

FALL 2005

PROGRESS REPORT

Governor John Lynch Praises Community Partners at 2005 Annual Meeting



Governor John Lynch gave the keynote address at the 2005 New Hampshire Healthy Kids Annual Meeting on October 31st. A record crowd of nearly 200 representatives from schools, healthcare providers, social service agencies and the NH Legislature (including Senate President Ted Gatsas and Speaker of the House Doug Scamman) were on hand to

hear the Governor announce that New Hampshire had received a \$1,067,000 performance bonus from the US Dept. of Health & Human Services for having one of the highest increases in enrollment in Medicaid and SCHIP. He praised the dedication of NH Healthy Kids and the community partners in the room whose efforts had paid off financially in addition to expanding access to children's health coverage. Governor Lynch also emphasized his commitment to enrolling every eligible child in the Healthy Kids programs.

Morning sessions focused on various topics related to children's health insurance. An annual training for hospitals and community health centers that provide application assistance was conducted. Additionally, there were panel discussions on outreach and the Healthy Kids program quality evaluation. In the outreach session, Covering Kids and Families grantees from Rhode Island, Vermont, Maine and New Hampshire discussed how to break the 5% uninsured barrier. Preliminary results of a Study on Health Access and Utilization in the Healthy Kids programs were presented as part of the Healthy Kids program evaluation. A final report of the study conducted by Medstat Thompson, in partnership with the Dept. of Health & Human Service and funded by the HNHfoundation will be posted by the end of the year on our website at <http://www.nhhealthykids.com/Reportspub.htm>.

The highlight of the event was the annual KIDOS awards, created seven years ago to recognize organizations and individuals who make exceptional efforts to identify and enroll uninsured children. See related photos to the right.

A special thanks to our sponsors of the 2005 Annual Meeting and KIDOS Awards: **Anthem Blue Cross and Blue Shield, Northeast Delta Dental, Millennium Advertising and The Prescription Center.**

KIDOS Awards Presented

Governor John Lynch presented KIDOS awards at the 2005 Annual Meeting.



Ann Gilbert,
Spere Memorial Hospital



Fatima LaPerle,
Child Health Services



Susan Wnuk accepting for Carol
Darbyshire,
Belknap/Merrimack CAP



Watch Your Mouth Campaign Kick-Off

The New Hampshire Oral Health Coalition will kick off a public awareness campaign in January 2006 called "Watch Your Mouth."

The goal of the initiative is to help New Hampshire residents recognize the importance of oral health to overall health. When kids suffer from poor oral health, they lack proper nutrition, have speech difficulties and fall behind in school. This can be avoided because we know how to prevent tooth decay through access to sealants, adequate fluoride and routine dental check-ups. The campaign hopes to inspire community members to speak up for and support kids' oral health.

If you have questions, would like more information about the campaign, or would like to request Watch Your Mouth materials to display at your agency please call 1-866-WYMOUTH or go online to www.WatchYourMouth.org.

Brooks Pharmacy Executive Chip Eckloff Receives Business Partner Award

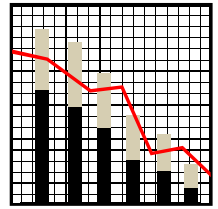
Chip Eckloff, Brooks Pharmacy Manager of Managed Care, was honored with the 2005 Business Partner award. This



award was given in recognition of the efforts Brooks Pharmacy, and more specifically Chip, have made to assure families have access to prescription medication when they have been approved for Healthy Kids coverage through an expedited determination of eligibility. Often these families do not yet have health cards but need to have prescriptions filled to treat an illness. This process would not be feasible if it were not for the cooperation of pharmacies like Brooks and the coordinated communications to all branch pharmacists through Chip.

NH Still Third Best State for Covering Kids based on 2004 Census Data

In August, the US Census Bureau released data from the 2004 Current Population Survey (CPS). Based on three year averages of uninsured rates, New Hampshire ranked third in the nation for covering kids for the third straight year. Employer coverage of children remained strong in New Hampshire but there appears to be a slight increase in the number of uninsured children. This may be due to a nationally recognized issue associated with the "undercount" of Medicaid in the CPS data. In 2004, Medicaid coverage of kids was lower than what DHHS reports as Healthy Kids Gold enrollment. Nonetheless, it is important to remain vigilant in preserving the gains we've made in covering kids.



Welcome Calls to Healthy Kids Silver Families



This fall, NH Healthy Kids began making welcome calls to newly enrolled Healthy Kids Silver families during their first month on the program.

During the call, we make sure families have received their insurance cards, explain the premium payment policies and answer any questions they may have about their children's coverage. Families are encouraged to take advantage of preventive medical and dental care. The call is also intended to build strong relationships with families and to help keep them informed about how to use their benefits and retain coverage. Calls are being made to families during regular work hours as well as evening hours in an attempt to reach more families.

Thanks to Our Financial Supporters!



HNHfoundation - \$ 10,000 operating grant
80 Individual Donors - \$ 4, 475

Staff Update



Sarah Kelsea, formerly a Program Support Coordinator at NH Healthy Kids, has rejoined the staff as the Director of Communications and Development. Sarah

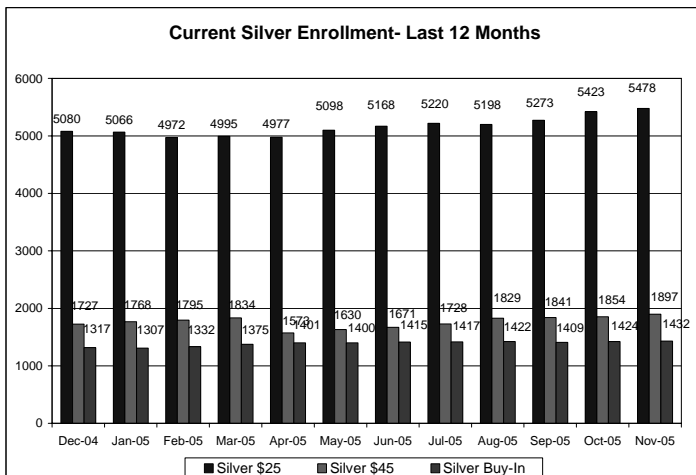
returned after spending 15 months directing outreach and education for the Sexual Harassment & Rape Prevention Program at UNH. Sarah is currently working on her Master's in Public Health at UNH-Manchester.

Amy Flynn has joined the field team as the Western Field Coordinator. Amy brings customer service and provider relations experience from her prior employment with Anthem and Cigna.

Back-to-School Postcard Campaign Helps Reduce Number of Uninsured Children

In partnership with NH schools, students received information about Healthy Kids coverage with their back-to-school packets. This year's campaign produced a record 861 applications in the month of September. Special thanks go to all schools for making Back-to-School 2005 a success.

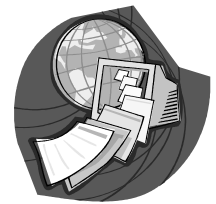
Enrollment in October and November reflected the success of the campaign by showing a modest increase in HK Silver programs. HK Gold enrollment does not yet reflect a change as the numbers are reported on a quarterly basis.



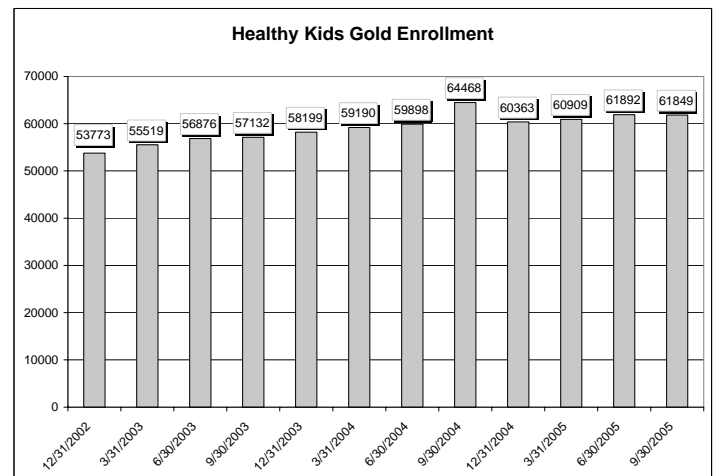
Legislature to Weigh in on Proposed HK Silver Premium Increase

The Healthy Kids Silver budget anticipated a July 2005 increase in premiums by \$5 per child. When the premium increase was proposed to the Joint Legislative Committee on Administrative Rules in September, there was a reluctance to pass on this increased cost to families in light of unexpectedly high energy and gas prices. As a result, legislation has been filed by Senator Dick Green that would supplement the Healthy Kids Silver contract with additional funds that were appropriated for the program in the FY 06 State budget. LSR 2834, which has not yet been assigned a bill number, is sponsored by Senators Green, Odell, Gallus, Martel, Barnes, Larsen, Fuller-Clark, and Representatives Hager, Hunt, Price, Francoeur, and S. Scamman.

Enhanced Website to be Launched in Early 2006!



Keep an eye out for a redesigned NH Healthy Kids website early in 2006 as www.nhhealthykids.com gets a fresh new look and even more useful information. New sections will provide specific information designed for families, financial partners and policy makers.



Outreach to Target Communities of Need



In 2006, the Healthy Kids Outreach Team will take a new approach to statewide outreach by targeting communities of high need. By looking at indicators such as

the percentage of kids in poverty, median income, and county uninsured rates, we are able to identify communities that are likely to have more uninsured children and need more assistance in enrolling their children.

While broad based outreach through our annual Back-to-School campaign and disseminating materials through community agencies has been effective and is still important to maintain the gains we've made, we need to employ new strategies to reach the last 17,000 kids. We've been stuck at about 5% uninsured for the past three years so it's time to try something different.

In surveys conducted as part of the Healthy Kids program evaluation, uninsured but eligible families

who are not enrolled indicate they need more personalized assistance in applying for coverage. We hope community agencies will help provide this missing link so it's important to engage community partners and encourage them to work collectively across the community rather than as individual agencies.

Over the next few months, partners in the targeted communities will be contacted by the Field Coordinators. The Coordinators will meet with many service agencies, community leaders, and others who have a stake in identifying uninsured kids. Our strategy involves taking an inventory of resources and activities in each targeted area, identifying opportunities to enhance those activities and helping community leaders design a plan to identify and enroll uninsured children in that community. By working together we can find the last 17,000 uninsured kids and make sure that every child has the opportunity to have a healthy start.

For more information about this initiative please contact Sarah Kelsea at skelsea@nhhealthykids.com



25 Hall Street
Concord, NH 03301

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