

# Dedicated to Efficient Cost-Effective Service



2002 Annual Report

New Hampshire  
**HEALTHY KIDS**

# A Recipe for Continuing Success

## A Letter from the Chair and CEO

Dear Friends

In 2001, we were proud to share the good news that our collective success in covering kids had effectively cut the number of uninsured New Hampshire children in half. With a 5.1% uninsured rate among children, down from 9.9% in 1997, New Hampshire moved into fourth place among states with the lowest percentage of uninsured children. But 2002 was no time to rest on our laurels.

Very quickly as the state and national economy soured, the number of families needing assistance with health coverage increased. This escalating community need challenged us to find ways to serve more families within the constraints of the State budget. Thus, technology efficiencies, cost efficiencies and administrative efficiencies were the focus of 2002.

In particular, we turned to our health care partners for assistance. **Community hospitals, the Behavioral Health Network, Dartmouth Hitchcock Clinic, and Anthem Blue Cross and Blue Shield** worked with us to lower the cost paid for Healthy Kids Silver. We also asked families to take on a greater financial share – increasing family premiums and co-payments for the first time in four years. These efforts and the efficiencies we have gained enabled us to lower the per-member cost of the program significantly.

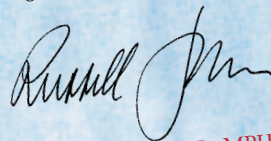
In 2002, the Board of New Hampshire Healthy Kids Corporation (NHHK) engaged in a strategic planning process with generous funding from the **Endowment for Health**. This process reaffirmed our allegiance to our core mission to provide children with affordable access to health coverage. While our vision is for everyone to have access to affordable health care, our resources will be dedicated to preserving the gains we have made in covering our neediest kids.

Without a swift and significant upturn in the economy in 2003, we expect the high level of need for access to affordable health coverage to continue in communities throughout the State. At the same time, conditions that limit resources will persist. We are committed to a continual effort to identify efficiencies and implement effective cost management.

In 2003, we will celebrate the 10th anniversary of the enactment of the Healthy Kids Act by the 1992-1993 Legislature and the creation of New Hampshire Healthy Kids as a non-profit organization. The gains we have made and the successes we have enjoyed are the cumulative result of thousands of individuals and organizations who share our mission. To all our partners and supporters, thank you.



Tricia Brooks  
President & CEO



Russell Jones, MD, MPH  
Chair, Board of Directors

# Pantry Staples

## About NH Healthy Kids Corp.

**M**eat & Potatoes – Our core mission is to provide uninsured children with access to affordable health coverage. In partnership with the **Department of Health & Human Services** (DHHS), New Hampshire Healthy Kids leads the effort to educate the public about the Healthy Kids – Children’s Health Insurance Program. NHHK develops and distributes print materials, which describe the various program options and how to apply. We provide training and technical support to health care providers, social service agencies, schools and other community partners that assist families through the application process. Processing of Healthy Kids applications is centralized at the mail-in enrollment center at NHHK.

NHHK manages the premium-based Healthy Kids Silver program, including the billing and collection of family premiums. We contract with Anthem Blue Cross and Blue Shield and **Northeast Delta Dental** to provide health and dental coverage to children enrolled in Healthy Kids Silver. We partner with community hospitals, health care providers, the Behavioral Health Network and Dartmouth Hitchcock Clinic to provide quality, low-cost health care access.

NHHK offers a buy-in program to families who are not eligible for government-subsidies under Healthy Kids Silver.

**Side Dishes** – 2002 saw the conclusion of the State Planning Grant, a federally funded project to conduct qualitative and quantitative research regarding the uninsured. NHHK served as the grant fiscal agent and a member of the project development team. The legislatively-mandated NHHK Adult Coverage Study Committee served in an advisory capacity to the project. The Committee will use the knowledge to update its report on the uninsured to the Governor and Legislature. The 2001 report is available on the NHHK website and a new report is due out in mid-2003.

In 2002, NHHK took on a new role in administering premiums for the State Medicaid for Employed Adults with Disabilities. The MEAD program allows disabled adults to return to work without losing their Medicaid benefits.

**Dessert** – Our goal is not simply to insure children but to ensure that children receive the health care services they need to stay healthy. In achieving this goal, NHHK convenes and facilitates the Q-CHIP (Quality in the Children’s Health Insurance Program) workgroup to oversee program evaluation and develop measures to improve quality. In 2002, the **Healthy NH Foundation** pledged \$100,000 over two years to continue the effort that was initiated with funding from the **Robert Wood Johnson Foundation**. The first program evaluation report is available on our website at [www.nhhealthykids.com](http://www.nhhealthykids.com).



# For Starters

## Technology Efficiency

A new network server and backup system was the first step in achieving greater efficiency through technology. Thanks to financial assistance from the **Cogswell Benevolent Trust**, the new server will expedite the larger volume of work being processed and provide greater security to offset system vulnerabilities.

Grants from the **NH Charitable Foundation**, the **Agnes M. Lindsay Trust** and **Fidelity Investments** totaling \$15,000 financed additional development of our customer service and community partner databases. Software enhancements and upgrades enable us to increase efficiency and accuracy in processing applications and managing the Healthy Kids Silver program.

One database enhancement offers a fast and efficient way to pay Healthy Kids Silver premiums. Families can now voluntarily select premium payment via electronic funds transfer (EFT). Automated payments are not only convenient, but will help families avoid losing coverage for nonpayment of premium. A special thanks to **Citizens Bank** for in-kind support of the bank's cash management and EFT services.

Also in the technology area, we are working to integrate more function in the Healthy Kids website. Families can now obtain information and download applications online. In the first month of implementation over 300 families requested applications, of which two-thirds downloaded the form. This saves staff time and the cost of printing and mailing applications to families.



# Essential Ingredients

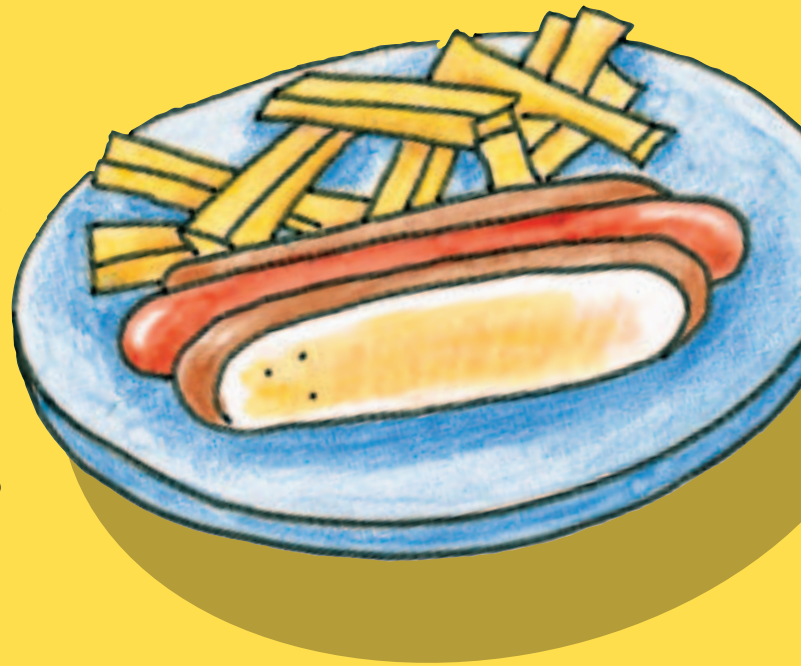
## Health Care Providers Share Costs

**N**ew Hampshire hospitals have been a key ingredient in the success of the Healthy Kids program since its inception. In 1995, every New Hampshire hospital signed on as a founding partner when NHHK began covering kids for the first time. By accessing discounted hospital services, NHHK was able to pass on significantly lower costs to families and other payers.

In 2002, hospitals renewed their commitment by adopting a new reimbursement methodology for hospital services for Healthy Kids Silver members. Working with hospital chief financial officers through the NH Hospital Association, we received unanimous participation from the state's twenty-six hospitals. The level of support is a clear sign of every hospital's strong commitment to the communities they serve.

For the first time, NHHK entered into a direct relationship with The Behavioral Health Network for management of mental health services. Dartmouth Hitchcock Clinic also renewed its partnership by foregoing anticipated contract increases.

Anthem Blue Cross and Blue Shield recommitted to the spirit of the partnership with NHHK by agreeing to a review of health care usage in the middle of a contract term. As a result of favorable trends in medical costs for Healthy Kids Silver members, a 12% rate decrease was put into effect at the end of 2002.



Altogether these actions will enable us to serve more children with limited State resources. Our deepest appreciation is extended to these partners, who have made significant sacrifices to keep the Healthy Kids Silver program strong.



# Soup to Nuts Service

## Safety Net Assists at the Community Level

**F**or a number of years, New Hampshire has relied on staff in hospitals, community health centers and certain other qualified entities to serve in the role of out-stationed eligibility workers as required by federal regulations. These agencies receive a modest stipend for assisting families with the application and, when necessary, presumptively determine eligibility in order for a child to receive urgent medical attention.

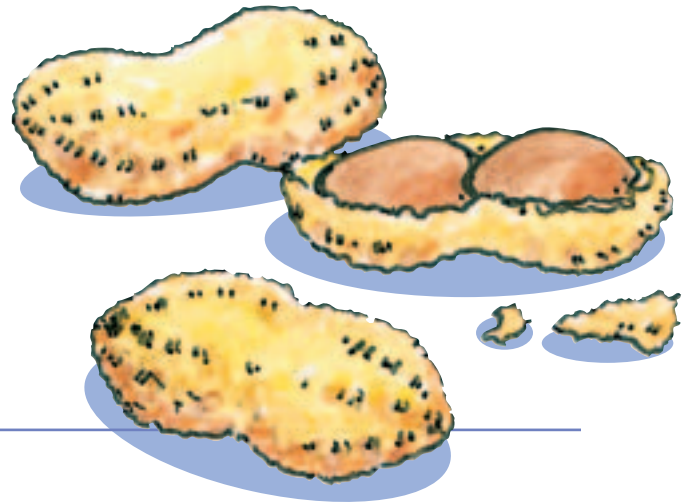
Hospitals and community health centers renewed their commitment to assist families as we re-engineered the process for community facilitated applications in 2002. Process changes resulted from feedback received from community agencies in a 2000 survey, which identified ways to remove barriers to effectiveness. Enhanced training and communications and a mechanism to provide immediate access to pharmacy benefits were cited as the most important actions needed to improve the process.

In 2002, a new statewide training initiative was launched. Complete with new resource materials and training curriculum, NHHK and DHHS worked together to train 86 individuals from 41 agencies. In order to enhance communication between eligibility staff and community partners, processing of community-facilitated applications was transferred from the twelve district offices to the mail-in enrollment center at NHHK. Specific NHHK Customer

Service Representatives and State Family Support Specialists are assigned the role of supporting community agencies in these efforts.

The process also involves engaging pharmacies in accepting a temporary authorization for billing of prescriptions. At year's end, NHHK field coordinators were making site visits to all pharmacies to introduce the program changes.

A quality assurance program has been developed to track and report application activity and disposition by community agency. This information will be used to provide feedback, identify additional training needs and expedite reimbursement to the participating organizations.



# The Main Course

## Centralizing Healthy Kids Case Management

**A**s we planned for the centralization of community-facilitated applications, it became obvious that the merits of centralization apply to all Healthy Kids enrollees and not just those who are assisted by a community partner. Centralization is cost-effective and results in consistent and timely customer service. An added benefit is that by removing the high transaction volume associated with Healthy Kids Gold, the District Offices can focus on more complex assistance cases – providing enhanced service to those clients.

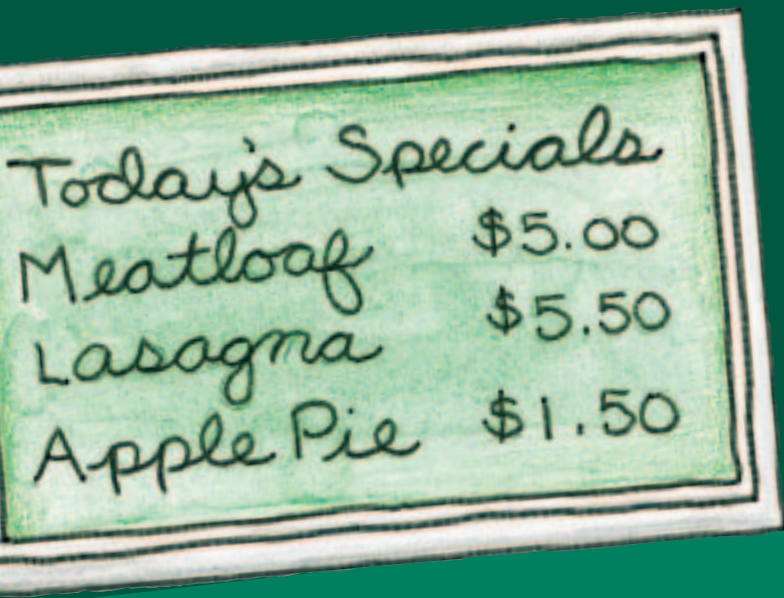
In November 2002, DHHS and NHHK began the process of consolidating the case management for both Healthy Kids Gold and Silver at the NHHK offices in Concord. By year's end, the Healthy Kids caseload from eight of the twelve District Offices was transferred to NHHK along with existing State Family Support Specialist positions to manage the work. Healthy Kids clients previously served by the District Offices in Salem, Manchester, Nashua, Concord, Rochester, Laconia, Conway, Berlin and Littleton are now served centrally. Families residing in areas served by the Claremont, Lebanon, Portsmouth and Keene District offices will be phased-in as staffing permits.

Case management for Healthy Kids Gold is centralized for children and pregnant women who apply for health coverage only on the 800P Healthy Kids application. Centralization has also brought about a streamlined method for enrolling newborns of Medicaid-eligible mothers to expedite coverage at the time of birth. This

is particularly important in light of new research that indicates compliance with well-child care in the first six months of life lowers the incidence of emergency room use for preventable illness.

A variety of other administrative efficiencies have been implemented. Major revisions to the application, including a thorough checklist of documents needed to verify eligibility, improved the percentage of applications received complete for the first time in over two years. A new self-mailer application kit will save staff time and mailing costs. We will continue to look for ways to tweak operational efficiency and enhance our service to families.





# This Year's Specials

## Year of Service Award Top Health Priority

**Year of Service Award** – NHHK was proud to be chosen for one of the most coveted non-profit awards in New Hampshire – the “Year of Service” Award from **Citadel Broadcasting**. The award, valued at more than \$100,000, provided a 12-month commitment to on-air announcements, public service programming, special events and live appearances on the network’s four radio stations. Citadel stations in New Hampshire include country music stations – WOKQ and WPKQ (serving the North Country) and classic rock stations 102.1 and 105.3, known as the Shark.

Year of Service Award winners are selected through a competitive application process. Each year, smaller awards on a single station are made. The Year of Service Award includes promotion and air-time on all Citadel Broadcasting stations in New Hampshire. The award program is unique among broadcasting entities.

**Healthy Kids Funding is Top Health Priority for 2003 Children’s Agenda** – Since 2000, with leadership and support from the Children’s Alliance of New Hampshire, the **NH Children’s Advocacy Network** (NH-CAN) has

produced a Children’s Agenda to guide legislators and policy makers on the top issues facing children. In developing the agenda for 2003, a top issue was selected in each of four categories by majority vote of participating individual and organizational members of NH-CAN at the Annual Children’s Summit. The categories include health, safety, economic security and education.

Securing adequate funding for outreach to and enrollment of all eligible children in the Healthy Kids program was selected as the top health priority. NHHK is pleased to have the support of this strong network of child advocates to preserve the gains we have made in insuring children. NH-CAN members were instrumental in securing the first-ever State appropriation for Healthy Kids in the 2002-2003 budget.



# Critic's Pick

## 2002 KIDOS Award Winners

**T**he role of community partners in identifying and enrolling uninsured children in the Healthy Kids programs cannot be overstated. Community partners who have established trusting relationships with families are much more likely to engage the hard to reach. In order to recognize the outstanding efforts of individuals and community agencies, NHHK launched the **KIDOS** awards in 1999.

Nominations for **KIDOS** award winners are accepted from the public. Nomination forms are available on the Healthy Kids website. Awards are made each year at the NHHK annual meeting.

The 2002 event featured a keynote address by Dr. Karen Davis, President of the Commonwealth Fund, a national philanthropy engaged in research on health and social policy issues. Corporate sponsors for the event were **Anthem Blue Cross and Blue Shield, Northeast Delta Dental, Citizens Bank** and **PartyMakers** of Manchester.

### **Congratulations to the 2002 KIDOS winners:**

**Meredith Houseman**

School Nurse, *Campton Elementary School*

**David Lessard**

Charitable Care Coordinator, *Elliot Hospital*

**Mary Ann Cooney**

School Nurse Supervisor, *Manchester Health Department*



# Garnishing the Plate

## Covering Kids & Families Grant

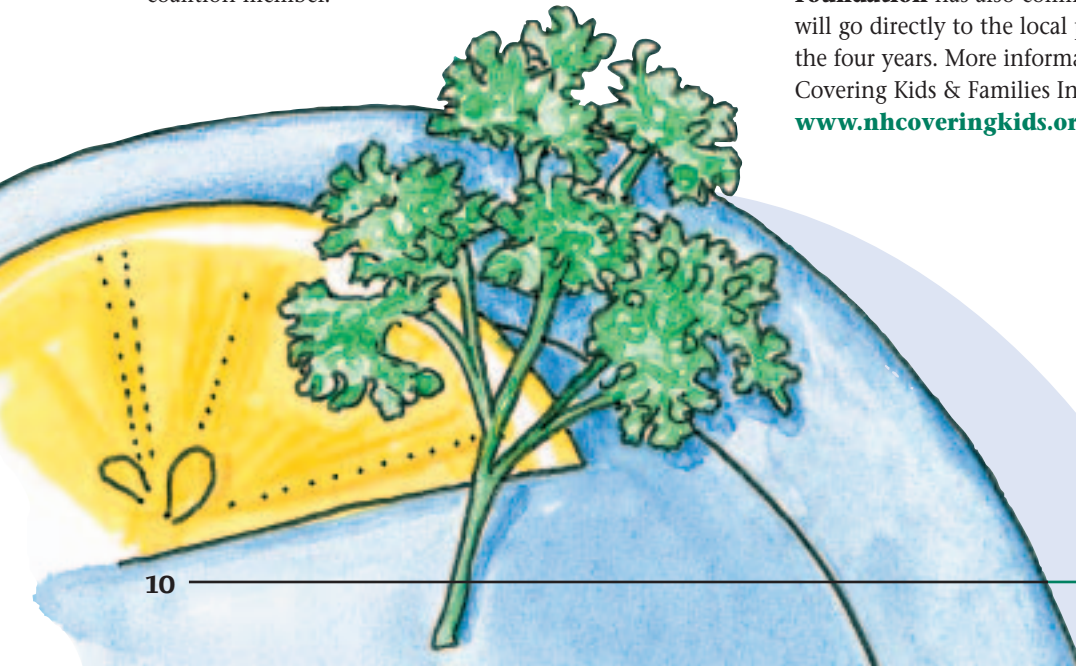
In December 2002, The National Advisory Committee for the **Robert Wood Johnson Foundation's** Covering Kids & Families Initiative awarded a four-year \$700,000 grant to New Hampshire. The initiative has three goals:

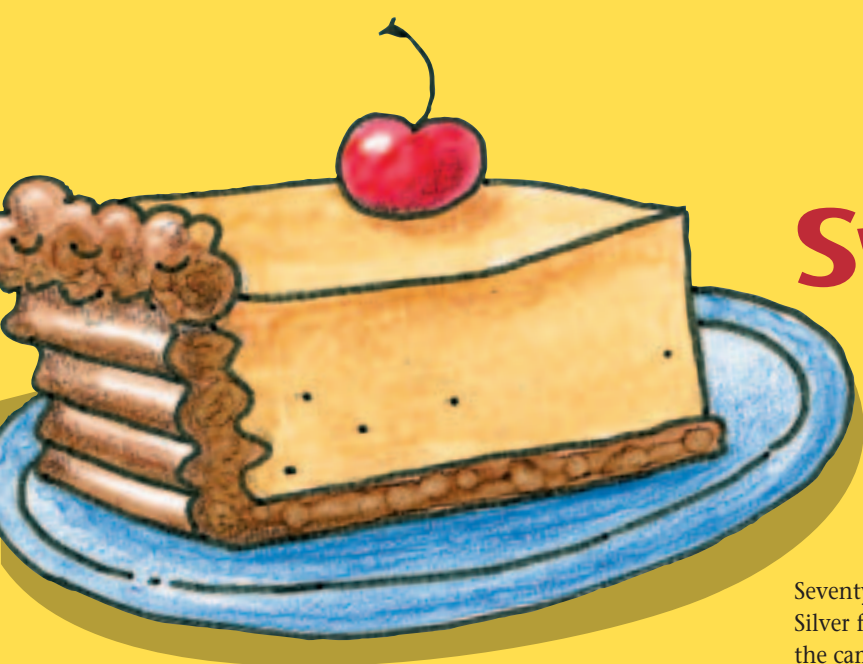
- Conduct and coordinate outreach programs
- Simplify enrollment and renewal processes
- Coordinate existing health care coverage programs

The grant award followed an intense 13-month planning process with oversight from a new statewide coalition. The coalition is comprised of representatives from a diverse group of constituencies. There is a strong emphasis on establishing an “independent voice” for the coalition, free from the interests of the lead agency, the State or any coalition member.

NHHK will serve as the lead agency and fiscal agent for the grant. The lead agency is responsible for supporting the coalition and mobilizing efforts toward achieving the grant goals. The lead agency also provides direction and oversight for two local projects targeting rural and minority families. The rural project was awarded to the **HUB Family Resource Center** in Dover. **Child Health Services** in Manchester will serve as the lead agency for the minority project and will work in collaboration with the **Manchester Community Health Center** and the **NH Minority Health Coalition**.

Nearly \$500,000 (70%) of the Robert Wood Johnson funding will directly support the local projects. The **Healthy NH Foundation** has also committed matching funds that will go directly to the local projects totaling \$160,000 over the four years. More information about New Hampshire's Covering Kids & Families Initiative is available at [www.nhcoveringkids.org](http://www.nhcoveringkids.org).





# Sweetening the Pie

## Collaborations and Partnerships

Seventy-seven (77) seats were distributed to Healthy Kids Silver families, making it the highest referral source for the campaign. A grant from the **Endowment for Health** covered printing and mailing costs for the project.

**B**reast & Cervical Cancer Screenings – The **Breast and Cervical Cancer Screening Program** of the Office of Community and Public Health provides free screenings to eligible women in order to facilitate early detection of these treatable cancers. NHHK shares this information with Healthy Kids Silver families. In 2002, ninety-seven (97) Healthy Kids mothers took advantage of the program.

**Children with Special Health Care Needs** – The Healthy Kids application identifies children with special health care needs. These families are offered assistance in accessing support and resources to help them manage their children's health condition. In 2002, 119 families were provided this service by **Family Voices**.

**Booster Seats for Older Kids** – According to safety experts, parents falsely assume that once their child has outgrown their infant car seat, they can simply use the vehicle's lap and shoulder belt – often with fatal results. NHHK teamed up with **United Way of Merrimack County** and the **United Way of Greater Nashua** to offer free booster seats to eligible families of at-risk children.

**Have a Heart Campaign – Common Man Restaurants** in New Hampshire sponsored the Healthy Kids – Have a Heart Campaign, raising dollars to support Healthy Kids rescue fund and community education efforts.

**School Bus Campaign – Evans ExpressMarts** sponsored the annual back to school campaign, raising dollars for Healthy Kids through the sale of school buses at their retail convenience stores.

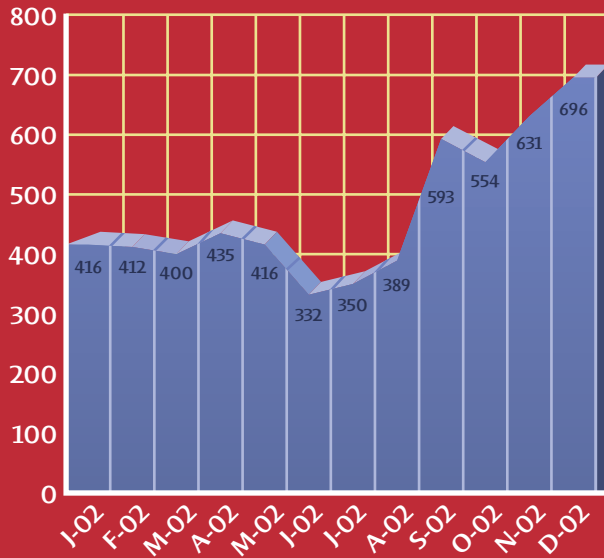
**Family Fun Fair Benefactor – Parenting New Hampshire**, for the fourth consecutive year, selected NHHK as the beneficiary of its annual Family Fun Fair.

**Giving Opportunities** – Many of the charitable dollars raised through these grassroots fundraising campaigns are dedicated to rescuing premiums for families who encounter a temporary financial crisis. In 2002, premiums totaling \$9,920 were rescued for 123 families. NHHK is a 501(c)(3) corporation. Contributions are tax-deductible to the donor to the extent allowed by law. A pledge form can be downloaded from our website at [www.nhhealthykids.com](http://www.nhhealthykids.com).

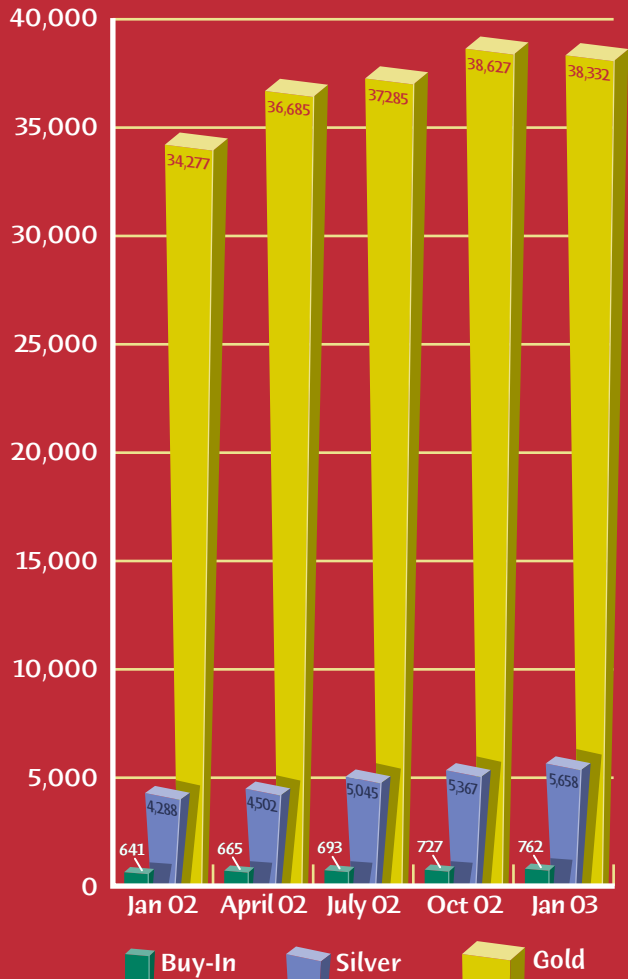
# Serving the Uninsured

## Meeting Community Need

The lack of an economic recovery continues to increase need for assistance with health coverage as signified by the 2002 Healthy Kids application volume.



*This graph reflects enrollment in Healthy Kids Gold, Silver and Buy-In programs. Please note that not all categories of Medicaid coverage for children (also known as Healthy Kids Gold) are included in these counts.*



# Program Menu

## Healthy Kids Program Descriptions & Eligibility

**Healthy Kids Gold** (formerly called Medicaid) provides coverage at no cost to children in families at the lowest income levels. Parents can enroll their children in managed care or obtain benefits in the traditional Medicaid fee-for-service program.

**Healthy Kids Silver** offers low-cost health insurance at \$25 or \$45 per child per month. Co-payments of \$10 apply to certain services. Total cost sharing cannot exceed 5% of total family income. Coverage is provided through Anthem Blue Cross Blue Shield and Northeast Delta Dental.

**Healthy Kids Silver Buy-In** allows families with higher incomes to buy-in to the Silver program. Premiums at \$100 per child per month are not subsidized by government funds but indirectly supported by provider discounts and the in-kind donation of administrative insurance fees.

### Eligibility

Eligibility is based on residency, citizenship, age and family income. Coverage is available to eligible children from birth through age 18. To be eligible for Healthy Kids Silver, a child must be uninsured for six months unless good cause waivers apply. Income guidelines are listed below.

### Benefits (vary by program)

Comprehensive health and dental coverage includes:

- Check-ups and Immunizations
- Doctor and Specialists Visits
- Eyeglasses and Hearing Aids
- X-ray and Laboratory Services
- Physical, Occupational & Speech Therapy
- Early Intervention Services
- Hospital Services
- Mental Health Visits
- Preventive Dental Services
- Fillings and Simple Extractions

	Healthy Kids Gold	Healthy Kids Silver	Healthy Kids Silver*	Healthy Kids Silver Buy-In†
Family Premium:	None	\$25 per child/per mo \$100/month family max	\$45 per child/per mo \$135/month family max	\$100 per child/ per month
# of Family Members	Annual Income is at or below	Annual Income between	Annual Income between*	Annual Income between
2	\$22,422	\$22,423 – 30,300	\$30,301 – 36,360	\$36,361 – 48,480
3	28,231	28,232 – 38,150	38,151 – 45,780	45,781 – 61,040
4	34,040	34,041 – 46,000	46,001 – 55,200	55,201 – 73,600
5	39,849	39,850 – 53,850	53,851 – 64,620	64,621 – 86,160

\* Infants age 0-1 qualify for Healthy Kids Gold at these higher income levels.

† The buy-in program is not subsidized by State or Federal dollars.



# Counting Calories

## FY'02 Financials

<b>Support &amp; Revenue</b>	<b>FY 2002</b>	<b>FY 2001</b>	<b>In-Kind Donations</b>	<b>FY 2002</b>	<b>FY 2001</b>
Family Premiums	1,991,744	1,427,400	Hospitals and Physician Discounts	510,914	394,628
Premium Subsidies <sup>1</sup>	5,350,189	3,512,630	Insurance Administration	114,393	81,579
Charitable Support	59,997	24,946	Media and Print Donations	113,171	12,374
Robert Wood Johnson Fdn.	22,863	137,516	Professional Services	750	1,300
Public Education & Technical Assistance Contract	357,137	355,596	Bank Fees	7,063	7,153
MEAD Program*	11,841	1,047	Miscellaneous	516	715
Interest Income	11,094	22,349			
In-Kind Revenue	746,807	497,749			
<b>Total Revenue</b>	<b>8,551,672</b>	<b>5,979,233</b>			
<b>Expenses</b>	<b>FY 2002</b>	<b>FY 2001</b>			
Insurance Premiums	6,935,725	4,639,233			
Personnel, Contract Services, Travel & Staff Development	523,585	531,868			
Office Rent, Supplies and Equipment	96,498	98,079			
Printing and Postage	54,071	56,915			
Public Awareness & Communication	69,520	101,479			
Depreciation	22,761	23,489			
In-Kind Expenses	746,807	497,749			
<b>Total Expenses</b>	<b>8,448,967</b>	<b>5,948,812</b>			
<b>Net Increase in Assets</b>	<b>102,705</b>	<b>30,421</b>			



<sup>1</sup> Premium subsidies are 65% Federal funds, 35% State match which includes a \$224,000 grant in FY'02 from The Healthy NH Foundation.

\* MEAD - Medicaid for Employed Adults with Disabilities is a premium-based program allowing disabled adults to return to work without losing their Medicaid benefits. NHHK provides premium collection services.

# Service with a Smile

## Board and Staff Members

### Board of Directors:

**Dr. Russell Jones**  
*Chair, NH Family Physicians*

**Dr. Suzanne Boulter**  
*NH Pediatric Society*

**Tom Clairmont**  
*Board Member at Large*

**Allen Damren**  
*NH Hospital Association*

**Nicholas Donohue**  
*NH Department of Education*

**Katharine Eneguess**  
*Governor's Appointee*

**John B. Hunt**  
*NH House of Representatives*

**Cynthia Hart**  
*NH School Nurses Assn.*

**Sylvia Larsen**  
*NH State Senate*

**Roland Lamy**  
*Board Member at Large*

**Paula Rogers**  
Alternate: **Leslie Ludtke**  
*NH Insurance Department*

**Ellen Shemitz**  
*Children's Alliance of NH*

**Kathleen Sgambati**  
*Dept. of Health & Human Services*

**Rodney Tenney**  
*NH School Boards Assn.*

**Mary Jane Wallner**  
*NH Child Care Assn.*

### NH Healthy Kids Staff:

**Tricia Brooks**  
*President and CEO*

**David Lessard**  
*Chief Operating Officer*

**Natasha Dube**  
*Business Manager*

**Susan Dube**  
*Accounts Receivable Clerk*

**Lisa Malanga**  
*Enrollment Clerk*

**Sarah Kelsea**  
*Program Support Coordinator*

**Heather Hardy**  
*Database Administrator*

**Gloria Zogopoulos**  
*Director of Communications and Development*

**Carol Gundy**  
*Director of Community Relations*

**Field Coordinators**  
Donna Cilley  
Michael Freeman  
Bobbie Gaudette

**Tonya Sorrell**  
*Director of Customer Service*

### Customer Service Representatives

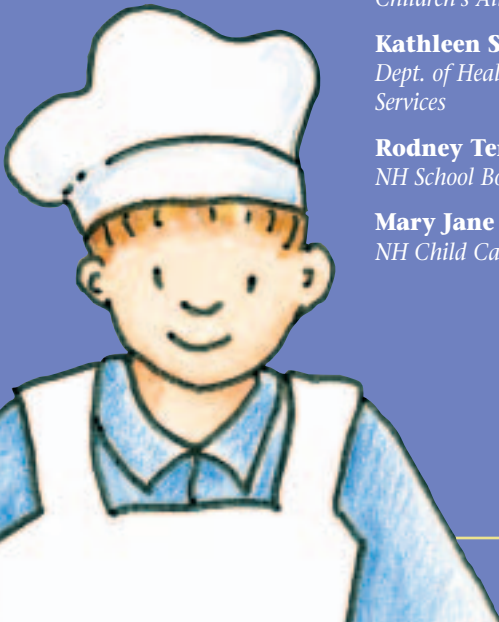
Anne Abbott  
Penny Burrows  
Linda McLaughlin  
Sheryl Meeker  
Barbara Migdal  
Cristin Rojek  
Grita Schneck

### NH DHHS/Division of Family Assistance Staff:

**Robin Magee**  
*Acting Administrative Supervisor*

### State Family Support Specialists

Dominique Dionne  
Catherine Hadley  
Carolyn Janes  
Gail Jones  
Betty Keegan  
Sharon Krause  
Theresa Lane  
Irene Langevin  
Gail McNamara  
Lori Quigley  
Barbara Reale  
Kathy Sargent  
Jennifer Shapiro  
Ellen Torressen



# Mission & Values

New Hampshire Healthy Kids Corporation is a private 501(c)3 nonprofit corporation created by special legislative act in 1993. The organization is governed by a volunteer board of directors.

Our mission is to provide access to affordable health coverage for New Hampshire's uninsured children.

Our vision is for every child to go to school healthy and ready to learn.

Our philosophy is to promote healthy lifestyles, encourage preventive health and dental care, treat illness early and manage chronic health conditions.

We value our partners, without them Healthy Kids would be an unrealized dream.

We value our children, they are the future.



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