.2%	-0.7%
5 HIGHEST	Broward	28,963	28,614	-349	-1.2%	7.1%	7.0%	-0.1 %
UNINSURED	Hillsborough	19,189	15,447	-3,742	-19.5%	6.2%	4.9%	-1.3 %
COUNTIES	Miami-Dade	40,046	35,221	-4,825	-12.0%	7.3%	6.4%	-0.9%
	Orange	20,962	16,753	-4,209	-20.1%	7.2%	5.7%	-1.6%
	Palm Beach	23,439	20,460	-2,979	-12.7%	8.5%	7.3%	-1.2%

SOURCES

^{*}Florida Healthy Kids Corporation, June 2018. The enrollment decreases seen in 2015 were primarily the result of plan changes and price increases in the insurance market triggered by the federal Affordable Care Act (ACA).

^{**}Florida Healthy Kids Corporation analysis of the U.S. Census Bureau American Community Survey, 2015 and 2016. The 2016 data represent the most current available.

NEW RESEARCH INFORMS 'I AM KIDCARE' CAMPAIGN

The Corporation's data-driven approach to marketing and community outreach continues to produce results, including a combined 6.50 percent increase in applications and 6.75 percent enrollment climb during 2017.*

In spring 2017, the Corporation conducted an independent statewide telephone survey and a series of eight focus groups asking Florida KidCare families how they learned about the program; their perceptions of the application, enrollment/eligibility and renewal processes; and their satisfaction with the quality of benefits, plans and providers. This new insight confirmed that Florida KidCare customers are highly satisfied overall, although generally acknowledged that before applying they questioned whether the program was comparable to private insurance.

The survey results further suggested families may not have realized they qualify for Florida KidCare, especially if one or both parents work, and some families with uninsured children may not apply for reasons of personal pride or due to concerns about their citizenship status.

The feedback received from currently enrolled families supported the launch of a comprehensive rebranding of Florida KidCare that builds on an overarching theme – I Am KidCare. Print and electronic marketing tools were refreshed to feature the new photography, videos and graphics depicting fictional personas of children who are enrolled and how they benefit from the program. Subtle, yet fundamental, changes to Florida KidCare's core marketing messages were also introduced to further highlight the comprehensive, child-centered services provided by Florida KidCare.

New supporting messages were also introduced to destigmatize the program. These messages highlight the millions of Florida children already enrolled in Florida KidCare, emphasize that lawfully residing children are eligible, and remind Florida families that enrollment is open year-round. To capitalize on the rebranding and to increase the overall visibility of Florida KidCare, the Board of Directors approved significantly enhancing marketing efforts. The plan and supporting tools were developed with a robust media campaign launched in August 2017. The campaign was completed in early January 2018.

In total, the campaign included 12 weeks of television, radio and digital advertising, as well as direct mail and outbound calling. The stations, along with the programming and frequency of ad placements were strategically chosen to maximize the reach of the Florida KidCare message among the primary target audience – lower income families, specifically women, with children including Hispanic and African-American households.

Through the campaign, Florida KidCare also engaged a team of social media champions to personalize the program within their online forums. A new campaign landing page (iamkidcare.org) was launched to support outcome tracking, as well as the updated appearance of the Florida KidCare website.

Throughout 2017 and early 2018, Florida KidCare expanded its digital reach through paid Facebook and Google Search ads. Florida KidCare earned traditional media coverage through targeted public relations tactics, such as news releases, opinion columns and interviews. A new series of themed enrollment and renewal marketing campaigns are planned to run throughout 2018.

SOURCE -

*The gains in Florida KidCare CHIP applications and enrollment were offset in 2017 by a 6 percent decline in Medicaid applications and a 1 percent decline in Medicaid enrollment.

LOCAL COMMUNITY CONNECTIONS

The Corporation collaborated with more than 215 community-based partners, affiliates and collaborators statewide, including schools, health and youth-centered organizations, hospitals and health care providers to locally educate and engage families with uninsured children in the neighborhoods where they live. The Corporation's formal partners proactively promote Florida KidCare, represent the program at local events and provide one-on-one application assistance.

The Corporation continues to cultivate new community outreach partnerships in highly uninsured markets to expand its reach to under-represented populations. Throughout the year, a priority was placed on fostering a new network of faith-based Florida KidCare ambassadors with outreach efforts in five predominantly African-American churches.

As children return to the classroom in late summer, Florida KidCare coordinates annually with school districts statewide to send marketing materials home with students. Greater awareness is raised through education-themed media events and by leveraging school-based communication channels. In early 2017, the Corporation forged a new partnership with the Florida Association of School Administrators to collaboratively develop and distribute an electronic Florida KidCare Principal's Toolkit, which was disseminated to more than 6,000 school administrators. The toolkit includes ready-to-distribute emails, website and newsletter content, as well as tips to involve teachers, school counselors, nurses and coaches in proactively identifying and referring uninsured families to the process of beginning an application.

In continued support to schools and families, the Corporation provided 10 Back-To-School grants to partners for conducting Florida KidCare outreach activities during July, August and September. In all, 28 counties were covered with the Corporation's partners attending 220 events and reaching more than 14,000 individuals through conversations about Florida KidCare.

BACK TO SCHOOL GRANTS - 2017*				
PARTNERS	COUNTIES			
90 Works	Bay, Calhoun, Escambia, Gulf, Holmes, Jackson, Okaloosa, Santa Rosa, Walton, Washington			
Boys and Girls Clubs of Central Florida	Orange			
Central Forida Health Care	Polk, Hardee, Highlands			
Communities in Schools of Palm Beach	Palm Beach			
Florida Department of Health/Broward County	Broward			
Health Council of Southeast Florida	Indian River, Martin, Okeechobee, Palm Beach, St. Lucie			
Health Council of South Florida	Miami-Dade, Monroe			
Lee Health	Lee, Collier, Hendry, Glades			
Leesburg Center for the Arts	Lake			
United Way of Central Florida / Success by 6	Polk, Hardee, Highlands			

REFERENCE

^{*}Five annual outreach grants were awarded in 2016 and concluded in mid-2017, with Florida KidCare enrollment increasing in the counties served by these grantees. In total, these grant partners represented Florida KidCare at more than 322 local events and provided application assistance to 1,327 families, resulting in the enrollment of an estimated 987 children.

In spring 2017, the Corporation restructured its annual grant program to further utilize application assisters to increase applications and enrollments, while also further concentrating resources on the highest uninsured communities. In the first year of the newly-created We Are KidCare grants, the focus transitioned to seeding partnerships with children's hospitals and primary care clinics. The first of these grant projects launched in fall 2017. In total, five children's hospitals and eight community-based primary care clinics located in the five counties with the most uninsured children received funding to:

- Identify, educate and provide application assistance to eligible families;
- Further engage local school districts in identifying and reducing the number of uninsured children;
- Represent Florida KidCare at community events;
- Inventory local Florida KidCare services and recruit new partners to close service gaps; and,
- Support media relations and social/digital media promotion.

CHILDREN'S HOSPITAL PARTNERS			
Arnold Palmer Children's Hospital - Orange	Holtz Children's Hospital at Jackson Memorial Medical Center - Miami-Dade		
Joe DiMaggio Children's Hospital - Broward	Shriner's Hospital for Children - Hillsborough		
St. Joseph's Children's Hospital of Tampa - Hillsborough	C.L. Brumback Primary Care Clinics - Palm Beach		
In conjugation with The Florida Association of Children's Hospitals			

In conjunction with: The Florida Association of Children's Hospitals, Family Healthcare Foundation and The Florida Department of Health in Broward County

To advance the project, the Florida Association of Children's Hospitals has been contracted to train the Corporation's application assister grantees, and will also help communicate the benefits of Florida KidCare toward reducing uncompensated medical care and provide additional training and technical assistance to the 13 children's hospitals within its membership.

Keeping with the theme of increasing awareness within the education community, the Corporation developed a new grant program in concert with the **Florida College System** to provide funding for state colleges to proactively promote Florida KidCare on the 28 state college campuses and within their surrounding communities.

FOUNDATION AND CORPORATE ALLIANCES EMERGE

Over the last two years, the Corporation has started to cultivate strategic alliances with health- and child-focused foundations and businesses to strengthen Florida KidCare brand awareness and enrollment in markets with large numbers of uninsured children and among under-represented populations.

A new partnership was formed with the Florida Alliance of Boys and Girls Clubs utilizing the AmeriCorps VISTA program, a national volunteer service program, to recruit, train and locate dedicated Florida KidCare community outreach specialists. This pilot project was launched in Broward, Charlotte, Duval, Hillsborough, Polk and Volusia counties and places a VISTA in each of those communities to serve as liaisons for Florida KidCare in their Boys and Girls Clubs, local schools and community centers.

In fall 2017, the Corporation was awarded a first-of-its-kind, \$110,000 grant by the Health Foundation of South Florida to fund a full-time, locally based Florida KidCare community outreach specialist and increase recognition efforts for local schools and community-based organizations that are helping grow Florida KidCare enrollment in Miami-Dade and Broward counties, the two counties with the most uninsured children in the state.

This year, the Corporation also piloted its first corporate partnerships, joining with Colgate and Walmart to promote dental, health and wellness through cooperative marketing and in-store Walmart events. Planning is under way to expand on new corporate alliances throughout 2018.

OPERATIONS*

OPTIMIZING OPERATIONAL EFFICIENCY

The Corporation's Program Integrity Unit continued to make great strides toward the completion of several initiatives, including:

- The retroactive-enrollment of children in the Florida Healthy Kids program impacted by Hurricane Irma;
- Proactive steps toward implementing the new Federal Managed Care Final Rule (Mega Rule) policies and procedures;
- Transitioning to a new External Quality Review Organization (EQRO) contract;
- Increased engagement and communication related to health and dental plan contract management activities; and,
- The resolution of more than 1,700 customer service issues received from various sources.

Hurricane Irma

Hurricane Irma made landfall in Florida on September 10, 2017, disrupting the lives of thousands of Floridians, including many Florida KidCare enrollees. The Federal Emergency Management Agency designated 48 counties eligible for individual disaster assistance relief. Within these designated counties, more than 6,000 children lost CHIP insurance coverage in October because their premium was not paid during the preceding month of September. The Corporation, along with its state agency partners, extended the deadline for families to make insurance premium payments and provide renewal documents.

REFERENCE -

*Call center figures represent only a portion of the total Florida KidCare customer service activity. All Florida KidCare state agency partners provide direct customer services.

Throughout October, the Corporation pursued an aggressive outreach campaign notifying Florida Healthy Kid families of this premium payment extension, resulting in more than 55,000 outreach calls, emails, texts and mailed letters.

To further assist these families whose children did not receive coverage in October, the Corporation and its state agency partners subsequently approved the retroactive enrollment of approximately 4,550 children living in the disaster-designated counties. The Corporation's Florida Healthy Kids subsidized program enrollees received a premium credit for October if they met eligibility requirements but had not yet paid the premium.

Medicaid and CHIP Federal Managed Care Final Rule ("Mega Rule")

The Corporation was actively engaged in preparations to ensure compliance with the Federal Medicaid and CHIP Managed Care Final Rule, also known as the "Mega Rule," which became effective July 1, 2018. The Mega Rule implements comprehensive changes to Medicaid and CHIP, including new contract monitoring, member communication and audit requirements. Mega Rule preparations required hundreds of hours of planning, research, compliance documentation, member material development and drafting of new policies centered around network adequacy standards, a comprehensive transition of care and health care provider screenings. Looking ahead, the Corporation will amend all health and dental plan contracts and closely monitor and document the plan compliance with the Mega Rule.

External Quality Review Organization (EQRO)

The Corporation contracts with an External Quality Review Organization (EQRO) to review and report on required protocols concerning health care quality and customer service, and in June 2017, the Corporation issued an Invitation to Negotiate (ITN) and engage an EQRO with demonstrated experience in driving health care quality and measuring and reporting outcomes on a faster cycle. The ITN also expanded the EQRO services to include training and quality consulting services for the health insurance plans.

The Corporation received proposals from three responsive vendors and after completing a thorough review process, awarded the contract to Qsource, a private, nonprofit health care quality improvement and information technology consultancy that has been a CMS-designated Quality Improvement Organization for more than 40 years.

The contract requires more frequent quality measurements and interventions; intensive review of claims and encounter data; plus other services and performance standards not found in the previous contract – all with an average annual savings of more than \$197,000.

Customer Service

The Corporation contracts with a thirdparty administrator to support operations, customer services and complete eligibility determinations for CHIP applicants.

FY 2017-2018 CUSTOMER SERVICE CALL CENTER STATS:

- Processed roughly 368,000 enrollment applications
- Completed more than 647,000 CHIP eligibility determinations
- Responded to more than 1.7
 million incoming telephone calls,
 e-correspondence, mail and fax inquiries
- Mailed more than 1.7 million customer letters, notices and statements
- Contacted nearly 750,000 enrollees through outbound automated and personalized customer service calls

BUSINESS INTELLIGENCE

One of the strategic objectives of the Corporation is to utilize a structured data, analytics and metrics program to support and improve programs and operations. An initial step toward accomplishing this objective was through the creation of a Business Intelligence Unit, which is tasked with collecting valid and reliable data, using analytics to guide decisions across the Corporation and establishing metrics in furtherance of the Corporation's mission.

Following training received on dashboard design, which incorporates the visualization and monitoring of data in a variety of new formats, this unit developed several new dashboards. They included a focus on internal and external enrollment; application data; marketing efforts; and website traffic counts with an enhanced analytical approach of cross-referencing the number of applications submitted to the total number of hits to the website.

In addition, this unit prepared several reports and provided data pertaining to other areas of the Corporation. Some of these activities included:

- Preparing a comprehensive report on Family Account Balances, to ensure excess family funds were not being held by the Corporation in error;
- An analysis of the effectiveness of the autopay credit program;
- Participation in the evaluation of EQRO ITN proposals;
- Created a summary of census data highlighting changes at the national, state and county levels for populations greater than 65,000, which was presented to a Board committee;
- Assisted in various outreach efforts following Hurricane Irma; and,
- Development of an enrollment forecast and forecast document for the Social Services Estimating Conference (SSEC).

INFORMATION TECHNOLOGY

To streamline disaster recovery efforts and processes, the Corporation migrated its staff to a cloud-based Office 365 software program. One of the main benefits is the built-in disaster recovery function, which prevents the loss of data in the event of a power outage, building closure, etc. Employees can access their accounts from any device, and communication and operations are able to continue. The average cost savings from this change is approximately \$8,000 annually.

The Corporation also transferred to a new phone provider and system, which allows greater flexibility in the event of a disaster situation by allowing staff to take their desk phones home and remain connected through access to the Internet. The cost savings for this change amounts to roughly \$2,175 monthly. Additionally, a new partnership was formed with a technology solutions provider to give the Corporation additional network administration and help desk services for staff.

FINANCE AND ADMINISTRATION

FINANCIALLY AND ADMINISTRATIVELY STRONG AND PREPARED FOR GROWTH

The Corporation is funded primarily by federal and state dollars. The federal contribution rate is established by Congress in Title XXI of the Social Security Act and increased from 95.77 percent to 96.25 percent effective in October 2017. As a result, one state dollar generated approximately 24 matching federal dollars. State funding is annually appropriated by the Florida Legislature.

During the 2017-2018 fiscal year, revenue exceeded \$347 million, including \$255 million in federal funding and \$10 million in state funding. Expenditures totaled \$348 million. Insurance premiums and third-party administrative costs represented \$340 million or 98 percent of overall spending. The Corporation continued to maximize efficiency and enterprise-wide return on investment with operational costs representing less than two percent of total expenditures.

The annual budget is largely driven by projected enrollment within the Florida Healthy Kids program; therefore, changes in revenue and expenses over time are generally attributed to changes in federal and state policy, marketing and other factors that impact enrollment.

From July 2017 to June 2018, Florida Healthy Kids enrollment grew six percent. To support trending growth, the Board of Directors approved a \$367 million budget for the 2018-2019 fiscal year – a six percent increase over the prior year. Insurance premiums for the Florida Healthy Kids program and third-party administrative costs once again represented the largest line item expenses at \$361 million or 98 percent of the budget.

FLORIDA HEALTHY KIDS CORPORATION - ANNUAL BUDGET SUMMARY*					
REVENUE: \$ IN MILLIONS	2016-17 ACTUAL	2017-18 ACTUAL	CHANGE		
Federal	\$243.17	\$255.42	5%		
State	\$10.94	\$10.29	-6%		
Participant Premiums	\$57.26	\$58.74	3%		
Other	\$14.37	\$23.36	62%		
TOTAL REVENUE	\$325.74	\$347.83	7%		

FLORIDA HEALTHY KIDS CORPORATION - ANNUAL BUDGET				
EXPENSES: \$ IN MILLIONS	2016-17 ACTUAL	2017-18 ACTUAL	CHANGE	
Insurance Premiums and Expenses	\$320.26	\$340.38	6%	
Personnel	\$2.29	\$2.57	12%	
Operations/Marketing	\$2.13	\$5.46	156%	
TOTAL EXPENSES	\$324.68	\$348.42	7%	

The recent Congressional approval of a 10-year federal funding extension for CHIP and the continuation of the current enhanced federal match percentage through federal fiscal year 2019-20, with step-down decreases to the regular CHIP match percentage, will provide funding availability going forward.

REFERENCE

^{*}The 2017-18 projected budget represents the amended budget, which is approved by the Corporation's Board of Directors and based on the February 5, 2018, Florida Social Services Estimating Conference. It is subject to change.

Florida Healthy Kids Corporation Tallahassee, Florida

healthykids.org

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