

FLORIDA  
HealthyKids<sup>™</sup>  
CORPORATION

2018-2019  
**FISCAL  
YEAR  
REPORT**



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## REFERENCES:

\*All references in the FY 2018-2019 annual report are based on data from July 1, 2018, to June 30, 2019. Annual increases/decreases compare data from December 2017 to December 2018, 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](http://healthykids.org)

Florida KidCare: Chapter 409, Part II, Florida Statutes | [floridakidcare.org](http://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](http://Medicaid.gov/chip)



# WELCOME MESSAGE

The Florida Healthy Kids Corporation (Corporation) is proud to present its 2018-2019 fiscal year report, highlighting notable achievements and progress in its efforts to strategically focus on the most innovative and effective approaches for increasing enrollment in the Florida KidCare program, which is the umbrella brand of four government-sponsored health insurance programs serving Florida's children (Medicaid for children, MediKids, Florida Healthy Kids and the Children's Medical Services Managed Care Plan).

Through its long-standing 29-year history as a nonprofit organization in Florida, and the expertise offered by its knowledgeable Board of Directors and staff, the Corporation continues to foster state and local partnerships and take proactive steps to further legislative and corporate actions that provide more value, benefits and services to Florida KidCare members.

Technology enhancements, expanded marketing initiatives, and better communication tools and resources are all examples in this fiscal year report of how the Corporation is delivering on this progress. In addition, the Corporation engaged key stakeholders, such as community organizations, hospitals, health care clinics and school districts, to learn valuable feedback that is creating tangible action steps for shaping our forward momentum in addressing the needs of children covered by Florida KidCare.

These experiences gave the Corporation advantageous opportunities for growth and improvement. The Corporation is well-prepared for the year ahead.



Jeff Dykes  
Interim Chief Executive Officer  
and Chief Financial Officer

# 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. 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 (CMS) Plan; premium collection, refund processing and related banking functions; financial reporting for receipt of government subsidies; and supporting customer services.
- Marketing for Florida KidCare.

## GOVERNMENT AFFAIRS

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

During the 2019 Legislative Session, the Corporation requested funding (SB 2500: Appropriations) to allow the Florida Healthy Kids program, serving children aged five through the end of age 18, to combine its full-pay members into the same risk pool as its subsidized members. With support from legislators, Florida KidCare partners, community-based organizations and member families, the proposal passed the House and Senate and was signed into law by Governor DeSantis on June 21, 2019. This change will eliminate costly out-of-pocket costs for full-pay members by eliminating the \$3,000 medical deductible, \$1,500 pharmacy deductible and the 25% coinsurance requirement. It becomes effective on January 1, 2020.

# THE BOARD OF DIRECTORS\*

The Corporation is governed by a Board of Directors representing each Florida KidCare component, including the Florida Department of Financial Services (DFS), the Florida Department of Children and Families (DCF), the Florida Agency for Health Care Administration (AHCA), the Florida Department of Health (DOH), the Florida Department of Education (DOE), physicians, a dentist and other experts on children's health policy and medical care. The Board of Directors is chaired by the Chief Financial Officer of Florida or his designee.

## OFFICERS

**STEPHANIE HARIDOPOLOS, M.D.**, Board Certified Family Medicine Practitioner – Chair

**PETER CLAUSSEN, D.D.S.**, Florida Dental Association Representative – Vice Chair

**PHILIP BOYCE**, Florida Hospital Association Representative – Secretary/Treasurer

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## MEMBERS

**JOSE ARMAS, M.D.**, Child Health Policy Expert Representative

**JEFFREY BROSCO, M.D., PH.D.**, Designee, Department of Health

**DAVE EGGERS**, Commissioner, Pinellas County Board of County Commissioners, Designee, Department of Financial Services

**TAYLOR HATCH**, Assistant Secretary for Economic Self Sufficiency, Designee, Department of Children & Families

**BETH KIDDER**, Deputy Secretary for Medicaid, Agency for Health Care Administration

**MARY MAYHEW**, Secretary, Agency for Health Care Administration

**AMRA RESIC, M.D.**, Florida Academy of Family Physicians Representative, Family Medicine

**SCOTT RIVKEES, M.D.**, Surgeon General and Secretary, Department of Health

**MANSOOREH SALARI, M.D.**, Children's Medical Services Representative, Department of Health

**TOMMY SCHECTMAN, M.D.**, Florida Pediatric Society Representative

**PENNY TAYLOR**, Designee, Department of Education

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## AD HOC MEMBERS

**STEVE FREEDMAN, PH.D.**, University of South Florida

**PAUL WHITFIELD**, Department of Financial Services

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## STAFF EXECUTIVE

**JEFF DYKES**, Interim Chief Executive Officer and Chief Financial Officer

## REFERENCES:

\*Board of Directors as of June 2019

# CORPORATION HIGHLIGHTS

The Corporation is committed to its mission of ensuring the availability of child-centered health plans that provide comprehensive high-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 2018-19:

- Increased participation in the Florida Healthy Kids program by 18,894 members to include a 10% increase in children with a subsidized plan and a 9% increase in children with a full-pay plan.
- Successfully promoted the passage of a legislative funding proposal to combine the Florida Healthy Kids full-pay plan membership with the subsidized membership giving enhanced benefits and cost efficiencies to families enrolled in the full-pay program.
- Proactively waived monthly premiums for a period of three months following the impact of Hurricane Michael in October 2018, giving the families of over 5,600 members in subsidized and full-pay Florida KidCare health plans immediate relief to focus on basic food, shelter and other necessary needs. These enrollees resided in the 12 counties designated for Individual Assistance by the Federal Emergency Management Agency (FEMA).
- Negotiated Florida Healthy Kids health plan rates below state budget estimates, resulting in cost savings of approximately \$22.8 million in the overall subsidized health plan rates.
- Enhanced the Florida Healthy Kids and Florida KidCare websites with better search functionality, an eligibility calculator tool, more health and dental plan quality and transparency information, and more marketing resources to provide awareness to members connecting with the Corporation regarding their Florida KidCare benefits.
- Relaunched a member newsletter with quarterly content provided by the Corporation, state agency partners, health and dental plan insurers, and community-based organizations to share important health news, tips and information regarding the Florida KidCare program.
- Launched a medical services procurement that resulted in value-added benefits at no cost to the Corporation or members, additional reporting, expanded call center hours, 21 performance guarantees and other accountability measures, data security requirements, and other contract enhancements for the Florida Healthy Kids health plan contracts effective January 1, 2020.
- Collaborated with state agency partners and community-based organizations to strengthen strategic partnerships with school districts, colleges, hospitals and community health clinics for reaching uninsured children and their families across the state.



# ABOUT THE FLORIDA HEALTHY KIDS PROGRAM



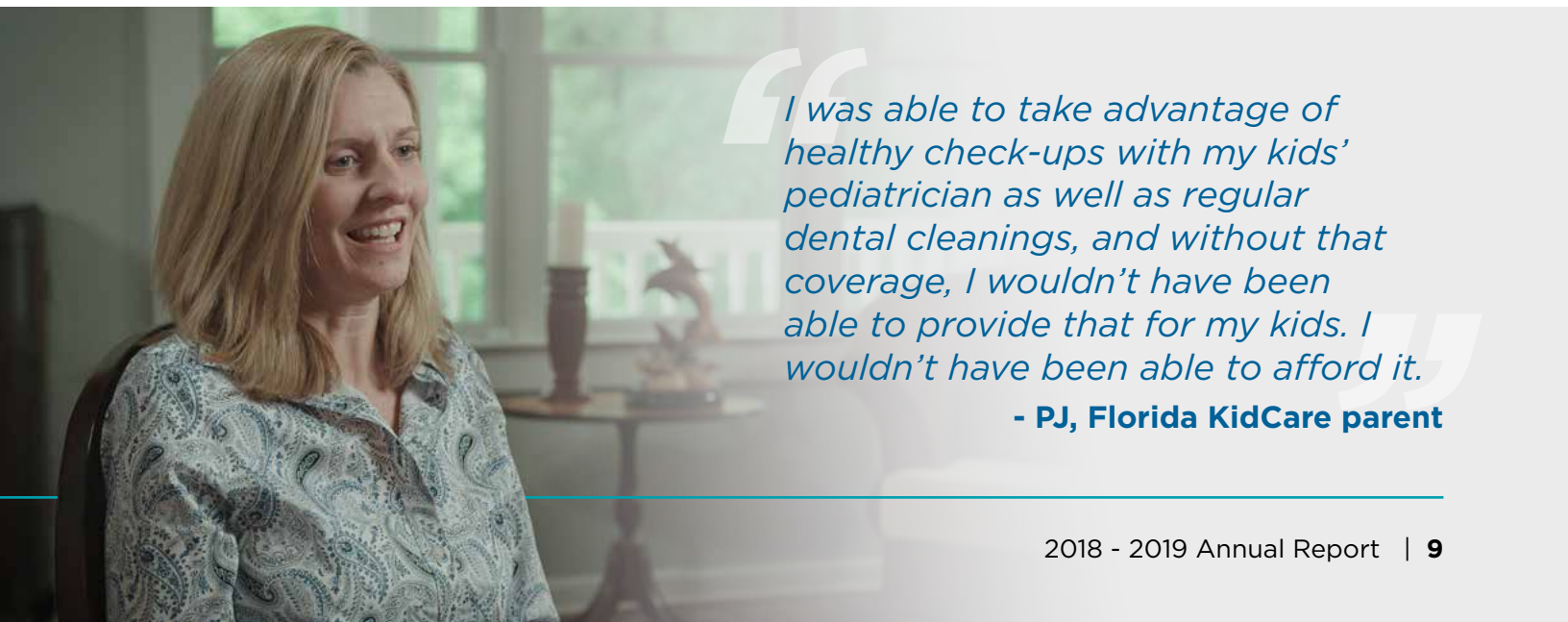
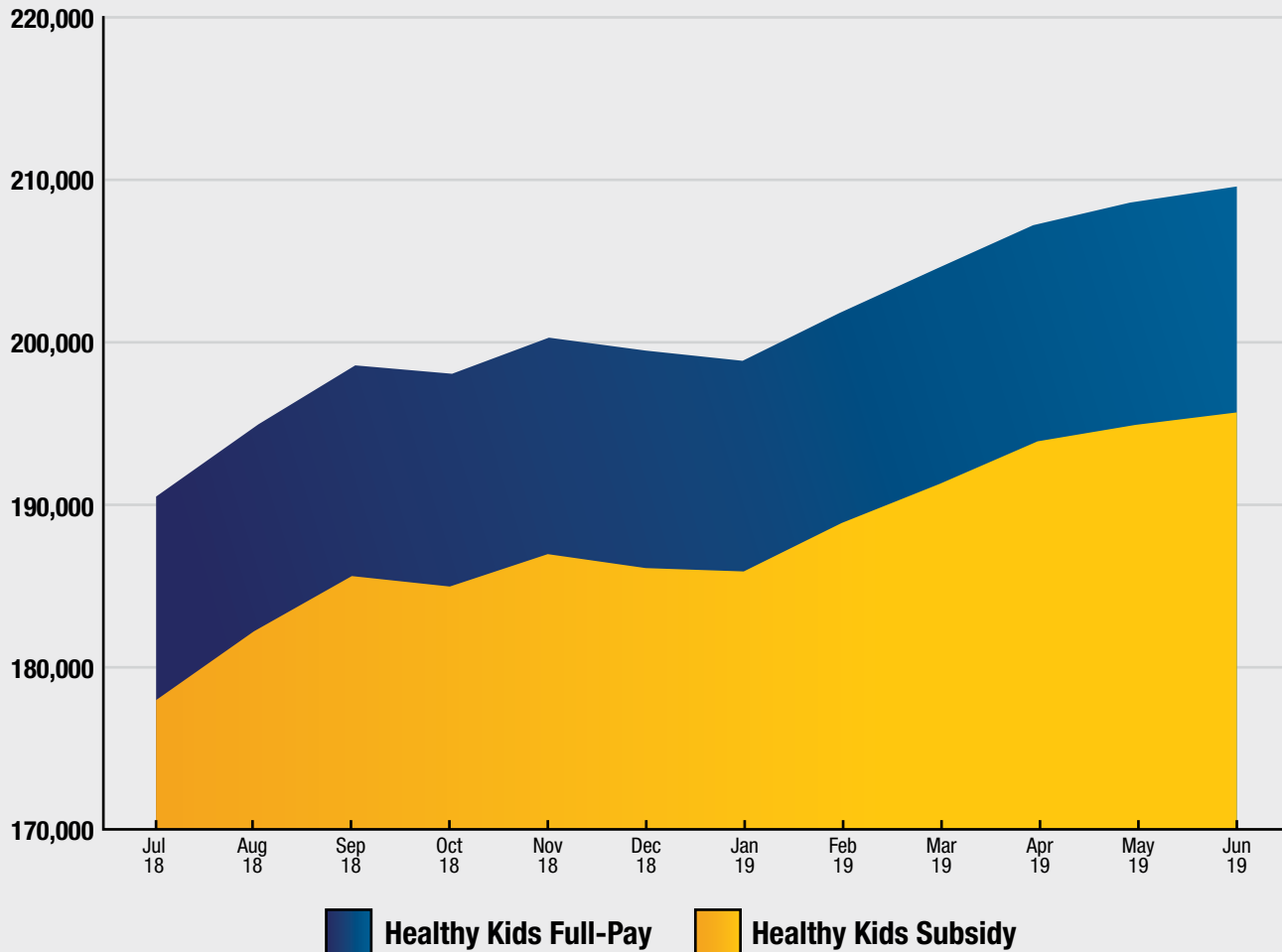
The Florida Healthy Kids program, consisting of both subsidized and full-pay plans, is administered by the Corporation and covers children ages five through the end of age 18. It provides:

- Subsidized coverage at 133-200% of the Federal Poverty Level (FPL) with families paying \$15 or \$20 a month to cover all children in the household. There are no deductibles or coinsurance requirements, and small copays for medical services. The subsidized plan includes comprehensive, child-centered Children's Health Insurance Program (CHIP) benefits and services provided by five contracted health plans with at least two options in all of Florida's 67 counties.
- Full-pay coverage at over 200% of FPL at a cost of \$215 per month per child for health insurance coverage only or \$230 per month per child for health and dental insurance coverage.

## FLORIDA HEALTHY KIDS ENROLLMENT

Total Florida Healthy Kids enrollment reached 209,607 children in June 2019 – an increase of 10 percent, or 18,894 children since June 2018.

### FLORIDA HEALTHY KIDS ENROLLMENT - SUBSIDY & FULL-PAY



*“I was able to take advantage of healthy check-ups with my kids’ pediatrician as well as regular dental cleanings, and without that coverage, I wouldn’t have been able to provide that for my kids. I wouldn’t have been able to afford it.”*

**- PJ, Florida KidCare parent**

## HEALTH AND DENTAL PLAN STATEWIDE OPTIONS

During FY 2018-2019, the Corporation offered five health plans and three dental plans to provide coverage for the Florida Healthy Kids program.



### HEALTH PLANS

SUBSIDIZED HEALTH PLAN	FULL-PAY HEALTH PLAN
Aetna   Staywell	Sunshine Health
Aetna   Staywell	Sunshine Health
Aetna   Staywell	Sunshine Health
Staywell   United Healthcare	Sunshine Health
Aetna   Staywell	Sunshine Health
Aetna   Simply Healthcare Plans	Sunshine Health
Aetna   Simply Healthcare Plans	Sunshine Health
Aetna   Staywell	Sunshine Health
Aetna   Staywell	Sunshine Health
Simply Healthcare Plans Staywell	Sunshine Health
Aetna   Simply Healthcare Plans Staywell	Sunshine Health

### DENTAL PLANS

#### Full-Pay and Subsidized:

Argus | DentaQuest  
MCNA Dental

**Statewide**

### FLORIDA HEALTHY KIDS – ENROLLMENT BY HEALTH & DENTAL PLANS\*

HEALTH/DENTAL PLAN	# CHILDREN
<b>Subsidized Health Plans</b>	
Aetna Better Health of Florida	53,128
Simply Healthcare	54,130
Staywell Kids	77,871
United Healthcare Community Plan	8,980

HEALTH/DENTAL PLAN	# CHILDREN
<b>Full-Pay Health Plan</b>	
Sunshine Health	15,483
<b>Dental Plans</b>	
Argus Dental	43,703
DentaQuest	86,977
MCNA Dental	76,853

\* Florida Healthy Kids Corporation, June 2019

# OPERATIONS

The Operations Business Unit is charged with overseeing plan and quality management, third-party administrator management, information technology and business intelligence and analytics for the Corporation.

## QUALITY OF CARE AND PERFORMANCE IMPROVEMENT

The Corporation remains committed to leveraging opportunities that increase customer satisfaction and quality of care. The Corporation contracts with Qsource, an external quality review organization (EQRO), to conduct five quality review activities:

- Compliance assessment validation
- Performance measure validation
- Performance improvement project (PIP) validation
- Network adequacy validation
- Encounter data validation

Additional information, including full results for each activity, can be found in the 2018 Florida Healthy Kids Annual Technical Report at [healthykids.org/resources/quality/external-review](https://healthykids.org/resources/quality/external-review).

PROVIDER TYPE	NETWORK ADEQUACY RANGE
PCP – pediatricians	99.7% - 99.9%
PCP – non-pediatricians*	99.1% - 99.9%
Specialists – pediatric	85.1% - 99.7%
Specialists – non-pediatric	95.0% - 100%
Behavioral health	67.3% - 100%
Hospitals	100%
Pharmacies	100%
Pediatric dentists	90.0% - 92.8%
Orthodontists	96.8% - 99.5%

\* Providers in the Florida Healthy Kids network without a pediatric sub-specialty.

## BUSINESS INTELLIGENCE

An important strategic objective of the Corporation is to utilize a structured data, analytics and metrics program to support and improve programs and operations. The Business Intelligence unit collects valid and reliable data, and incorporates the analytics to guide decisions and establish metrics to further the Corporation's mission of getting more uninsured children covered across the state. Numerous dashboards, a visual representation of monitored data, are used by different units within the Corporation to track and measure progress of objectives. These dashboards include a focus on internal and external enrollment; application data; marketing efforts with an emphasis on traffic counts coming into the website from digital advertising, social media searches, and other paid advertising sources.

## CONTRACT AND PROCUREMENT ACTIVITIES

The Corporation released an Invitation to Negotiate (ITN) for Medical Services and Coverage in August 2018. This ITN would allow the Corporation to enter into five-year contracts with health insurers who would provide health insurance coverage for the Florida Healthy Kids subsidized and full-pay members beginning in January 2020. The Corporation required and negotiated enhanced contract provisions, such as:

- Value-added benefits at no extra cost to the Corporation or members, including transportation assistance, tobacco/vaping cessation programs, water safety/swim lessons, weight management tools, and condition-specific benefits like hypoallergenic bedding for enrollees with asthma;
- Expanded call center hours to align with the Florida KidCare call center hours of 7:30 a.m. – 7:30 p.m. (ET) Monday – Friday, as well as 24-hour nurse and behavioral health phone lines;
- Technology solutions, including improved family access to their out-of-pocket cost information, requiring plans to use Florida's Electronic Notification System to improve quality of care, and new security requirements to prohibit off-shoring of data and require cyber liability insurance;
- Requiring the plans to address the social services needs of enrollees through connections with community resources;
- Maintain specified performance levels; and,
- Pay financial consequences for failure to meet performance guarantees or otherwise comply with the contract.





## CUSTOMER SERVICE

The Florida KidCare customer service call center is a vital resource for Florida KidCare members by providing information about the programs and answering questions from families. The call center is open **Monday - Friday from 7:30 a.m. - 7:30 p.m.** During the 2018-19 fiscal year, the call center:

- Responded to more than 1,585,000 incoming telephone calls
- Completed over 734,00 eligibility determinations
- Processed over 423,000 enrollment applications
- Mailed more than 1,890,000 printed and electronic customer letters

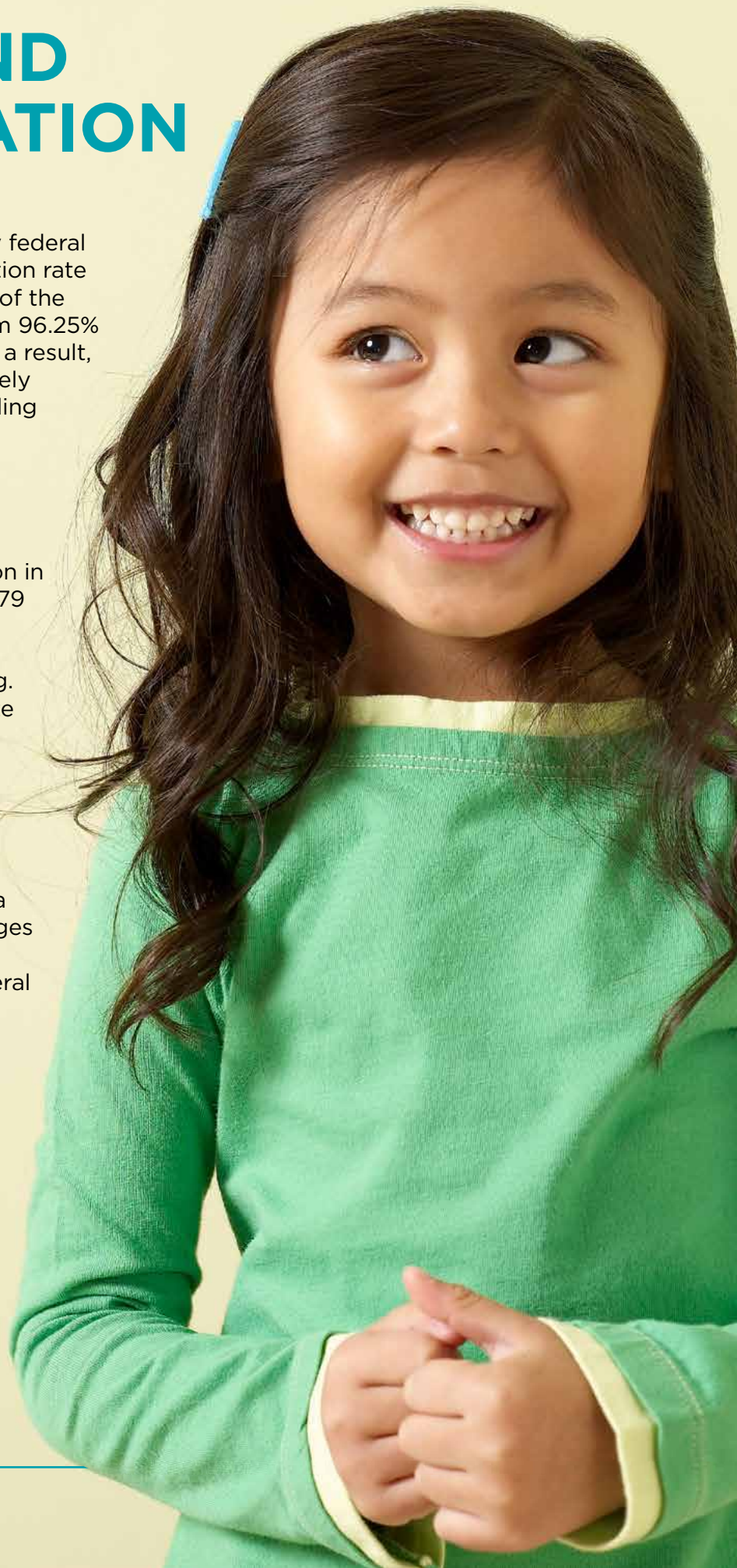
# FINANCE AND ADMINISTRATION

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 decreased from 96.25% to 95.61% effective October 1, 2018. As a result, one state dollar generated approximately 24 matching federal dollars. State funding is annually appropriated by the Florida Legislature.

During the 2018-19 fiscal year, revenue exceeded \$378 million, including \$299 million in federal funding and \$13 million in state funding. Expenditures totaled \$379 million. Insurance premiums and third-party administrative costs represented \$373 million or 98% of overall spending. The Corporation continued to maximize efficiency and enterprise-wide return on investment with operational costs representing less than 2% 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 2018 to June 2019, Florida Healthy Kids enrollment grew 10%. To support trending growth, the Corporation's Board of Directors approved a \$429 million budget for the 2019-20 fiscal year – a 9% increase over the prior year. Insurance premiums for the Florida Healthy Kids program and third-party administrative costs once again represent the largest line item expense at \$422 million, or 98% of the budget.



REVENUE: \$ IN MILLIONS	2017-18 ACTUAL	2018-19 ACTUAL	% CHANGE
Federal	\$277.13	\$298.53	7%
State	\$11.11	\$13.18	18%
Participant Premiums	\$58.74	\$67.10	14%
Other	\$0.86	\$0.10	-11%
<b>TOTAL REVENUE</b>	<b>\$347.84</b>	<b>\$378.91</b>	<b>8%</b>

EXPENSES: \$ IN MILLIONS	2017-18 ACTUAL	2018-19 ACTUAL	% CHANGE
Insurance Premiums and Expenses	\$340.38	\$372.87	9%
Personnel	\$2.57	\$2.79	8%
Operations/Marketing	\$5.46	\$4.28	-22%
<b>TOTAL EXPENSES</b>	<b>\$348.42</b>	<b>\$379.94</b>	<b>9%</b>

*As a parent and someone with a chronic illness, making sure that my family is insured is always top of mind, because it means that we have less missed days in school.*

**- Sili, Florida  
KidCare parent**

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.

#### REFERENCES:

\*The 2019-20 projected budget represents the amended budget, which is approved by the Corporation's Board of Directors and based on the February 28, 2019, Florida Social Services Estimating Conference. It is subject to change.

# ABOUT FLORIDA KIDCARE

## Fl♥rida KidCare HEALTH AND DENTAL INSURANCE

Florida KidCare is the umbrella brand for the four government-sponsored health insurance programs serving nearly 2.4 million children in Florida. It includes Medicaid for children, MediKids, Florida Healthy Kids and the Children's Medical Services Managed Care Plan.



### FLORIDA KIDCARE PARTNERS

The Florida KidCare program is made up of four partners: Florida Agency for Health Care Administration, Florida Department of Children and Families, Florida Department of Health and the Florida Healthy Kids Corporation. Each partner plays a role in determining eligibility and/or administering a program.

FLORIDA HEALTHY KIDS  
CORPORATION | **FHKC**

FLORIDA AGENCY FOR HEALTH  
CARE ADMINISTRATION | **AHCA**

#### FLORIDA KIDCARE PARTNERS

FLORIDA DEPARTMENT OF  
CHILDREN AND FAMILIES | **DCF**

FLORIDA DEPARTMENT OF HEALTH,  
CHILDREN'S MEDICAL SERVICES | **DOH**

Most Florida KidCare families pay no monthly premium, while others pay 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 some children, who also must meet all other conditions specified above, special medical conditions.

The FPL is calculated based on family income and the number of household members. Families that earn less than 200% of the FPL (\$51,500 for a family of four in 2019) generally qualify for subsidized coverage. For families that do not qualify for subsidized coverage due to income, Florida KidCare offers competitively priced full-pay coverage plans that replicate coverage offered in CHIP plans.

Families can apply online at [floridakidcare.org](https://floridakidcare.org), the Department of Children and Families' Access website ([dcf-access.dcf.state.fl.us/access/index.do](https://dcf-access.dcf.state.fl.us/access/index.do)), or the federal health insurance marketplace at [healthcare.gov](https://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.



The following chart lists the individual Florida KidCare programs, who administers them, eligibility determinations, age ranges, premium costs and any out-of-pocket expenses for members.

## FLORIDA KIDCARE OVERVIEW

KIDCARE PROGRAM	AGENCY/ ORGANIZATION	AGES SERVED	ELIGIBILITY	MONTHLY PREMIUMS	OUT-OF-POCKET COSTS
<b>Medicaid for children</b>	Administered by: AHCA	0 thru 18	Infants: up to 200% FPL	No premiums	No deductibles, coinsurance, copays
	Eligibility Determination: DCF		Children: up to 133% FPL		
<b>MediKids</b>	Administered by: AHCA	1 thru 4	133-200% FPL	\$15 or \$20/ family	No deductibles, coinsurance, copays
	Eligibility Determination: Corporation		200% + FPL	Full-pay: \$157/child	
<b>Florida Healthy Kids</b>	Administered by: Corporation	5 thru 18	133-200% FPL	\$15 or \$20/ family	Copays
	Eligibility Determination: Corporation		200% + FPL	Full-pay: \$215 (health only) / child, \$230 (health and dental) /child	Medical/pharmacy deductibles, 25% coinsurance and copays
<b>Children's Medical Services Managed Care Plan</b>	Administered by: DOH DCF: BNet program*	CMS 1 thru 18	Uninsured up to 200% FPL	\$15 or \$20/ family	No deductibles, coinsurance, copays
	Eligibility Determination: Corporation DOH (Clinical) DCF (Clinical)	BNet: 5 thru 18		No full-pay plan	

### REFERENCES:

\*BNet is the Behavioral Health Network, a health care plan operated and administered by the Department of Children and Families. Children enrolled in BNet receive behavioral services for the treatment of the behavioral conditions and the medical services of the CMS health plan. It is available for children enrolled in the Florida Healthy Kids subsidized plan or CMS plan.

Upon determination of eligibility, children are automatically placed into one of the four Florida KidCare programs, which provide the comprehensive medical, dental, vision and other services children need at each stage of growth and development.



Covered services vary by program, but generally include doctor visits, check-ups, hospital stays, surgery, prescriptions, emergencies, vision, hearing, dental and mental/behavioral health services. Specifically:

**Covered **MEDICAL** services include, but are not limited to:**

- Preventive care, including routine screenings and vaccinations
- Hospitalization
- Emergency room and ambulance services
- Diagnostic testing
- Prescription drug
- Rehabilitative services including physical, occupational and speech therapies
- Behavioral health services
- Vision testing and corrective lenses
- Durable medical equipment and prosthetic devices
- Home health services

**Covered **DENTAL** services include, but are not limited to:**

- Preventive services including routine cleanings, fluoride and sealants
- X-rays
- Fillings and crowns
- Oral surgery
- Endodontic services including root canals
- Orthodontic services
- Analgesia and sedation
- Palliative treatment to relieve pain and discomfort on an emergency basis

## CUSTOMER SATISFACTION STANDARDS

Florida KidCare managed care plans are held to high quality and customer satisfaction standards. Member satisfaction is surveyed annually using the Consumer Assessment of Healthcare Providers and Systems (CAHPS®) survey. The 2018 survey was independently conducted by the Institute for Child Health Policy at the University of Florida. The results reveal that most families continue to be satisfied with their Florida KidCare coverage and this coverage exceeded national Medicaid and CHIP benchmarks for rating of overall health care and personal doctors. Survey results conclude, “Three out of four Florida KidCare families rated their primary care and/or specialty providers a “9” or “10,” signifying the value of high-quality health care professionals within the Florida KidCare program.” Responses from families of enrollees highlight strengths of the program regarding health care providers utilized by enrollees and the quality of care outcomes. All results are used to inform ongoing program, plan and provider level quality improvement initiatives.

## FLORIDA KIDCARE – CUSTOMER SERVICE EXPERIENCE SURVEY\*

COMPOSITE MEASURE	2018 FLORIDA KIDCARE	2018 FLORIDA HEALTHY KIDS
Easy to Get Needed Care	85%	85%
Easy to Get Care Quickly	90%	90%
Doctors Communicate Well	94%	96%
Positive Experience with Health Plan Customer Service	89%	86%
Positive Experience with Shared Decision Making	78%	82%
<b>Overall Plan/ Provider Satisfaction</b>		
Health Care Experience	72%	70%
Personal Care Providers	78%	75%
High Satisfaction (9 or 10 on a 0-10 scale) with Specialty Care Providers	72%	71%
High Satisfaction (9 or 10 on a 0-10 scale) with Health Plan	69%	61%

*I needed to find insurance for my daughter, I needed something quick, I needed something affordable and I needed something that was quality insurance for our family. It's an affordable resource and the quality of care is top notch. When it comes down to it, it's great insurance. We are Florida KidCare.*

**- Michelle, Florida KidCare parent**

## BY THE NUMBERS: FLORIDA KIDCARE ENROLLMENT

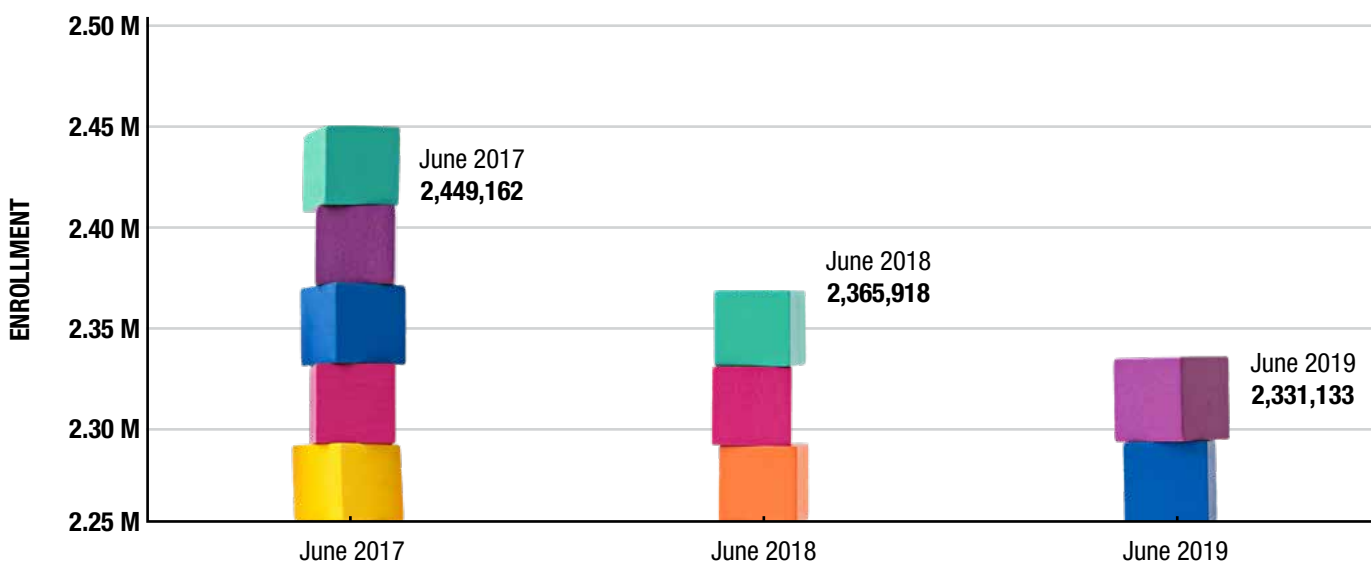
According to the most recent national data available from 2017, the percentage of uninsured children increased nationwide from 4.7% to 5.0%. In Florida, this percentage went from 6.6% to 7.3% and was the first time an increase had occurred since 2013.\*

The combined enrollment of children in Florida KidCare and private health insurance reached a record high of 4.12 million, representing 92.7% percent of all Florida children.\* This shows growth of 2.9%, or 118,000 children statewide since 2016.

While tremendous progress has been made, an estimated 325,000 Florida children, or roughly 1-in-14, remain uninsured and more than half of these children – roughly 171,000 – are potentially eligible for free or subsidized coverage under Florida KidCare.\* The Corporation and its Florida KidCare partners continually strive to narrow this insurance gap through operational collaboration, innovation, strategic marketing and community outreach.

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 2018-2019 fiscal year. These plans ended the fiscal year up 10.4%, or 24,709 children, collectively. Medicaid enrollment continued to experience steady enrollment declines due to an improving economy and changes in the Medicaid eligibility determination process, which led to an overall 1.5% decrease in Florida KidCare enrollment by the end of the fiscal year.

## FLORIDA KIDCARE ENROLLMENT – 3-YEAR TREND\*\*



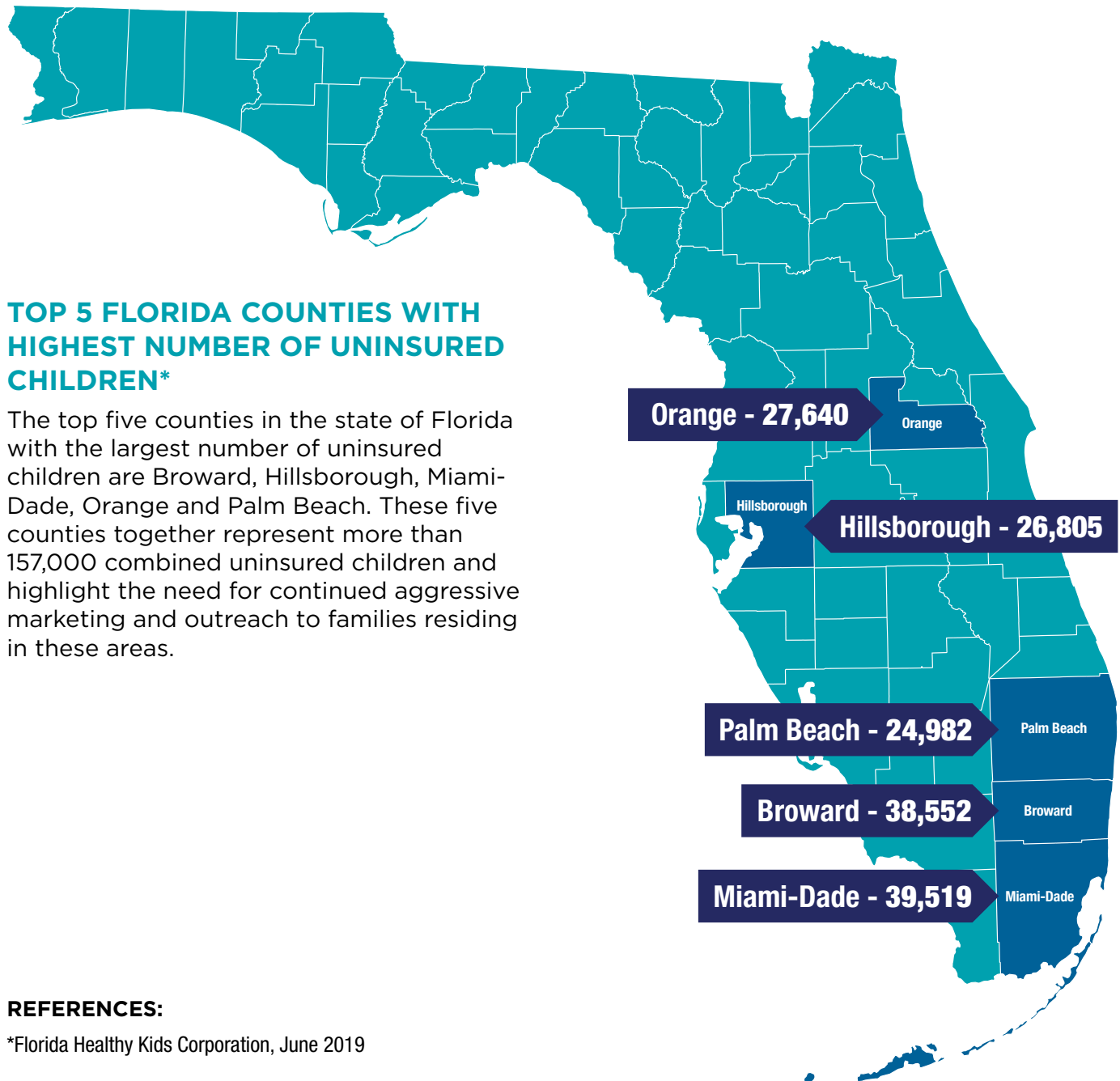
### REFERENCES:

\*U.S. Census Bureau, 2017 American Community Survey

\*\*Florida Healthy Kids Corporation, June 2019

## QUARTERLY CHIP SNAPSHOT OF ENROLLMENT BY PROGRAM - FY 2018-2019

	FLORIDA HEALTHY KIDS		MEDIKIDS		CMS	CHIP TOTAL SUBSIDY/ FULL-PAY
	Subsidy	Full-Pay	Subsidy	Full-Pay	Subsidy	
Q1 - July 2018	176,529	14,213	28,089	8,108	11,732	238,671
Q2 - December 2018	184,601	15,064	29,245	8,229	12,596	249,735
Q3 - March 2019	189,751	14,918	29,865	8,240	12,613	255,387
Q4 - June 2019	194,122	15,485	31,267	8,489	12,843	262,206



# MARKETING AND COMMUNITY OUTREACH

The Corporation continues to expand its marketing and community outreach efforts to connect and engage with families of uninsured children across the state to inform them about the Florida KidCare program. These efforts include the development of a variety of informative resources, strategic advertising campaigns and trainings aimed at increasing the number of completed applications and enrollment into the Florida KidCare program. Some of these initiatives and projects include the following:



## MARKETING TOOLKITS

The Corporation developed three new marketing toolkits with different audiences in mind to provide each with quick access to ready-to-use materials, such as newsletter articles, emails, FAQs, social media postings, web banners and links to downloadable marketing materials (brochures, postcards, posters). The first toolkit was developed in partnership with the Florida College System to help educate students seeking jobs in the health care field through integration into class curricula and for those attending or working at the college that might need assistance for their own families. The second toolkit was developed for back-to-school partner efforts that take place between July and October as children return to activities for the school year. The third toolkit was developed as a general promotional toolkit for any community-based organization, company or individual to utilize.

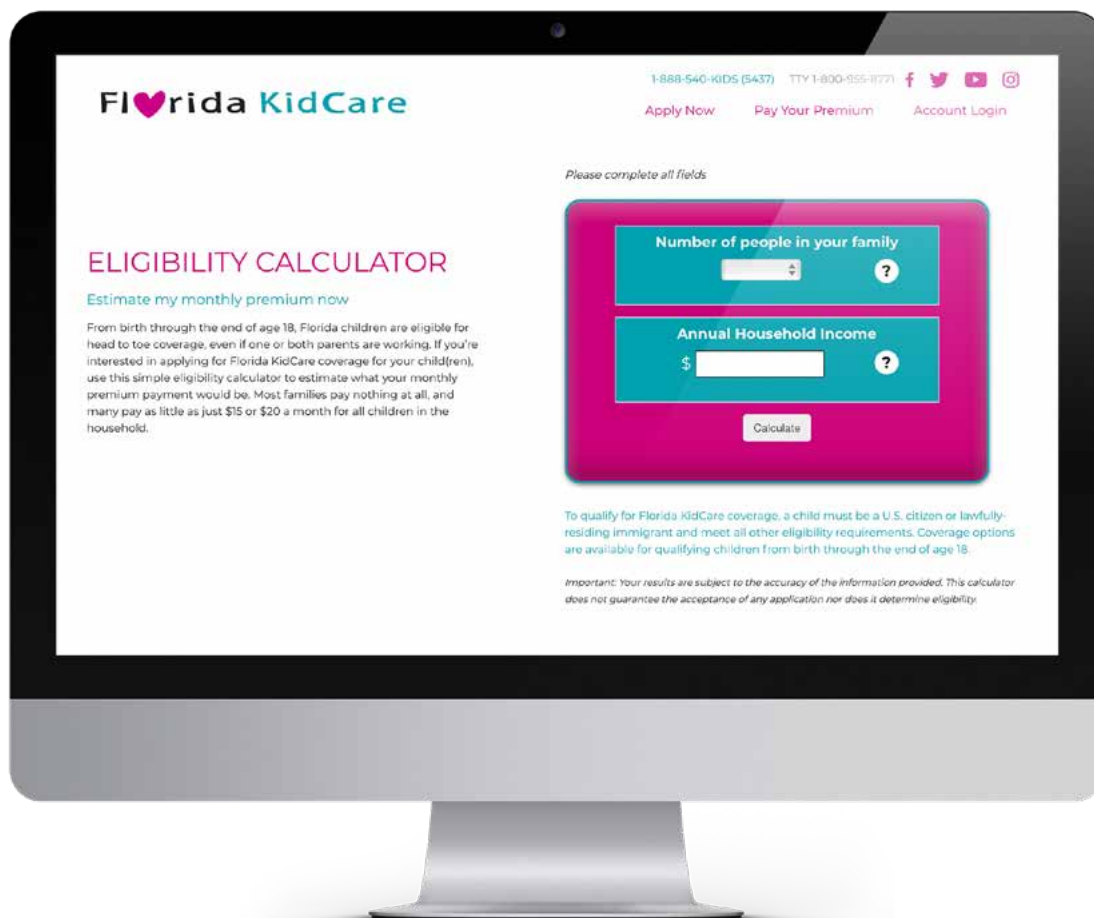
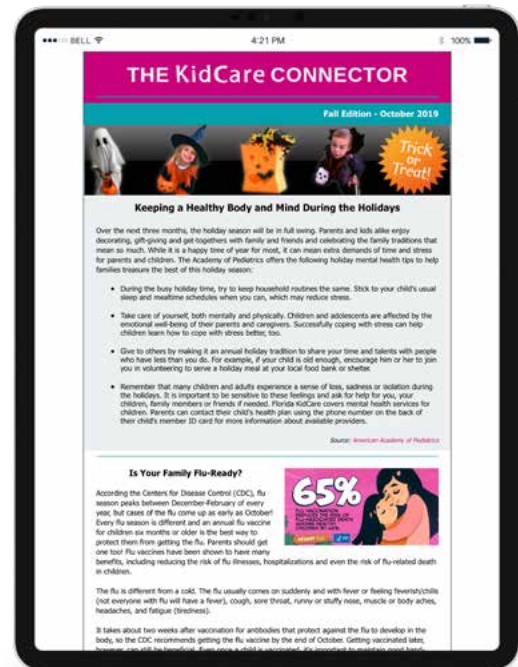


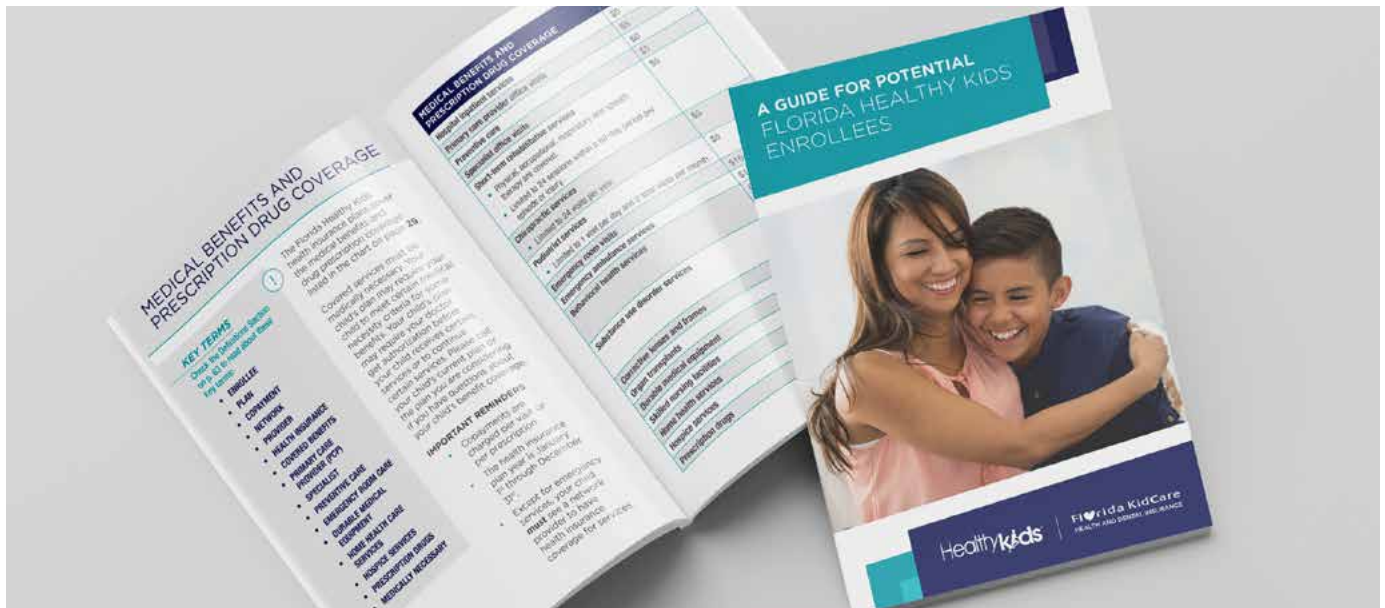
## KIDCARE CONNECTOR NEWSLETTER

To directly connect with over 200,000 CHIP families and to provide information and updates about the Florida KidCare program, health and safety awareness messaging, local community events and happenings around the state, the Corporation relaunched a quarterly KidCare Connector newsletter in July 2018. Content is provided by the Corporation, state agency partners, health and dental plan providers, grantees and community-based organization partners.

## ELIGIBILITY CALCULATOR TOOL

In July 2018, the Corporation announced a new eligibility calculator tool was available on the Florida KidCare website to help potential new enrollees quickly estimate their premium payment by entering the number of people in their family and their annual household income. Families can then immediately apply for coverage or email the results to themselves. More than 146,000 users took advantage of this new resource.





## FLORIDA HEALTHY KIDS POTENTIAL ENROLLEE GUIDE

A new potential enrollee guide was created in English, Spanish and Creole for the Florida Healthy Kids subsidized plan. It gives a detailed overview of the program, eligibility guidelines, and health and dental plan contact information. It also addresses common questions about the application and enrollment process, costs, medical benefits, prescription drug coverage and dental benefits, among others. This guide is available for download online or a printed copy can be requested.

## ONLINE TRAINING MODULES

Three free online training modules are provided by the Corporation to give an overview of the Florida KidCare program, an in-depth review of the application process and best practices for outreach strategies to reach targeted populations, provide technical assistance and follow-up to families. More than 214 users completed one or all three training modules in FY 2018-2019 and became Florida KidCare champions in their communities!

## HEALTHY SCHOOL DISTRICT SELF-ASSESSMENT RECOGNITION AWARDS

The Corporation, in collaboration with the Florida Action for Healthy Kids and Florida Association of District School Superintendents, and as members of the Florida Partnership for Healthy Schools, awarded 32 gold, silver and bronze level Florida Healthy School District awards for the 2018-2020 period. This two-year award recognizes individual school districts that have met self-assessment tool requirements based on sustainable infrastructure, policy, programs and practices identified from national and state guidelines, best practices and Florida statutes. In total, 50 of 67 county school districts, representing 75% of all school districts in the state, have the distinction of being recognized as an awardee of this program over the last two years. The Corporation plays an integral role in this overall process with questions pertaining to Florida KidCare on the self-assessment application completed by school districts; flags given to winning school districts for display purposes; and through participation in local school district recognition presentations.



# Fl♥rida KidCare

## HEALTH AND DENTAL INSURANCE

Most families pay nothing at all, and many pay as little as just \$15 or \$20 a month for all children in the household.

### QUALITY BENEFITS

Florida KidCare is designed specifically with kids in mind. That's why our coverage provides at each stage of growth and development, health and dental services are delivered through quality plans that offer a choice of local doctors, dentists, specialists, hospitals, pharmacies and other healthcare providers.

Florida KidCare benefits include but are not limited to:

- Doctor Visits
- Check-ups
- Vision & Hearing
- Dental Care
- Hospital Stays
- Surgeries
- Immunizations
- Prescriptions
- Emergencies
- Mental Health

### ESTIMATE YOUR PREMIUM BEFORE YOU APPLY

Find out if your kids are eligible for quality affordable health and dental insurance by using our free online eligibility calculator. In just two easy steps, you can see what your monthly premium would cost.

**JOIN THE NEARLY 2.4 MILLION CHILDREN ALREADY ENROLLED.**

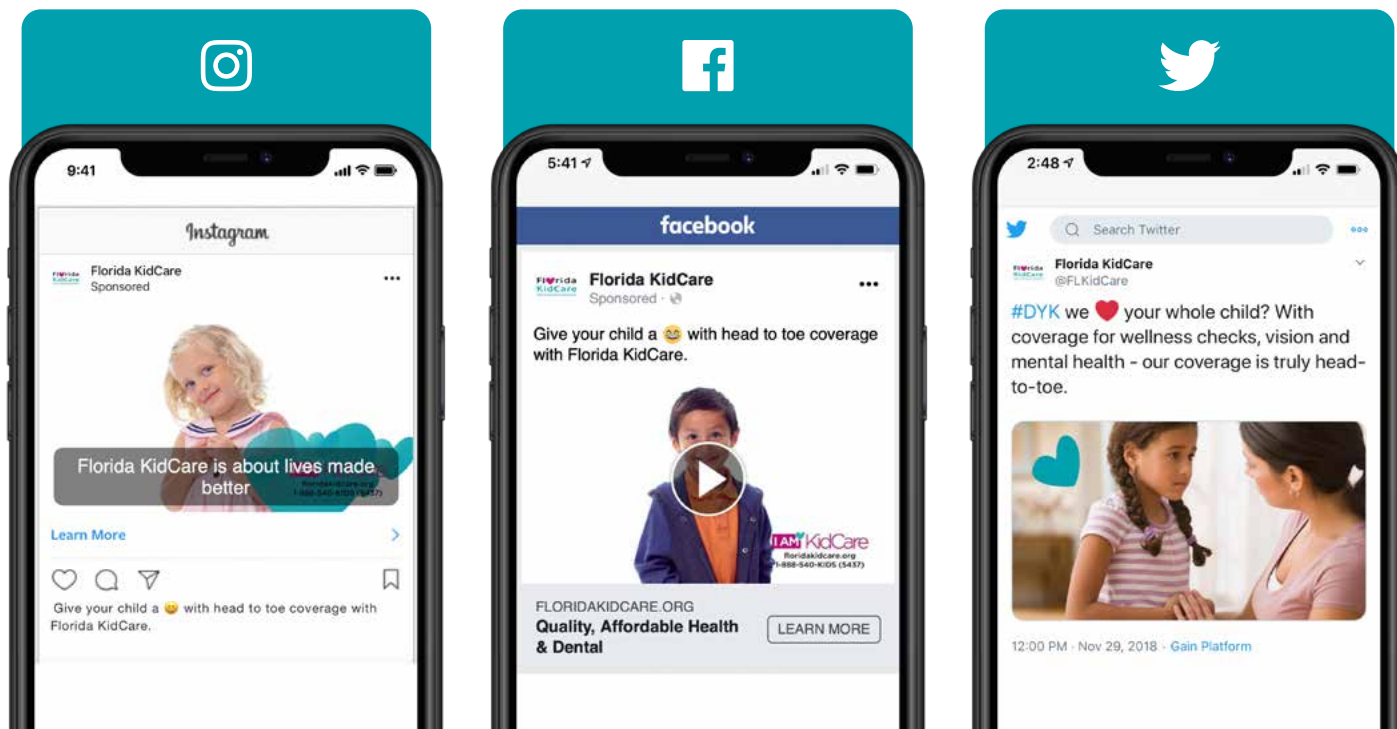
With year-round enrollment, the time to apply is always now:  
 1-888-540-5437 | [floridakidcare.org](http://floridakidcare.org)

[Children's Medical Services](#) | [Florida Healthy Kids](#) | [Medicaid](#) | [MediKids](#)

## ADVERTISING CAMPAIGNS

The Corporation uses a robust variety of targeted advertising methods to increase its branding and outreach efforts with the goal of enrolling more uninsured children in the Florida KidCare program. In the 2018-2019 fiscal year, public service television, digital advertising and outdoor advertising were all components of an overall targeted strategy to encourage enrollment and general awareness efforts. More than two million viewers saw the advertisements through popular children's television shows on public service television and over 18 million people viewed the billboard advertising. Direct contact with existing enrollees is also vitally important and the Corporation utilized email campaigns, letters, outbound calls, and text messaging to provide valuable information and updates, as well as seasonal messaging to address mental health, stress awareness, flu season/immunizations and dental health. The Corporation also began using short animated micro-moment video ads for social media and YouTube to showcase messaging on topics such as exercising, vision week, flu vaccinations, immunizations and healthy food choices. It also continues to use paid advertisements through Facebook and Google Search to optimize advertising results. **These digital advertising efforts connected with over 26 million viewers, resulting in over 204,000 Florida KidCare application starts, 19,000 Florida KidCare completed applications and more than 896,000 visits to the Florida KidCare website.**

## SAMPLE SOCIAL MEDIA ADS:



## FLORIDA KIDCARE BILLBOARD



## HURRICANE MICHAEL

Hurricane Michael, a devastating Category 5 storm, impacted the Florida Panhandle on October 10, 2018. AHCA, at the direction of Florida's governor, requested the Corporation take action to pay the premiums for children who were enrolled in a subsidized or full-pay Florida KidCare program in the 12 affected counties. The Corporation's Board of Directors acted swiftly to approve the recommendation and provide premium relief by waiving their monthly premiums for three months – November, December and January. The Board also approved a renewal extension period until February 1. This step assisted families of more than 5,600 enrolled children who lived in one of the 12 counties designated for Individual Assistance by the Federal Emergency Management Agency (FEMA). The Corporation also worked with the contracted health insurance companies operating in these areas to ensure adequate network availability following the storm, broadening networks as necessary to make certain there was availability of providers to see patients. Messaging to give these families the news was relayed via email, mailed letters, text messages, auto-calls, website and social media postings. This action ensured that children living in the hardest hit areas would not lose their health insurance coverage, while also providing financial relief so these families could focus on essential basic needs, such as food and shelter, and getting back on their feet.



## LOCAL AND STATEWIDE PARTNERSHIPS

The Corporation continues to cultivate and expand its collaborations and partnerships with local and state-based groups and organizations to advance the interests of the Florida KidCare program. This includes providing sponsorships to organizations promoting Florida KidCare at regional/statewide conferences and local community events. The Corporation also works continuously to create new partnerships with an emphasis in the top five uninsured markets and to find ways of leveraging opportunities to align with organizations that engage with families of uninsured children in K-12 public/private schools, colleges, hospitals, health care clinics, and at local conferences and community events. The Corporation also participates in several health care-related workgroups and coalitions, such as the Florida Oral Health Alliance, Florida Partnership for Healthy Schools, Florida Community Health Worker Coalition and others.

In addition to a continued partnership with the Florida Association of School Administrators and the Florida Association of Children's Hospitals, the Corporation developed a new collaboration with the Florida College System. This partnership included integrating Florida KidCare information into the curriculum of specific health care classes to educate students who were seeking careers in these fields. In addition, a new toolkit resource was developed for college administrators and faculty to raise awareness of Florida KidCare among its employees and student body. Some of the participating colleges around the state included: Daytona State College, Florida Keys Community College, Florida State College of Jacksonville, Gulf Coast State College, Miami-Dade College, Pensacola State College, Polk State College, Seminole State College of Florida, South Florida State College, St. Petersburg College, Tallahassee Community College and Valencia College.

To leverage additional opportunities through state and local partnerships, the Corporation awards grants for back-to-school efforts across the state and for the "We Are KidCare" project with a focus of using application assisters to help families with uninsured children apply and enroll in the program, as well as training and educating other organizations.

### WE ARE KIDCARE GRANTEES

- Arnold Palmer Children's Hospital (Orlando)
- Broward County Health Dept. (Ft. Lauderdale)
- C.L. Brumback Primary Care Clinics (Palm Beach)
- Family Healthcare Foundation (Tampa)
  - Shriner's Hospitals for Children
  - St. Joseph's Hospital
- Lee Health (Ft. Myers)

### BACK-TO-SCHOOL GRANTEES

- Central Florida Health Care, Inc.
- Central Florida United Way, Inc.
- Communities in Schools of Florida
- Communities in Schools of Palm Beach County
- Health Council of Southeast Florida
- Leesburg Center for the Arts
- The Players Center for Child Health at Wolfson Children's Hospital
- 90 Works

Through targeted sponsorships with local and state organizations, the Corporation has a presence at community events to help families learn about Florida KidCare. A few examples of these events can be seen below:



## STRATEGIC MARKETING AND EDUCATIONAL CAMPAIGN

In early 2019, the Corporation received the Board's approval to begin activating plans for a new enhanced marketing and educational campaign that would highlight initiatives aimed at improving awareness about the Florida KidCare program, determining impediments to enrollment and looking at the most effective methods of communicating with existing and potential enrollees. Furthermore, the Corporation recognized that its vast network of statewide partnerships with key stakeholders (i.e., community-based organizations, community health care clinics, school districts and children's hospitals) could be utilized to obtain valuable feedback and input. These stakeholders either directly managed local outreach programs or personally interacted with uninsured or underinsured children and their families.

The Corporation, through its collaborative efforts with state agency partners, community and school partners and so many others, achieved a high level of success during this fiscal year. New opportunities and innovative ideas to provide greater awareness about, and enrollment in, the Florida KidCare program to reduce the number of uninsured children in Florida are the leading priorities for the year ahead.



