



Medicaid Redetermination and Florida KidCare Referrals

a Messaging Toolkit for Partners

Fl♥**rida KidCare**
HEALTH AND DENTAL INSURANCE

Welcome

Partners,

In preparation for the end of the Medicaid continuous coverage requirement and the restarting of Medicaid redeterminations, Florida KidCare is partnering with the Florida Department of Children and Families to distribute marketing and educational messaging to families who no longer qualify for Medicaid following redetermination.

As a trusted Florida KidCare partner and champion for children's health, you can help spread the word to your communities – and we can help you! We've developed the following resources so you can successfully promote this important messaging.

Thank you for being a champion for children's health!

Sincerely,

Ashley Carr

Chief Marketing Officer
Florida Healthy Kids Corporation
A Florida KidCare Partner

Key Messages

General

- Medicaid recipients should update their contact information with DCF through the DCF Virtual Assistant or by logging into their MyACCESS online account.
- Medicaid recipients are strongly encouraged to add a cell phone number (one that can receive texts) on their MyACCESS account, so they can be easily reminded of their redetermination due date.
- Medicaid recipients should quickly open all yellow-striped envelopes they receive in the mail because they contain important health care insurance information.

Florida KidCare-Focused

- Anyone with questions about switching to Florida KidCare coverage after losing Medicaid is encouraged to visit [CountOnKidCare.org](https://www.CountOnKidCare.org) to find facts about the referral process, FAQs to help ease any concerns, and ways to contact Florida KidCare.
- There are other affordable health and dental insurance options for Florida children! Many Florida KidCare families pay as little as \$15 or \$20 per month to cover all eligible children in the household.
- Every child under age 19 determined ineligible to continue getting Medicaid will automatically get referred to Florida KidCare (via the Florida Healthy Kids Corporation (FHKC)), where they can easily enroll in coverage.
- When a child is referred to Florida KidCare from Medicaid, parents will not need to fill out another application.
- Florida KidCare will use the information shared by DCF to find the best fit Florida KidCare program for each referred child.
 - Florida KidCare will need updated income information from parents ONLY IF parents did not comply with Medicaid's redetermination request.
- Florida KidCare will contact parents directly about next steps to sign up. Florida KidCare will send paper letters, emails, text messages, and they will also make telephone calls.
- Florida KidCare is committed to customer service! The Florida KidCare call center is staffing up to meet the increased demand while maintaining high customer satisfaction rates.

Educational Website

To help educate Florida families about the affordable health and dental insurance options available to children who are no longer eligible for Medicaid, we are launching **CountOnKidCare**. This interactive landing page will explain the Florida KidCare referral process and why we think it's the best fit for these children. It will also be available in Spanish and Creole, and includes the following:

- An alert for families to look for the yellow-striped envelope from Florida KidCare
- Frequently Asked Questions about the Medicaid redetermination process
- Average monthly premium cost comparison and cost calculator
- Florida KidCare benefits
- ... and more!



Understanding the Referral Process

Current Medicaid recipients will be tasked with completing an eligibility redetermination over the next 12 months. Medicaid recipients will be asked to provide updated household composition and income information to ensure they still meet Medicaid requirements. Many Medicaid recipients will successfully renew their Medicaid coverage. Some recipients will no longer meet Medicaid requirements and will be removed from the program.

Children under 19 in families who no longer qualify for Medicaid have other affordable insurance options available. Every child under age 19 determined ineligible to continue getting Medicaid will automatically get referred to Florida KidCare (via the Florida Healthy Kids Corporation (FHKC)), where they can easily enroll in coverage.

Florida KidCare will receive two types of referrals from DCF:

1. Verified

Parents responded to DCF's redetermination request and provided updated information. All verified information will be shared with Florida KidCare. No additional information is needed to process verified referrals. Children will be matched with the best fit Florida KidCare program and parents will be mailed a pending approval letter.

There is only one more step to take – all parents have to do is pay! Once the first monthly payment has been made, the child(ren) will be enrolled.

2. Unverified

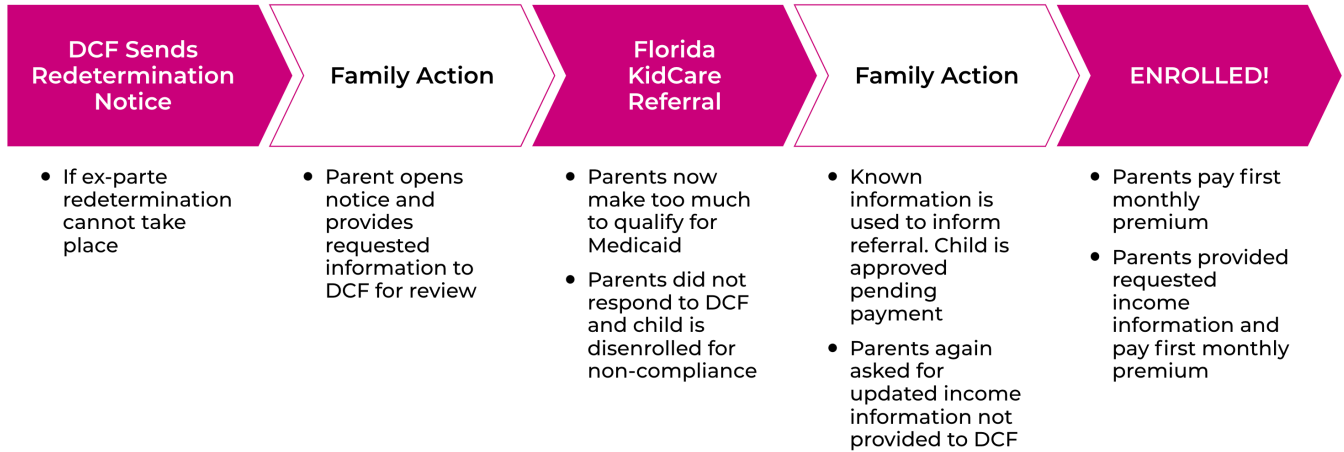
Parents did not respond to DCF's redetermination request. No updated information was provided. Because it was not provided, Florida KidCare will need updated income information to process unverified referrals. All other information shared by DCF will be leveraged to minimize what's asked of parents.

If/when parents provide the necessary income information, children will be matched with the best fit Florida KidCare program and parents will be mailed a pending approval letter. Once the first monthly payment has been made, the child(ren) will be enrolled.

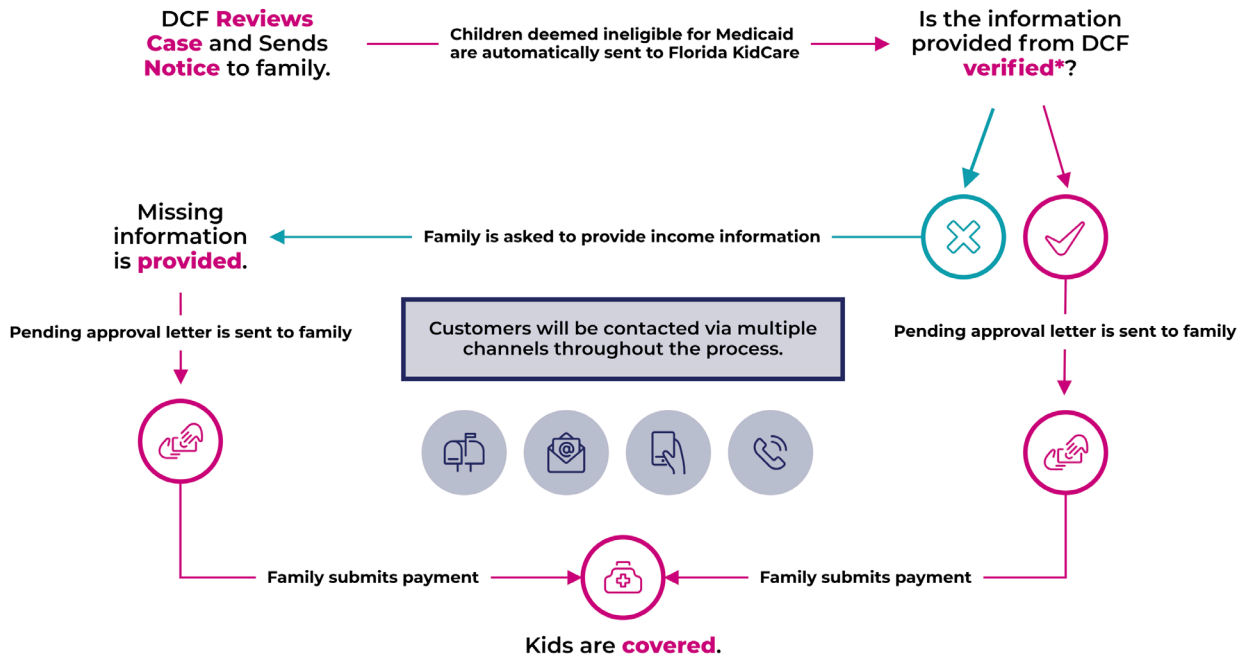
IMPORTANT: If parents respond to Florida KidCare's request for updated income information and the reported income is Medicaid eligible, Florida KidCare will refer the account back to Medicaid.

Understanding the Referral Process

How It Works



Process Flow



*Families who do not comply with the redetermination process will have unverified information.

Understanding the Referral Process

Once children are enrolled, they will be auto-assigned to a health and dental plan, and a 90-day open choice period begins. During this 90-day window, parents can switch health and/or dental plans. Parents are encouraged to review each health and dental plans' provider directories. Many parents will find they can keep the same primary doctor their child had on Medicaid.



Health Plans

[Aetna Better Health of Florida Provider Directory](#)

[Community Care Plan Provider Directory](#)

[Simply Healthcare Plans Provider Directory](#)



Dental Plans

[DentaQuest Provider Directory](#)

[Liberty Dental Plan Provider Directory](#)

[MCNA Dental Provider Directory](#)

Quality Control: Although trusted referrals systems have been in place for many years, FHKC and DCF will perform monthly reviews to ensure all appropriate referrals were made. Partners who believe referral errors may have occurred should track and report the information. Anecdotal information is not actionable.

Copies of the Release of Information form and a sample tracking log will be shared.

Direct Mail Inserts


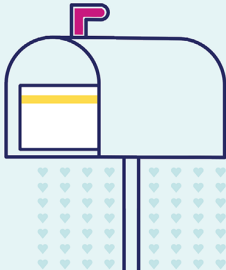

The Florida Department of Children and Families' Medicaid denial notice letter will include messaging from Florida KidCare regarding next steps.

Additionally, the mailer will include a colorful, eye-catching insert from Florida KidCare to alert families to keep an eye out for another yellow-striped envelope containing more information on how to successfully enroll in Florida KidCare – depending on their referral verification status.

Families Can Count on Florida KidCare

If your family no longer qualifies for Medicaid, the Florida Department of Children and Families will automatically share your information with Florida KidCare – a **low-cost option to keep your kids covered** with high-quality health and dental insurance. **Many families pay just \$15 or \$20 a month.**

Keep an eye out for a yellow-striped envelope (we added the stripe so you can spot it easily) from Florida KidCare for next steps on how to sign up.



Scan to learn more or visit CountOnKidCare.org

Las familias pueden contar con Florida KidCare

Si su familia ya no cumple con los requisitos para recibir Medicaid, el Departamento de Niños y Familias de Florida compartirá la información de manera automática con Florida KidCare – una opción económica para mantener a sus hijos cubiertos con un seguro médico y odontológico de alta calidad. **Muchas familias pagan solo \$15 o \$20 por mes.**

Espere recibir un sobre con rayas amarillas (agregamos la raya para que lo pueda identificar fácilmente) de parte de Florida KidCare para conocer los próximos pasos y saber cómo inscribirse.



Escanee para obtener más información o visite CountOnKidCare.org

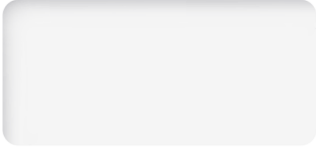


Fanmi yo ka konte sou Florida KidCare

Si fanmi w pa kalifye ankò pou Medicaid, Depatman Timoun ak Fanmi Laflorid (Florida Department of Children and Families) ap pataje enfòmasyon w yo otomatikman bay Florida KidCare – yon opsyon ki pa koute chè pou kenbe timoun ou yo kouvri ak bon kalite asirans sante ak dantè. **Anpil fanmi peye sèlman \$15 oswa \$20 pa mwa.**

Veye yon anvlop Florida KidCare ki gen tras jòn (nou te ajoute tras la pou ou ka wè li byen fasil) pou w ka pwochen etap sou fason pou w enskri a.



Eskane pou w ka konn plis oswa vizite CountOnKidCare.org



Social Media Content

Florida KidCare encourages partner organizations to share these messages on their social media platforms to direct Florida families to the educational landing page.

Twitter (280 characters)

- If your family no longer qualifies for #Medicaid, @MyFLFamilies will automatically share your information with @FLKidCare. Keep an eye out for a yellow-striped envelope from Florida KidCare for more info and next steps! Learn more at [CountOnKidCare.org](https://www.CountOnKidCare.org)
- No longer eligible for #Medicaid? Florida families can #CountOnKidCare for quality, low-cost health and dental insurance made just for kids – with great benefits and a low monthly cost – many pay just \$15 or \$20! Learn more at [CountOnKidCare.org](https://www.CountOnKidCare.org)
- No longer eligible for #Medicaid? No worries! @FLKidCare offers low-cost health insurance options – and many families pay just \$15 or \$20 a month to cover all eligible children in the household. Learn more at [CountOnKidCare.org](https://www.CountOnKidCare.org)

Facebook

- If your family no longer qualifies for Medicaid, the [Florida Department of Children and Families](https://www.FloridaDepartmentofChildrenandFamilies.org) will automatically share your information with [Florida KidCare](https://www.FloridaKidCare.org). All you have to do is keep an eye out for a yellow-striped envelope from Florida KidCare for more information and next steps! Learn more at [CountOnKidCare.org](https://www.CountOnKidCare.org)
- No longer eligible for Medicaid? Florida families can [#CountOnKidCare](https://www.CountOnKidCare.org) for quality, low-cost health and dental insurance made just for kids – with great benefits and a low monthly cost – many pay just \$15 or \$20! Learn more at [CountOnKidCare.org](https://www.CountOnKidCare.org)
- No longer eligible for Medicaid? No worries! [Florida KidCare](https://www.FloridaKidCare.org) offers low-cost health insurance options based on the age of the child, and household income and size. Many families pay just \$15 or \$20 a month to cover all eligible children in the household. Learn more at [CountOnKidCare.org](https://www.CountOnKidCare.org)

Instagram

- If your family no longer qualifies for #Medicaid, @MyFLFamilies will automatically share your information with @flkidcare. Keep an eye out for a yellow-striped envelope from Florida KidCare for more info and next steps! Learn more at [CountOnKidCare.org](https://www.CountOnKidCare.org)
- No longer eligible for #Medicaid? Florida families can #CountOnKidCare for quality, low-cost health and dental insurance made just for kids – with great benefits and a low monthly cost – many pay just \$15 or \$20! Learn more at [CountOnKidCare.org](https://www.CountOnKidCare.org)
- No longer eligible for #Medicaid? No worries! @flkidcare offers low-cost health insurance options – and many families pay just \$15 or \$20 a month to cover all eligible children in the household. Learn more at [CountOnKidCare.org](https://www.CountOnKidCare.org)

Social Media Graphics

(Animated and Static)



Families Can Count on Florida KidCare

Fl♥rida KidCare

Fl♥rida KidCare

Keep an eye out for a **yellow-striped envelope** in the mail from Florida KidCare



No longer eligible for Medicaid?

The Florida Department of Children and Families will automatically share your information with Florida KidCare.

All you have to do is keep an eye out for a yellow-striped envelope for more information and next steps.



[Download](#) social media graphics.

Downloadable One-Pager & QR Code

(Includes messaging in English, Spanish and Creole)

We encourage partner organizations to download and share this informational one-pager alerting families to look out for the yellow-striped envelope from Florida KidCare. We've also created a unique, trackable QR code that can be included on any print collateral directing to CountOnKidCare.org.

¿Su familia está perdiendo la cobertura de Medicaid?

Si su familia ya no cumple con los requisitos para recibir Medicaid, el Departamento de Niños y Familias de Florida compartirá la información de manera automática con Florida KidCare – una opción económica para mantener a sus hijos cubiertos con un seguro médico y odontológico de alta calidad.

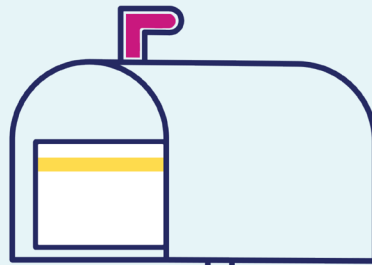
Muchas familias pagan solo \$15 o \$20 por mes.

FLorida **KidCare**
HEALTH AND DENTAL INSURANCE

Is your family losing Medicaid?

If your family no longer qualifies for Medicaid, the Florida Department of Children and Families will automatically share your information with Florida KidCare – a **low-cost option to keep your kids covered** with high-quality health and dental insurance. **Many families pay just \$15 or \$20 a month.**

Keep an eye out for a yellow-striped envelope from Florida KidCare for next steps on how to sign up.



Scan to learn more or visit
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**rayas amarillas de parte
conocer los próximos
no inscribirse.**

Para obtener más información
visite CountOnKidCare.org

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Mantenga un ojo puesto en un sobre con rayas amarillas de Florida KidCare para los próximos pasos sobre cómo inscribirse.

Para obtener más información
visite CountOnKidCare.org

Download one-pager and/or QR code.

Suggested Email Draft

Subject Line

Families Can Count on Florida KidCare

Body Copy

If your child no longer qualifies for Medicaid, the Florida Department of Children and Families will automatically share your information with Florida KidCare.

You can count on Florida KidCare for high-quality, low-cost health and dental insurance made just for kids – with benefits ranging from doctor visits to surgeries, and so much more. Most families pay just \$15 or \$20 per month to cover all qualifying kids living at home.

Be on the lookout for a yellow-striped envelope from Florida KidCare for more information and next steps.

Find answers to common questions about Florida KidCare at [CountOnKidCare.org](https://www.CountOnKidCare.org).

Thank you,
[INSERT SIGNATURE]

