

Florida Healthy Kids Corporation

Invitation to Negotiate 2016-01

Marketing, Advertising, Public Relations
and Creative Services

August 23, 2016

I. Introduction

The Florida Healthy Kids Corporation (FHKC) is seeking marketing, advertising, public relations, and creative services for the Florida KidCare program.

Florida KidCare is the umbrella brand established by the Florida Legislature for four different programs that together provide a continuum of government subsidized and low-cost health insurance coverage for Florida children. Coverage is based on several factors: a family's income as a percentage of the federal poverty level; a child's age; and for a relatively small number of children, a special medical condition. The federal poverty level is calculated by taking into account a family's income and the number of household members.

Each of the four programs offers comprehensive medical, dental, and vision benefits tailored to the needs of children at each developmental stage. To apply for coverage, families may fill out an online application at www.floridakidcare.org, download the application and mail it in, or apply over the telephone. Upon determination of eligibility by Florida KidCare, children are enrolled in the program for which they qualify. Applications are accepted year-round. Families may also begin an application at healthcare.gov (the federal health insurance marketplace), but this federal portal does not focus on Florida KidCare. Children are enrolled for 12 continuous months, after which eligibility must be re-established through the renewal process.

For the vast majority of families whose children enroll in a Florida KidCare program, the direct family costs are very low or free because of subsidies provided by the federal and/or state government. For children who do not meet the subsidy eligibility guidelines, coverage may be purchased at full cost or "full-pay." While information about the full-pay options is available on the Florida KidCare website, it is not marketed or publicized as a separate product. Instead, it is offered individually to families who apply for Florida KidCare but who do not qualify for any of the subsidized coverage options.

The following is a brief description of each Florida KidCare program:

1. **Medicaid for Children.** Of the 2.4 million Florida children enrolled in Florida KidCare, 2.2 million are covered through this program. It is free and covers children through age 19.
2. **Florida Healthy Kids.** This program covers children ages 5-18 from families whose incomes exceed the Medicaid cut-off. Most families are eligible for subsidized

coverage and pay \$15 or \$20 per month with nominal co-pays. Families whose incomes exceed the upper eligibility limit may enroll in the full-pay program and pay \$205 (silver plan) or \$284 (platinum plan) per month with customary co-pays.. More than 154,000 children are enrolled in the Florida Healthy Kids subsidized program, and more than 11,000 are enrolled in the Florida Healthy Kids full-pay program.

3. **MediKids.** This program covers children ages 1-4. Like Florida Healthy Kids, qualifying children are from families whose incomes exceed the Medicaid cut-off, and subsidized coverage costs \$15 or \$20 a month. Families whose incomes exceed the upper eligibility limit may enroll in the full-pay MediKids program and pay \$157 a month. Nearly 24,000 children are enrolled in the MediKids subsidized program, and more than 6,100 are enrolled in the MediKids full-pay program.
4. **Children's Medical Services ("CMS").** Children with special health care needs are eligible for free coverage through the CMS program. Approximately 9,300 children are currently enrolled in CMS.

Florida Medicaid is financed by a combination of federal and state funding. Florida Healthy Kids, MediKids, and CMS are also funded by state dollars as well as through the federal Children's Health Insurance Program (CHIP).

While Respondents must understand each of the component programs, and the underlying eligibility factors, proposed marketing services should not target each of the four programs individually. Instead, proposed services and deliverables should focus on marketing Florida KidCare as a whole.

For more detailed information about each of these programs, please refer to *Appendix II: Background Information* and www.floridakidcare.org.

According to a report published in October 2015 by the Georgetown University's Center for Children and Families, current estimates assume more than 377,000 Florida children are uninsured. Of these, approximately 230,000 children or 61 percent are eligible for subsidized insurance through Florida KidCare but are not currently enrolled. Miami-Dade, Palm Beach, Broward and Orange Counties rank the highest in total uninsured children statewide.

FHKC is the private, non-profit Florida corporation tasked under Florida law with marketing Florida KidCare. FHKC receives and processes most Florida KidCare applications, provides telephone-based application assistance, maintains the Florida KidCare website, and collaborates with public and private partners, including the state agencies that share responsibility for Florida KidCare, to promote the program. The services being solicited under this ITN will augment and complement FHKC marketing resources and efforts.

The overarching goal of all FHKC marketing activities, including those proposed by Respondents to this ITN, is to reduce the total number of uninsured children in Florida.

Key success metrics include increases in overall Florida KidCare enrollment and retention of current Florida KidCare enrollees.

Previous Florida KidCare marketing and outreach tactics have included:

- Paid print, radio, television, transit and digital / social media advertising.
- Earned media generated through news releases, editorials, media tours, interviews, and other news bureau strategies.
- Community partner grants supporting local promotional creativity and application assistance in high uninsured markets.
- Strategic sponsorships of local special events and partnerships promoting Florida KidCare among key influencers including schools, hospitals, churches and healthcare providers.
- Production of marketing and promotional materials.
- Traffic to Florida KidCare / Florida Healthy Kids website(s), mobile app and call center.
- Special projects including data sharing and direct marketing in partnership with schools; outbound telemarketing; celebrity spokespersons; and co-marketing with participating health plans.

Terms used in this Invitation to Negotiate (“ITN”) are defined in the same manner as in the standard Contract included as *Appendix IV* to this ITN and incorporated by reference. References to “Respondents” and “Bidders” or “Vendors” refer to those parties that will respond or intend to respond to this ITN.

FHKC is not subject to the State of Florida bid requirements and has established its own competitive process for vendor selection. All interested parties should respond to the procurement invitation as outlined herein. FHKC reserves the right to establish mandatory guidelines for vendor selection and may reject any or all bids at its discretion. In addition, FHKC may establish minimum response standards at its sole discretion.

II. Scope of Invitation to Negotiate (ITN)

FHKC is soliciting proposals from interested parties for a variety of marketing, advertising, public relations and creative services. The vendor or vendors selected under this procurement process may be responsible for providing some or all of the services described in this solicitation on either an ongoing basis through a long-term contract or through short-term, project limited arrangements on an as-needed basis when identified by FHKC.

The selected vendor or vendors is expected to consistently coordinate with FHKC marketing and communications staff and must demonstrate its willingness and ability to integrate existing strategies into its Work Plan as may be required by FHKC. Additionally, the successful vendor or vendors must also show a history of successful marketing collaboration involving multiple entities external to their direct influence.

FHKC seeks vendors who demonstrate knowledge and understanding of all four Florida KidCare programs and who can provide any or all of the services listed below as a comprehensive proposal or in the form of ad hoc services. Most of these services have been provided through formal or informal arrangements to FHKC in the past by third party vendors. The list is not exhaustive of possible services.

- **Strategic planning** including refresh of Florida KidCare branding and messaging and development of a fully integrated 12-month marketing strategy.
- **Analytics** measuring results and return on investment of all executed marketing and communications strategies.
- **Marketing creative** including concept; layout and design; copywriting; and production of traditional and digital advertising, email templates, brochures, postcards, infographics, outreach toolkits, other marketing materials, and FHKC Annual Report.
- **Paid advertising** planning, purchasing and placement, including traditional and digital advertising, using strategic, data-driven techniques.
- **Direct marketing** including traditional direct mail, email, telephone / mobile, and other digital direct response channels.
- **Social media** strategy and content development for Facebook, Twitter, target audience-centric websites and blogs, and other digital communication channels.
- **Media relations** including proactive editorial planning; message development; drafting, editing and distribution of news releases, op-eds and related content; follow-up to secure coverage; fielding and facilitating response to media inquiries; coordinating interviews and editorial board meetings; serving as a spokesperson, as needed; ongoing development and maintenance of target media lists; and tracking and reporting media coverage.
- **Promotions and partnerships** to expand awareness and stimulate enrollment.
- **Other marketing and communications consultation** including issue/crisis management; talking points and speeches; messaging to state legislators, advocacy organizations, and other interested parties; and retention strategies and messaging.

FHKC is soliciting proposals under this ITN from any qualified vendors that can provide any or all of the services described above and that are not disqualified or otherwise debarred from receiving any federal or state funds. Respondents may propose additional services and/or strategies that are not included in the list above if FHKC would benefit from such services.

The total combined budget for all services solicited under this ITN including, but not limited to, professional services, production expenses and media placement, is anticipated to be approximately \$400,000 annually.

FHKC expects to award at least one Contract but reserves the right to award more than one Contract should this be to the benefit of FHKC in its sole discretion. Respondents are not guaranteed any minimum level of services under this ITN, and selected vendors must be willing to work and coordinate efforts with other vendors that may be awarded Contracts under this ITN.

The award of any Contract(s) under this ITN is contingent upon the availability of funds and Board approval. The proposed effective date of any Contract(s) issued under this ITN is February 1, 2017.

III. Procurement Process

A. Evaluation of Proposals

Proposals will be evaluated in a two (2) step process. First, proposals that do not offer the requested services, fail to meet the minimum requirements, or change the program's objectives will be disqualified in FHKC's sole discretion.

Proposals meeting these minimum qualifications will then be evaluated as to the services being proposed and the relative value of those services to the cost proposed.

Factors that are taken into consideration during this process include, but may not be limited to, Respondent's:

- Knowledge and understanding of Florida KidCare and Florida Healthy Kids;
- Knowledge, understanding and experience in marketing to low-income families with children, birth through age 18, specifically Hispanic, minority and multi-lingual populations;
- Experience in marketing public health, health insurance, financial or similar services;
- Alignment of proposed services and Work Plan with overarching Florida KidCare goal and key metrics;
- Previous performance with FHKC if applicable;
- Existing or previous litigation or regulatory action by or against the State of Florida or FHKC;
- Not de-barred or otherwise prohibited from contracting with FHKC, the State of Florida or from receiving federal or state funds;

- Reference checks conducted on Respondent's performance as a vendor for comparable contracts;
- Current and recent financial status;
- Ability to meet Contract requirements in a timely manner; and
- Competitiveness and value of cost proposal(s) and pricing approaches.

Proposals may be evaluated by an Evaluation Team and shall be approved by the Board of Directors. Personal interviews may be requested with any or all Respondents in FHKC's sole discretion. If scheduled, all interviews are conducted in Tallahassee, Florida, and will be scheduled by FHKC.

The scope and length of any such personal interviews will be set by FHKC. Any materials presented by Respondents at the personal interviews will be considered public records.

Respondents should also be aware that any and all submissions including, but not limited to, proposals, creative concepts, strategies, recommendations, ideas, and/or materials received during this ITN process shall become the property of FHKC and may be used by FHKC without permission from or compensation to the Respondent.

Respondents are responsible for ensuring that all elements of their proposals are provided in an organized and concise fashion. FHKC is not obligated to interpret any elements not clearly labeled or described. All elements are subject to public inspection following the conclusion of the ITN process. FHKC reserves the right to review and evaluate proposals as submitted without further input or clarification from the Respondent.

B. Calendar of Events

A proposed Calendar of Events has been established for this ITN process. This Calendar is subject to change by FHKC. Any changes to the timeline will be posted to the FHKC website at www.healthykids.org.

| Event | Date (All Times are Eastern) |
|---|--|
| Final ITN Release Date | August 23, 2016 |
| Question and Answer Period | August 23 – 26, 2016 Questions must be submitted by 5 PM EST on August 26, 2016. |
| Final Answers Posted to FHKC Website | September 2, 2016 |
| Proposal Deadline | September 16, 2016 5 PM EST |
| Personal Interview Period | Upon FHKC discretion and request |
| Anticipated Award Date | October 27, 2016 |
| Implementation Date | February 1, 2017 |

A recommendation on the selection of vendor or vendors will be made to the FHKC Board of Directors following the conclusion of the evaluation process. The FHKC Board of Directors shall determine the final award of any Contract or Contracts. Award announcements are anticipated at the Board meeting but are subject to change.

Any of the deadlines or dates may be modified in FHKC's sole discretion.

C. Single Point of Contact

Respondents to this ITN and their agents may only contact the Issuing Officer, Steven Malono, during this procurement process. If Respondents or their agents contact any other employee of FHKC, an FHKC Board Member or Committee member, including *ad hoc* board members, regarding this ITN or this procurement process before the final Contract award has been made by the FHKC Board of Directors, Respondent's proposal may be disqualified in the sole discretion of FHKC.

D. Questions Regarding the ITN

Any explanation desired by Respondents regarding the meaning or interpretation of the ITN must be submitted in writing to the Issuing Officer by email to malonos@healthykids.org. No phone calls will be accepted. Only those questions received by email will receive a response. All questions will be posted to the FHKC website for all Respondents to view.

Questions will be accepted through 5 PM EST on August 26, 2016. All questions received by the deadline will be answered by September 2, 2016 and posted to the FHKC website. Questions received after the deadline will be considered on a case-by-case basis by FHKC for a determination as to whether or not all potential bidders would benefit from a response. Any responses will be posted to the FHKC website.

E. Requests for Supplemental Information

Written requests for information not included with this ITN will be considered by FHKC. All attempts to satisfy reasonable requests for information will be made by FHKC. If FHKC determines that such information would be beneficial, the information will be posted on FHKC website.

Any information or responses received by interested parties verbally or through other representatives either before or during this ITN process are not binding on FHKC, and Respondents should not rely on such information.

Proposals received under this ITN and other materials developed as part of this process are not available to the public until the process has concluded.

F. Amendment of the ITN

FHKC reserves the right to amend any portion of the ITN at any time prior to the announcement of Contract award. In any such event, all Respondents will be afforded an opportunity to revise their proposals to address ONLY the amendment, if in FHKC's sole discretion, it determines such an amendment is necessary.

G. Special Note – Disclosure Statement

FHKC is a private, Florida non-profit corporation and not subject to the bid requirements of the State of Florida. FHKC may elect to consider or reject any or all responses. Information contained in any proposals received under this ITN is not available to any other respondents until the ITN process has been concluded. A

Respondent's response to this ITN and the submission of any subsequent formal proposal or bid indicates its agreement to this statement.

IV. Other Terms and Conditions

A. Most Favorable Terms

FHKC reserves the right to award a Contract without any further discussion with the Respondents regarding the proposals received. FHKC reserves the right to contact individual Respondents to clarify any point regarding their proposals or to correct minor discrepancies. FHKC is not obligated to accept any proposal modification or revision after the bid submission date.

B. Withdrawal of Proposals

Respondents may withdraw any or all proposals at any time prior to execution of a Contract by submitting a written statement to the Issuing Officer.

C. Conditions

Proposals that contain conditions, caveats or contingencies for acceptance will not be considered and may be disqualified without further consideration or opportunity for modification or clarification by the Respondent.

D. Competitive Negotiation Process

In the final phase of the ITN, FHKC may elect to enter into negotiations with selected Respondents in order to select the best Respondent or Respondents for the project.

FHKC also may elect to execute a Contract or Contracts with a selected Respondent or Respondents without any further negotiation. Therefore, proposals should be submitted in complete form, and pursuant to all terms and conditions as required in this ITN.

FHKC is the sole judge of which proposals provide the best solutions in terms of technical merits and price.

E. Announcements and Press Releases

Any announcements or press releases regarding any Contracts awarded under this ITN must be approved by FHKC prior to release.

V. Submission Requirements

A. Submission Address and Deadlines

In order to be considered, all proposals must be submitted to the Issuing Officer at the address listed below in the manner prescribed under this ITN:

Steven Malono, Corporate Counsel
Florida Healthy Kids Corporation
661 East Jefferson Street
Florida Bar Annex Building, 2nd Floor
Tallahassee, Florida 32301
malonos@healthykids.org

Respondents should thoroughly address all of the stated components for each designated lettered Tab. The Respondent should consult the ITN and associated documents, and the proposed Contract for additional information or guidance on each of the proposal components.

Proposals must be received by **5 PM EST** on September 16, 2016. Proposals received after this date and time will NOT be considered.

B. Specific Contents

Each proposal must be presented in both hard copy format (one three-ring binder) and electronic format (five searchable CDs, thumb drives or similar media) in the following manner:

- ✓ The notebook and electronic media must be clearly marked with the Respondent's legal name, address and contact information.
- ✓ Within the response, both electronic and hard copy, the contents should be organized by lettered and numbered tabs as designated below.

Proposals and/or supporting information shall not be accepted by email.

Tab A: Mandatory Cover Sheet

Cover sheet should clearly identify the responding organization, a contact name and contact information including mailing address, email address,

telephone number and fax number, alternate contact name and corresponding information.

Tab B: Profile of Respondent

Tab 1:

Background information and corporate profile of Respondent, including any experience Respondent may have with providing similar services for the same and/or similar marketing initiatives - and knowledge, understanding and experience marketing to low-income families with children, birth through age 18, specifically Hispanics, minorities and multi-lingual populations.

This section should include a listing of previous clients for whom the Respondent has provided the same and/or similar services to those being proposed under this submission. Contact information for three references should be included on *Appendix III: Reference Form*.

Respondent should include the size (number of total full-time professional employees, not independent contractors or subcontractors) of the firm, and the size and location of the firm's primary office that would be engaged in the performance of services under this ITN.

If the Respondent proposes to subcontract, use independent contractors or otherwise partner in any way with other vendors to provide any of the proposed services, the Respondent must provide the name of the vendor; description of services; description of related experience; size of vendor; and location of the vendor's primary office that would be engaged in the performance of services under this ITN.

Respondent should also indicate the percentage of services that will be delivered by staff located in Florida.

Tab 2:

Respondent must provide documentation of the financial solvency of the organization, including audited financial statements for the organization's two (2) most recent fiscal years. If the organization's most recent fiscal year ended within 120 days prior to the proposal due date (in accordance with the ITN Calendar), and the latest audited financial statement is not yet available, FHKC will consider the two (2) immediately prior fiscal years as the most recent audited financial statements. However, an unaudited statement for the most recent year must be provided. If audited financial statements are not routinely available, Respondent must provide other evidence of their organization's financial stability.

Tab 3:

Respondent's Corporate Organizational Chart with identification of key staff members who would have responsibilities if awarded this Contract. Resumes for the staff that would have primary responsibilities under this Contract should be included under this Tab.

Tab 4:

FHKC has a Code of Ethics which will be posted on FHKC's website with this ITN. The Respondent must review the Code of Ethics and disclose under this Tab any relationships with any members of FHKC's Board of Directors or employees. If no conflicts exist, Respondent must affirmatively so state.

Tab 5:

Affirmation attesting agreement to all terms and agreement as proposed under this ITN and proposed Contract. This attestation also must affirm that the Respondent is not de-barred or otherwise prohibited from or being eligible to receive federal or state funds.

This attestation must be signed and dated by an executive officer of the Respondent.

Tab 6:

References

Respondent must provide three (3) references from current or recent (within the past two (2) years) contracts of comparable scope of services and target population utilizing the form included as *Appendix III: References* to this ITN.

Tab C: Proposed Services / Work Plan

FHKC is looking for innovation, creativity and high-yield marketing and communication strategies to increase Florida KidCare enrollment. In this section, the Respondent shall describe in detail its proposed approach or Work Plan. The proposed Work Plan should take into consideration that Florida KidCare enrollment is open year-round.

The Work Plan should summarize each service the Respondent proposes to provide. For *each* proposed service, the Respondent must:

1. describe in detail its “biggest and boldest recommendations” in context of the overall stated marketing goal and budget, highlighting what makes its approach different and potentially more effective than other vendors;
2. demonstrate knowledge and understanding of Florida KidCare and Florida Healthy Kids, as well as the ability to articulate the differentiation between the two;
3. provide one brief case study and/or one work product sample that best represents the Respondent’s service capability;
4. provide name and title of primary personnel responsible for delivery of service, including all anticipated independent contractors and/or sub-contractors, with corresponding resumes included under Tab B3; and
5. describe methods for tracking results and key metrics for measuring effectiveness.

Respondent may propose other related services beyond those specifically described in *Section II: Scope of ITN*.

In summarizing the overall Work Plan, the Respondent must also describe:

- how the Respondent will engage FHKC staff in the planning process;
- key milestones and general timeframe for delivery of services, including rounds of edits as applicable;
- and account management methods.

Tab D: Contract

If selected to provide services, a Contract will be executed between FHKC and the successful Respondent or Respondents in substantially the form as *Appendix IV* attached hereto.

Respondents selected for only short term or individual projects may execute project-specific agreements that will be negotiated at a later date.

Conflicts

Any conflicts between the proposed Contract, this ITN and the Respondent’s proposal will be resolved by FHKC and included in the final Contract that is executed between the Parties.

Revisions

Revisions to FHKC’s standard Contract are not generally accepted; however, the Respondent may include in its response any requested changes. Requested changes are reviewed and evaluated and points may be deducted for substantive changes. Excessive or unreasonable

changes or changes that modify the program's objectives, proposed deliverables, propose other substantive changes or impair FHKC's fiduciary or other contractual responsibilities may result in points being deducted, or the Respondent's proposal being removed from further consideration. FHKC reserves the right to reject any or all requested changes in its sole discretion.

If the Respondent anticipates requesting revisions, the specific revisions must be requested in writing in a strikethrough and underline format of the original document and submitted with the proposal.

Under this Tab, the Respondent must state explicitly its acceptance of the proposed Contract as presented, or propose changes as described above.

FHKC may make awards with no revisions accepted to its standard Contract.

Tab E: Pricing Proposals

Respondent may submit one or multiple pricing proposals under this ITN.

Pricing proposal(s) must be submitted in the form of a proposed annual budget that is aligned with the Proposed Services / Work Plan proposed by the Respondent under Tab C.

Pricing proposals may be presented as a fixed monthly retainer /consulting fee; cost plus; deliverable based; hourly rates; project based; or any combination. All services and related costs, included and not included, must be clearly defined.

Regardless of how many combinations are presented, FHKC reserves the right to negotiate with any, all or one Respondent or Respondents for the best combination of prices and services based on the proposals as submitted without any further negotiation with the other Respondents.

And regardless of form of proposed pricing schedule(s), Respondent must include a standard hourly rate schedule for all primary services including, but not limited to, all levels of proposed account management and account service staff time, copywriting, media placement, and creative services.

FHKC may ask Respondents to restate any or all of their proposals in alternate formats after the initial submission date.

END OF MAIN PROCUREMENT DOCUMENT

APPENDIX DOCUMENTS

APPENDIX I: LETTER OF INTENT COVER SHEET

INVITATION TO NEGOTIATE

MARKETING, ADVERTISING, PUBLIC RELATIONS AND CREATIVE SERVICES

| | | |
|--|---------------------|------------------|
| Organization Name | | |
| | Main Contact | Alternate |
| Name: | | |
| Street Address: | | |
| Main Office: Direct Line, if applicable: Cell Phone: | | |
| Fax Number: | | |
| E-Mail: | | |
| | | |
| Proposed Services (Non-Binding) | | |
| <i>Please indicate all services that apply. Refer to Section II: Scope of ITN for general description.</i> | | |

| | |
|--|--|
| | Strategic planning |
| | Analytics |
| | Marketing creative |
| | Paid advertising |
| | Direct marketing |
| | Social media |
| | Media relations |
| | Promotions and partnerships |
| | Other marketing and communications consultation, please describe: |
| | |
| | |

APPENDIX II: BACKGROUND INFORMATION

I. Florida KidCare Partners

The Florida Healthy Kids Corporation (“FHKC”) is a private, non-profit corporation chartered under Florida law to market Florida KidCare and perform other outreach-related activities. FHKC carries out this work in collaboration with three state agency partners – the Florida Agency for Health Care Administration (AHCA), Florida Department of Children and Families (DCF), and Florida Department of Health (DOH).

The following is a brief description of each entity’s primary Florida KidCare duties and functions:

1. Florida Healthy Kids Corporation

- Florida KidCare marketing, advertising, and public relations
- Florida KidCare outreach assistance, training, and grants to community-based organizations
- Application intake (online, by phone, by mail)
- Operation and maintenance of Florida KidCare and Florida Healthy Kids websites
- Eligibility determination and annual renewal for Florida Healthy Kids, MediKids, and CMS
- Referrals of children potentially eligible for Medicaid to DCF
- Customer service call center for Florida KidCare applicants and Florida Healthy Kids enrollees
- Premium collection for Florida Healthy Kids, MediKids, and CMS
- Procurement and oversight of Florida Healthy Kids health and dental plans

2. Agency for Health Care Administration

- Procurement and oversight of managed care enrollment broker and contact center for Medicaid and MediKids
- Procurement and oversight of Medicaid and MediKids health and dental plans
- Lead agency for all Florida KidCare programs in terms of federal funding and compliance with federal rules

3. Department of Children and Families

- Application intake through the ACCESS portal (general portal for government benefit programs in Florida)
- Eligibility determination and annual renewal for Medicaid
- Intake and processing of applications received from healthcare.gov
- Electronic referrals of healthcare.gov applications to FHKC
- Eligibility-related call center

4. Department of Health

- Clinical eligibility screening to identify children with special health care needs for CMS
- Local network of DOH care coordinators who work with families and health care providers
- Contracting and oversight of health care providers in a managed care model

II. Policy Changes

Recent policy changes with potential to impact the messaging and marketing of Florida KidCare include:

1. Affordable Care Act

The implementation of the Affordable Care Act has affected Florida KidCare in several ways including:

- A new consolidated, standardized application for all four Florida KidCare programs has streamlined and simplified the application process, resulting in “no wrong door” for families seeking coverage for their children
- Electronic verification of key eligibility elements (income, citizenship, immigration status) reduces the burden on applicant families to provide documentation
- Introduction of healthcare.gov, the federal health insurance marketplace, as another option or “door” for health insurance coverage
- New federal healthcare.gov “Navigators” who are promoting health insurance coverage and are providing individualized application assistance statewide, complementary to FHKC outreach strategies
- Changes to Florida Healthy Kids plan options and an increase in premiums in recent years to comply with ACA requirements
- Uninsured children who previously were limited to the Florida Healthy Kids full-pay option may now be able to get more affordable coverage through healthcare.gov, the federal health insurance marketplace
- While CHIP is funded through September 2017, Congress will have to act sometime during the next 13 months for the CHIP funded programs to continue

2. Removal of Five Year Waiting Period for Lawfully Residing Immigrant Children

In 2016, the Florida Legislature made an important change affecting immigrant children. Prior to this change, legally residing immigrant children had to wait five years before qualifying for Florida KidCare. Effective July 1, this waiting period no longer applies. This creates the possibility of coverage

for an estimated 17,000 additional children who primarily reside in southeast Florida.

III. Program Eligibility

To be eligible for any of the subsidized Florida KidCare programs, a child must:

- Be an American citizen or a legally residing immigrant
- Reside in Florida
- Live in a household with a family income that is at or below 200% of the federal poverty level (\$40,320 for a family of three, \$48,600 for a family of four)

Children from families with incomes below 138% of the federal poverty level (\$27,828 for a family of three, \$33,540 for a family of four) qualify for Medicaid. Children with incomes between 138% and 200% of the federal poverty level are subject to two additional subsidy eligibility criteria:

- Payment of the first month's premium (\$15 or \$20, depending on family income—the breakpoint is 158% of the federal poverty level)
- A two-month waiting period for children who are insured at the time of application or whose coverage was recently dropped voluntarily

Once determined eligible, a child remains eligible for 12 continuous months. Two months prior the expiration of this period, FHKC or DCF (depending on whether the child is on Medicaid or one of the other three programs) mails a renewal form. Families attest to any eligibility-sensitive changes.

III. Benefits

All four Florida KidCare programs provide comprehensive healthcare benefits. Each child enrolled in Florida KidCare receives:

- Age-appropriate screenings and vaccinations
- Doctor and specialist visits
- Outpatient care and diagnostic testing
- Emergency room visits
- Prescription drugs
- In-patient hospital services
- Mental health and substance abuse services
- Emergency transportation
- Maternity and newborn care
- Medically necessary therapy
- Transplants
- Preventive and therapeutic dental services

- Vision services, including corrective lenses

Children enrolled in subsidized Florida Healthy Kids coverage are subject to a lifetime limit of \$1 million. They are also subject to nominal co-pays for most outpatient non-preventive services (for example, \$5 for doctor's visits and prescription drugs).

IV. Delivery of Healthcare Services

Florida KidCare services are provided by managed care plans with medical services coordinated by a primary care doctor that is selected by the family. Healthcare services are provided through a network of primary care doctors, specialists, hospitals, pharmacies, and other providers. Networks are periodically reviewed to confirm that sufficient access to primary care providers and specialists is available and that travel distance and appointment timeliness standards can be met. In general, children enrolled in Florida KidCare may only receive their services from a healthcare provider that is "in network."

V. Member Services and Communication

The health plans (insurance companies) under contract with Medicaid, Florida Healthy Kids, MediPass and Children's Medical Services are responsible for educating new Florida KidCare enrollees about their benefits, how to access services and the importance of preventive care. These insurers typically distribute new member materials, including a member handbook and identification card upon enrollment and regularly communicate with the enrollee during the enrollment lifecycle.

| |
|--|
| APPENDIX III: REFERENCE FORM |
|--|

Provide at least three (3) contract references where Respondent has provided similar services. Contracts should either be current or have concluded within the last two (2) years. Respondent should ensure that information below is current and accurate.

| | 1 | 2 | 3 |
|---|----------|----------|----------|
| Organization: | | | |
| Address: | | | |
| Types of Services Provided: | | | |
| Contract Begin Date: | | | |
| Contract End Date: | | | |
| If Contract Ended, Reason Ended: | | | |
| Area of Contract: (Statewide, County, Regional) | | | |
| How Compensated Under Contract: (Per project, retainer, ad hoc, other, explain) | | | |
| Annual Contract Value: | | | |
| Contact Name for Contracting Entity: | | | |
| Contact Information for Contracting Entity: | | | |