

# Fl♥rida KidCare

Dear Principal:

Thank you so much for your interest in helping every child in your school community to have health insurance and a medical which has a direct impact on learning.

## **Connect Ed Script**

If your child needs health insurance, Florida KidCare can help. Florida KidCare is affordable health insurance for children birth through age 18. Please call 407.836.2528 for more information.

## **Web Page Presence**

Go to [www.healthykids.org](http://www.healthykids.org)

Resources

Marketing

Web Banner – there are several that you can choose from

**Approved School Newsletter Article** – please e-mail Dawn Steward at [dawn@healthystartorange.org](mailto:dawn@healthystartorange.org) and an approved Florida KidCare newsletter article will be e-mailed to you.

Please add Dawn Steward to your newsletter distribution list - as I will need to send a copy for my report to Tallahassee. ([dawn@healthystartorange.org](mailto:dawn@healthystartorange.org)) or mail to

Orange County Healthy Start Coalition

Attn: Dawn Steward

600 Courtland St. Suite 565

Orlando, FL 32804

Please do not change anything as all marketing has been approved by Florida KidCare in Tallahassee. Again thank you for helping us get the word out about Florida KidCare

Dawn Steward

Orange County Healthy Start Coalition

Florida KidCare Community Partner

407.975.5150

Cell – 407.247.2522

# Fl♥rida KidCare

## Q & A ABOUT FLORIDA KIDCARE

### What is Florida KidCare?

Florida KidCare is the State of Florida's health insurance program for children. It is high-quality, low-cost health insurance for uninsured children through age 18.

Florida KidCare has four programs: Medicaid for children (0-18) with lower incomes, MediKids for young children (1-4), Healthy Kids for school age children (5-18), and the Children's Medical Services Network for children with special health care needs.

### How many children are covered?

As of July 2011, approximately 1,940,000 children are enrolled in Florida KidCare. More than 1.6 million are enrolled in Medicaid and more than 275,000 are enrolled in MediKids, Healthy Kids and the Children's Medical Services Network.

### What are the eligibility requirements?

Except for Medicaid, a child applying for subsidized Florida KidCare coverage must meet these general guidelines:

- Be uninsured at time of application
- Under age 19
- Not be the dependant of a state employee eligible for state benefits (may be eligible for full pay option)
- Not be the inmate of a public institution
- Currently reside in Florida
- Be a U.S. citizen or qualified non-citizen (may be eligible for full pay option)

### What services are covered?

Some of the services Florida KidCare covers are:

- Doctor visits
- Check-ups and shots
- Hospital visits and surgery
- Emergency room services
- Prescriptions
- Vision and hearing screenings
- Mental health care
- Dental care

### How much does it cost?

Except for Medicaid, enrolled families must pay a monthly premium for coverage. Premiums are based on family size and household gross income. Families with household incomes of 200% Federal Poverty Level (FPL) and below may be eligible for subsidized coverage. Subsidized premiums are per family either \$15 or \$20 per month.

# Fl♥rida KidCare

Non-subsidized coverage (or full pay) is also available through MediKids and Healthy Kids for those families with children ages one through 18 who are determined ineligible for the Florida KidCare subsidized coverage. Non-subsidized premiums are per month, per child.

## **Are there any pre-existing condition exclusions?**

No. Florida KidCare does not exclude children with health conditions. The Children's Medical Services Network is a Florida KidCare program component designed specifically for children with special health care needs, and it provides a full range of primary and specialty services.

## **Who do I call for more information?**

- Call Florida KidCare toll-free at 1-888-540-KIDS (5437), or visit [www.floridakidcare.org](http://www.floridakidcare.org)

## **How do I apply?**

- Online: Go to [www.floridakidcare.org](http://www.floridakidcare.org) and click "*Apply Online Now*"
- By phone: Call 1-888-540-KIDS (5437) to request a paper application
- If you've applied before, call 1-800-821-5437 to see if you can re-apply by phone.

## **Is it hard to apply, and does it takes a long time?**

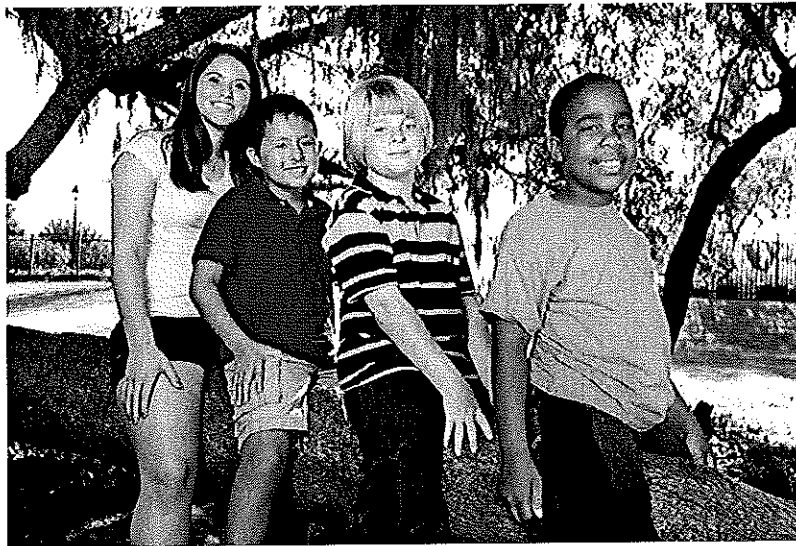
No, it's easier than ever to apply for KidCare. Families can apply online 24 hours a day, seven days a week at [www.floridakidcare.org](http://www.floridakidcare.org). Families can request that an application be mailed to them by calling 1-888-540-KIDS (5437) Monday-Friday or through a Florida KidCare community partner where you see the Florida KidCare logo. Families are only required to submit one application, which covers ALL Florida KidCare programs.

Families are encouraged to use our easy-to-navigate website to apply, check their account status, make payments online, or renew in the program. Online applications save time and no need for a postage stamp!

# Fl♥rida KidCare

Florida KidCare provides health insurance for children birth through age 18. We cover nearly 2 million children, but there are still about 756,000 who are uninsured, most of whom qualify for Florida KidCare. With your help, we can reach out to these families and provide vital health coverage for their children. Remember, healthy children excel in the classroom and make your job easier!

## Here's How Teachers Can Help...



**Display materials.** Place these valuable materials around your classroom, in the front office...anywhere they might catch the attention of families!

**Talk to parents!** Anytime you have an opportunity to chat with parents, remember to mention Florida KidCare and how easy it is to apply. They can get more information by visiting [www.floridakidcare.org](http://www.floridakidcare.org) or calling 1-888-540-KIDS (5437).

**Include information in school messages.** On the opposite side is a sample Florida KidCare article and blurb. Incorporate the message of good health in your school's bulletin, parent newsletters or as information to send home with your students.

Join us on FaceBook and Twitter at Florida Healthy Kids Corporation and check out our Blog at [www.flhealthykids.wordpress.com](http://www.flhealthykids.wordpress.com) for the latest updates to share with parents.



Contact Dwanna Hill, Florida KidCare Outreach Manager, at (850) 701-6105, or via email at [hilld@healthykids.org](mailto:hilld@healthykids.org) for additional information and resources.

For more information on Florida KidCare, visit [www.floridakidcare.org](http://www.floridakidcare.org) or call 1-888-540-5437

Looking for a Florida KidCare article to include in your school's newsletter? Try this one.

# Fl♥rida KidCare

Offers One Less Worry

With a national focus on child obesity and health care reform, Floridians are taking a renewed interest in overall family health and health care. Considerations about health care need to include more than just having access to services when an accident happens or medical condition emerges. On-going preventive care needs to be available— from well-child visits and immunizations to dental appointments and eye exams.

"We want all children, no matter what their income level, to have access to the full range of high-quality health care," Florida Healthy Kids Corporation Executive Director Rich Robleto said. "Health insurance is one way to ensure that families can access the medical care they need to remain healthy."

Many uninsured children end up in the emergency room with a crisis before they ever see a medical professional. This often stems from a lack of on-going, preventive health care. Parents may think they are saving money by not taking their children for well-child and dental visits. However, the cost of taking a child to just one ER visit can be even more costly for the family. A lack of medical care can also mean lost school days for children and lost work days for parents.

So how can families afford health coverage, especially during hard economic times? Almost all children in Florida can enroll in the State of Florida's subsidized health insurance program, Florida KidCare. Many families pay \$15 or \$20 a month, but most pay nothing at all. Even better, children with higher household incomes also may enroll because of the program's many options.

Florida KidCare covers children from birth through age 18 and includes doctor visits, immunizations, dental care, emergency care, hospital stays and much more. Visit [www.floridakidcare.org](http://www.floridakidcare.org) or call 1-888-540-5437 for more information.

"When kids are covered by Florida KidCare, parents don't have to worry about how they will afford their child's annual check-up, dentist appointment or emergencies," Robleto said. "Parents have a lot going on and we are happy to offer one less worry and ensure that their child's health is covered."

## Looking for a short Florida KidCare blurb? Try this one.

With a national focus on child obesity health care reform, Floridians are taking a renewed interest in overall family health and health care. In addition to emergency care, health care should include on-going preventive care, from well-child visits and immunizations to dental appointments and eye exams. Know of a child age birth through 18 in need of health care coverage? Visit Florida KidCare at [www.floridakidcare.org](http://www.floridakidcare.org) or call 1-888-540-5437 for more information.

# Fl rida KidCare

## **Add Florida KidCare to your Back-to-School Checklist**

*Health insurance for your kids is an essential item on your list*

It's that time again! Kids and parents all over Florida are getting ready for school to start. As the new school year approaches, parents often put together a back-to-school checklist to make sure their kids are well-equipped for the upcoming year. From pencils and papers to backpacks and lunchboxes, parents are careful to ensure they've gathered all the essentials to guarantee a successful year. This year, parents should add one more important item to their checklist: Florida KidCare health insurance for their children.

"By adding Florida KidCare health insurance to their back-to-school checklist, parents are providing the most critical item that can help their children stay healthy, and in turn, do better in school," said Rich Robleto, executive director of Florida Healthy Kids.

Each year, more than 51 million school hours are lost to dental-related illness, resulting in a lot of catch-up homework for students and parents. In addition, it is estimated that nearly 25 percent of school-age children have vision problems, making it hard to read and understand their assignments. Mental health disorders can also lead to school difficulties, with the mental health of children as young as kindergarten having a drastic effect on their future schooling and adulthood. Florida KidCare can help families maintain their children's health in all of these areas – and more!

As the State of Florida's health insurance for children, 1.9 million children are covered by Florida KidCare. Children enrolled in Florida KidCare receive comprehensive health coverage including doctor visits, check-ups, shots, surgery, prescriptions, vision and hearing screenings, mental health care, dental check-ups, and hospital stays. Many families pay \$20 or less per month, but most pay nothing at all. Full-pay options also are available for families with higher income levels.

"Being in good health means a child can attend school regularly, see the chalkboard clearly, hear the teacher well and participate in classroom and recess activities—all essential parts of succeeding in school and creating a lifelong commitment to learning and growing," Robleto explained.

(Name of Organization here) is joining a statewide outreach effort during this year's back-to-school season to promote Florida KidCare to families with uninsured children. Across Florida, dozens of schools, community-based organizations, business associations, and state agency offices are distributing Florida KidCare information and offering families one-on-one help to apply for the program.

"There is a strong and growing network of people who truly care about the uninsured kids in this state and we are providing our resources and support toward this effort," said (add organization spokesperson here). "We want parents to know Florida KidCare offers the best value. Families with uninsured children, regardless of income, can qualify for the program. If you have uninsured children, apply for Florida KidCare now. You can't afford not to."

Applying for KidCare is easy. Families can apply online at their convenience by visiting [www.floridakidcare.org](http://www.floridakidcare.org). To request an application by mail or for additional information, call 1-888-348-KIDC (5437).

# Fl♥rida KidCare

## Florida KidCare Is For All Uninsured Children.

Nine out of ten families in Florida have health insurance for their children. You can join them with Florida KidCare if your child is uninsured.

Florida KidCare provides quality healthcare benefits to children under the age of 19. Children enrolled in the program have access to preventive care such as regular doctor's visits, immunizations, dental and vision benefits. Most families pay \$20 or less per month. Many pay nothing at all.

You can apply for Florida KidCare by simply completing an online application at [www.floridakidcare.org](http://www.floridakidcare.org). You can also call 1-888-540-5437 to receive an application by mail or help over the phone.

"Florida KidCare is for any child that's uninsured and our goal is to enroll as many children in the program as possible," said Rich Robleto, executive director of the Florida Healthy Kids Corporation. "Families are applying everyday because they know there's nothing like having the peace of mind that you can take your child in for a doctor's visit without breaking the bank."

Since it began in 1998, Florida KidCare has offered working families access to high-quality doctors and preventive care for their children at little to no cost. Florida KidCare currently serves more than 1.94 million children.

For more information or to apply for Florida KidCare, visit [www.floridakidcare.org](http://www.floridakidcare.org) or call 1-888-540-KIDS.

### Florida KidCare Application Information

- Families are encouraged to apply online at [www.floridakidcare.org](http://www.floridakidcare.org)
- Enrollment applications can be downloaded off the Internet at:  
<http://www.floridakidcare.org/printapp.html>
- Families can also call 1-888-540-KIDS (1-888-540-5437) to receive the enrollment application by mail *CR 407-836-2528*
- To complete your application, you will need to have your most recent federal income tax return, wages and earnings statements OR your last four weeks pay stubs.
- You can check the status of your application or make a payment at [www.floridakidcare.org](http://www.floridakidcare.org)
- To submit an application you can:

Apply online at: [www.floridakidcare.org](http://www.floridakidcare.org)

Mail it to:  
Florida KidCare  
Post Office Box 980  
Tallahassee, Florida 32302-0980

Fax it to: 1-866-867-0054

Email it to: [apply@healthykids.org](mailto:apply@healthykids.org)  
(Accepted email attachments must be sent in one of the following formats: .JPG .JPEG .BMP .GIF .TIF .PDF .DOC .PPT .TIF .TIFF .TXT .RTF)

# Florida KidCare

## Florida KidCare BTS Campaign Key Messages/Talking Points

Below you will find the messages being delivered statewide by supporters of the Florida KidCare Outreach Campaign. From the state agencies to the Florida KidCare partners to the community outreach organizations, it is critical for everyone to deliver clear, consistent messages that resonate with the media and families of uninsured children.

### **Central Message**

Add Florida KidCare to your Back to School checklist

### **Supporting Messages**

*"Florida KidCare is priced for you"*

- Premiums range from \$0 to \$159 per month.
- Many families pay \$20 or less per month.
- Most families pay nothing at all.
- Families with uninsured children, regardless of income, may qualify for Florida KidCare.

*"Applying is easy"*

- It's faster to apply online at [www.floridakidcare.org](http://www.floridakidcare.org)
- You can also call to request an application over the phone at 1-888-540-5437 (KIDS).
- Families are encouraged to use our easy to navigate Florida KidCare web site to apply for benefits, check their account status and make payments.

*"Healthy Kids do better in school"*

- Uninsured children are less likely to receive care for childhood illnesses such as sore throats, earaches and asthma.
- Uninsured children with poorly controlled childhood illnesses can suffer poor academic performance if their health condition causes them to miss many days of school.
- Insurance improves children's access to the medications and treatment they need to control childhood illnesses and decrease student absences.
- Being in good health means a child can do things like attend school regularly, see the chalkboard, hear the teacher, and participate in classroom and recess activities—all essential parts of succeeding in school.

*"Uninsured children are eligible for Florida KidCare"*

- To date, more than 1.9 million children are enrolled in Florida KidCare
- Florida KidCare has a program for your children under the age of 19 - Healthy Kids, MediKids, Children's Medical Services Network and Children's Medicaid
- Children enrolled in Florida KidCare receive comprehensive health care, including doctor visits, check-ups, shots, surgery, prescriptions, vision and hearing screenings, mental health care, dental check-ups and hospital stays.



# Fl♥rida KidCare

## Renewal Information

Once a year every family must renew their child's coverage. About two months before your child's renewal date, you will receive a letter from Healthy Kids that includes a form with most of your current information already filled out. You will be asked to provide us with proof of income, so save these documents. We will also be asking if your employer offers health insurance coverage for your children and how much it costs. **You will need to complete the income information on the form, SIGN IT and return it to us with proof of income.**

It is very important that you respond to the renewal letter and provide the needed information in a timely manner. We will contact you if there are any questions about your form or if we have not heard from you. Automated phone calls to your home may also be made if we don't hear from you. We want you to get the forms in on time because your child's health is important to us.

### Family Checklist - What will you need to have handy?

- Your family's most recent tax return (Form 1040) OR
- Your Wage and Earning Statement (W-2 Form) OR
- Current Pay Stubs (covering the last 4 weeks)
- Florida KidCare Insurance Access Statement [41.1 KB PDF]
- Your children's Social Security numbers or the date applied for if you have not received a Social Security card.
- Proof of Citizenship and Identity

You may complete the My Renewal Check List to see what forms you need to have handy.

### Ways for Returning Renewal Information:

#### Online:

Log into your account to complete the online renewal form.

#### By Mail:

Florida KidCare  
Attention: RENEWAL  
P.O. Box 591  
Tallahassee, Florida 32302-0591

#### By Fax:

Toll-free Fax 1-866-867-0054  
Fax for Renewal Department (850) 681-2131

#### By Email:

Email your renewal documents to [applyrenew.healthykids@acs-inc.com](mailto:applyrenew.healthykids@acs-inc.com)  
Accepted email attachments must be sent in one of the following formats: .JPG .JPEG .BMP .GIF .TIF .PDF  
.DOC .PPT .TIF .TIFF .TXT .RTF  
Preferred file type is .JPG  
*We cannot accept images over 10 MB. If the images are going to be over 10 MB please zip the files.*

# Flrida KidCare

## Automated Payment Processing

- Pay Online
- Pay by Phone: 1-800-821-KIDS (5437)
- Pay by mail: Florida KidCare, PO Box 31105, Tampa, FL 33631-3105

You can make your Healthy Kids and KidCare payments by the internet or telephone 24 hours a day, 7 days a week. We accept Visa, Mastercard and Discover. You can also make payments directly from your checking or savings account. The system will let you know if a fee will be charged. Completion of a payment transaction over the internet or telephone does not guarantee coverage.

You will need the **10 digit family account number** and the **zip code of the Healthy Kids or KidCare account** that you are paying for in order to proceed. Your family account number is on most correspondence issued by Healthy Kids and KidCare, as well as the participant's coupon book.

After clicking on the link above, you will be directed to a secure site for completing your online transactions. You can validate that you are in a secure mode and your data transmitted to us is encrypted by verifying that the "Lock" is showing at the bottom of your web browser. If this is not showing, it is **NOT ADVISABLE** to continue as your banking or credit card information could be compromised.

If you prefer to pay by telephone, please dial **1-800-821-KIDS (5437)** and select the prompt to "make an automated payment."

Of course you can still pay by mailing a check or money order with your payment coupon to: Florida KidCare, PO Box 31105, Tampa, FL 33631-3105. Remember to write your family account number on your check or money order.

## Florida KidCare has added a new option for payments – cash–

As of Monday, May 3, 2010, families can make their Florida KidCare payments in cash, at a “Fidelity Express” location.

There are approximately 600 Fidelity Express locations available throughout the state.

There will be a \$2.00 convenience fee for each cash payment.

Follow these steps to make a cash payment:

- Go to one of Fidelity’s many convenient bill pay locations.
- The clerk will scan your coupon and enter payment information.
- You will make your payment. For Florida KidCare, Fidelity is only authorized to accept cash.
- (If you do not have a coupon, make sure to have your 10-digit family account number for the clerk.) If you do not have a coupon or your family account number, the clerk will not accept your cash payment.
- The clerk will return your coupon (if you provided one), and receipt to keep for your records.
- Please verify receipt information with coupon before leaving store.
- If you make your payment before 3:00 p.m. Eastern time, your payment will post the next business day.
- If you make your payment after 3:00 p.m. Eastern time, your payment will post in two business days.
- Note that your cash payment may take two business days to process. It is important that you allow time for your cash payment to be processed. If you pay too close to the end of the month, your child may be canceled for 30 days due to late payment. If that happens, the money will be applied to the next time that your child’s coverage is reinstated.

To locate a Fidelity Express location, families with internet access can go to:  
[www.fidelityexpress.com](http://www.fidelityexpress.com).

This is a sample Fidelity Express sign:

