Jane W. Andrews
Legislative Analyst

KAISER PERMANENTE[SM]

1700 K Street, N.W.
Suite 601
Washington, D.C. 20006-3817
Phone 202 . 296 . 1314
Fax 202 . 296 . 4067

Kaiser Permanente Cares for Kids

Child Health Plan

The Child Health Plan is a quality health plan at an affordable price. If your family qualifies for coverage, your child will receive:

- Covered hospital care at no charge
- Medical office visits for $5
- Childhood vaccinations at no charge
- Prescriptions for $7
- One pair of selected eyeglasses every two years at no charge

- Open to uninsured children under age 19 who are enrolled in participating schools.
- Monthly payments between $25 and $35 per child (depending on income).
- You may be eligible if your family's income is:

Because every child deserves to grow up healthy.

Family size	**Gross annual income Above:**		**Not more than:**
1	$16,100	–	$22,138
2	$21,700	–	$29,838
3	$27,300	–	$37,538
4	$32,900	–	$45,238
5	$38,500	–	$52,938
6	$44,100	–	$60,638
7	$49,700	–	$68,338

Source: 1998 Federal Register
Effective 2/24/98
Regardless of your family size, you will only pay for a maximum of three children per family per month.

The Child Health Plan starts September 1, 1998. For more information, call us at

1-800-255-5053

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0802-0009-01

Kaiser Permanente
Cares for Kids
Child Health Plan

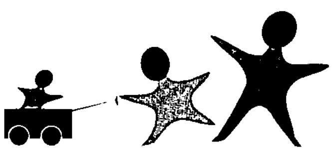
El Child Health Plan es un plan médico de calidad a un precio razonable. Si su familia califica para la cobertura, entonces su hijo recibirá los siguientes servicios:

- Atención hospitalaria con cobertura sin cargo alguno
- Visitas a las oficinas médicas a $5
- Vacunas infantiles sin cargo alguno
- Recetas médicas a $7
- Un par de lentes específicos cada dos años sin cargo alguno

- Está disponible para niños menores de 19 años sin seguro que están inscritos en escuelas participantes.
- Los pagos mensuales son de $25 a $35 por niño (dependiendo de sus ingresos).
- Es posible que usted califique si los ingresos de su familia son:

Tamaño de la familia	Ingresos brutos anuales Superiores a	hasta un máximo de
1	$16,100 –	$22,138
2	$21,700 –	$29,838
3	$27,300 –	$37,538
4	$32,900 –	$45,238
5	$38,500 –	$52,938
6	$44,100 –	$60,638
7	$49,700 –	$68,338

Fuente. Registro Federal 1998
Entrada en vigor 24/2/98
Usted sólo pagará por un máximo de tres niños por familia al mes, independientemente del tamaño de su familia



Porque todos los niños se merecen empezar la vida de un modo saludable.

El Child Health Plan empieza a partir del 1 de septiembre de 1998. Si desea más información, nos puede llamar al

1-800-255-5053

KAISER PERMANENTE

0802-0009-01

KAISER PERMANENTE

Kaiser Permanente Cares for Kids
Child Health Plan
Summary of Benefits

Benefit	**Copayment**
Hospital Care	No charge
Medical Office Visits	$5 per visit
Allergy Injections	$5 per visit
Prenatal and Well-Baby Care from birth through age two	No charge
Hearing Tests	$5 per visit
Vision Exams	$5 per visit
Laboratory/Radiology Services	No charge
Prescription Drugs	$7 per prescription, up to 100 days supply
Emergency Services	$5 per visit; waived upon admission to the hospital
Ambulance Services	No charge
Health Education	Reasonable rates
Mental Health Care	• *Outpatient:* $10 per individual therapy visit; up to 20 visits per calendar year • *Inpatient:* No charge; up to 30 days per calendar year
Chemical Dependency Services	• *Outpatient:* $5 per visit • *Inpatient:* No charge
Home Health Care	No charge
Hospice Care	No charge
Skilled Nursing Care	No charge; up to 100 days per benefit period
Durable Medical Equipment	No charge
Eyeglasses	No charge for one pair of eyeglasses every two years
Dental Care	Not covered for 1998 initial rollout. Under consideration for 1999.
Copayment Maximum per calendar year	$250 per person/$500 per family

(over)

Rev. 3/30/98

KAISER PERMANENTE

Kaiser Permanente Cares for Kids
Child Health Plan
Monthly Payment Chart

Family size	Gross Annual Income above		Gross Annual Income not more than	Cost per Child per Month*
1	$16,100	-	$18,113	$25
	$18,113	-	$20,125	$30
	$20,125	-	$22,138	$35
2	$21,700	-	$24,413	$25
	$24,413	-	$27,125	$30
	$27,125	-	$29,838	$35
3	$27,300	-	$30,713	$25
	$30,713	-	$34,125	$30
	$34,125	-	$37,538	$35
4	$32,900	-	$37,013	$25
	$37,013	-	$41,125	$30
	$41,125	-	$45,238	$35
5	$38,500	-	$43,313	$25
	$43,313	-	$48,125	$30
	$48,125	-	$52,938	$35
6	$44,100	-	$49,613	$25
	$49,613	-	$55,125	$30
	$55,125	-	$60,638	$35
7	$49,700	-	$55,913	$25
	$55,913	-	$62,125	$30
	$62,125		$68,338	$35

Source: 1998 Federal Register Effective 2/24/98

*Regardless of your family size, you will pay for a maximum of three children per family per month.

(over)

Rev. 3/30/98

INSURE KIDS NOW
"BICYCLE"
:30 TELEVISION
JULY 29, 1998
REV. 6

STET

need but may ?

HILLARY CLINTON: As parents, you work hard to give your kids the things they want -- a bicycle... a dog... But even more important is giving them something they ~~might~~ never even notice, like health insurance. Unfortunately, many parents simply think they can't afford it. But now, ~~through a new initiative called Insure Kids Now~~, ~~working families have access to affordable children's health coverage through their states~~. To sign up, call toll free, 877-KIDS-NOW. When it comes to health, every kid should be covered.

your children may be eligible for free or low cost health insurance.

INSURE KIDS NOW
"BICYCLE"
:60 RADIO
JULY 17, 1998
REV. 6

need but may?

HILLARY CLINTON: As parents, you work hard to give your kids the things they want -- a bicycle... a dog... But even more important is giving your kids something they ~~might~~ never even notice, like health insurance. Unfortunately, many parents don't insure their kids because they think they can't afford it. Today, in the United States, more than 11 million children don't have insurance. ~~And without it, most of them won't get the medical attention they need. (I'm Hillary Clinton to tell you about)~~ But now, there's a new way to give your kids free or low-cost health coverage. It's called Insure Kids Now. ~~With this new initiative, working families have access to affordable health insurance~~ for ~~their children (through their states)~~. To sign up, call toll free, 877-KIDS-NOW. Because when it comes to health, every kid should be covered.

initiative

And if, God forbid they get sick or hurt,
they could be left without care
just when they need it most.

INSURE KIDS NOW
"BICYCLE"
:30 TELEVISION
JULY 27, 1998
REV. 3

HILLARY CLINTON. There are some things you work hard to give your kids -- a bicycle for instance -- because you know it's an important part of growing up. Unfortunately, not every parent thinks about giving their kids health insurance the same way -- maybe they think it costs too much. But now, through a new initiative called Insure Kids Now, working families have access to affordable children's health coverage through their states. To sign up, call toll free, 877-KIDS-NOW. Shouldn't every kid be covered?

ALT: There are some things you work hard to give your kids -- a bicycle for instance -- because you know it's an important part of growing up. Unfortunately, there are a lot of parents who feel the same way about giving their kids health insurance, but they don't because they think they can't afford it. Now, through a new initiative called Insure Kids Now, working families have access to affordable children's health coverage through their states. To sign up, call toll free, 877-KIDS-NOW. Shouldn't every kid be covered?

through their states?

INSURE KIDS NOW
"BICYCLE"
:60 RADIO
JULY 27, 1998
REV. 3

HILLARY CLINTON: When kids ask for a bicycle, as parents, you do what you can to give it to them because you know bicycles are a big part of growing up. Unfortunately, not every parent thinks about giving their kids health insurance the same way -- a lot of parents think they can't afford it. Today, in the United States, more than 11 million children don't have insurance. And without it, most of them won't get the proper medical attention they need. (I'm Hillary Clinton to tell you about) But now, there's a new way to give your kids free or low-cost health coverage. It's called Insure Kids Now. With this new initiative, working families have access to affordable health insurance for their children through their states. To sign your kids up, call toll free, 877-KIDS-NOW. Because when it comes to health, every kid should be covered.

All parents have to say no
Some things you can't get your kid

you know your kids want, but you
can't give them. But they don't
really need. Like the latest
high-tech CD ROM video game.

THE WHITE HOUSE

WASHINGTON

OFFICE OF THE FIRST LADY

TO: Laura Schiller

FROM: Jen Klein

FAX #: 6 - 5709

PHONE #:

OF PAGES (including cover):

COMMENTS:

THE WHITE HOUSE

WASHINGTON

OFFICE OF THE FIRST LADY

TO Anna Maria Cugliari

FROM Jennifer Klein

FAX # 331-9790

PHONE #

OF PAGES (including cover)

COMMENTS

Version 1

As a parent, you've probably had the experience of having to say no when your kids want something -- like a new bike -- that's just too expensive. You may -- [like millions of other parents who love their kids] -- have also seen them do without something they really <u>need.</u> [Millions of parents who love their kids] can't afford to give them health insurance. Until now. Because through a new initiative called Insure Kids Now, your children may be eligible for free or low-cost health insurance. To sign up, call toll free, 877-KIDS NOW. Shouldn't every kid be covered?

Version 2

You work hard to put food on the table, to pay the rent, and to buy your kids new clothes for school. [Sometimes you even see your way clear to give your kids some extras -- like a new bike.] You may have thought that you simply can't find a way to get health care for them. Millions of parents who love their kids haven't been able to afford health insurance. Until now. Because through a new initiative called Insure Kids Now, your children may be eligible for free or low-cost health insurance. To sign up, call toll free, 877-KIDS NOW. Shouldn't every kid be covered?

You work hard to put food on the table, to pay the rent, and to buy your kids new clothes for school. Sometimes you even see your way clear to give your kids some extras -- like a new bike. You may -- like millions of parents -- have thought that you simply can't afford health insurance. Until now. Because through a new initiative called Insure Kids Now, your children may be eligible for free or low-cost health insurance. To sign up, call toll free, 877-KIDS NOW. Shouldn't every kid be covered?

Version 1

As a parent, you've probably had the experience of having to say no when your kids want something -- like a new bike -- that's just too expensive. You may -- [like millions of other parents who love their kids] -- have also seen them do without something they really <u>need.</u> [Millions of parents who love their kids] can't afford to give them health insurance. Until now. Because through a new initiative called Insure Kids Now, your children may be eligible for free or low-cost health insurance. To sign up, call toll free, 877-KIDS NOW. Shouldn't every kid be covered.

As a parent, you know there are some things your kids want -- like the latest hi-tech, 3-D, CD-ROM, video game -- that you can't afford to give them

that you can't afford not to give them.

But there are other things -- like health care -- that your kids need, even if it's expensive. Millions of parents who love their kids can't afford to insure them. Until now. Because through a new initiative called Insure Kids Now, your children may be eligible for free or low-cost health insurance.

To sign your kids up, call toll-free **877-KIDS NOW**. Shouldn't every kid be covered?

Haven't been able to afford health ins. Now they can

There are other things

As a parent, you know ~~there~~ are some things ~~your kids want~~ -- like a bicycle -- ~~that~~ you ~~can't~~ afford. ~~But~~ But There are other things -- like health care -- that ~~your kids~~ ~~need, and that your you, can't af like millions of other parents, can't~~ affo your kids need, ~~but~~ that ~~you haven't been able~~ to give them. even if they are expensive.

Laura E. Schiller
07/27/98 07:50:56 PM

Record Type: Record

To: Neera Tanden/WHO/EOP, Jennifer L. Klein/OPD/EOP

cc:
Subject: psa

here's a quick try at the 60 second one...it needs some work, but I thought we could fix this one up first and then I'll cut it down to the 30 second.

FYI -- My feeling is that the bicycle image doesn't exactly work....it's something kids like, not something they absolutely need.

their child
their

As parents, ~~we worry constantly about our children. Nothing is more important than keeping them safe and healthy~~. But, ~~if you're like~~ millions of ~~other~~ parents, despite ~~your~~ best efforts, ~~you still~~ haven't been able to give ~~them~~ health insurance. Today, 11 million children in this country are uninsured. And if, God forbid they get sick or hurt, they could be left without care just when they need it most. Now, there's a new initiative that ~~could~~ help. With Insure Kids Now, your children may be eligible for free or low-cost health insurance. ~~[To sign them up]~~ Just call toll-free 1-877-KIDS-Now. Make sure your child's covered today.

can

we love our children. We want them to grow up safe and healthy.

30 sec -- use --
As parents, want kids to be safe & healthy. But....
.... health insurance. Now, there's a new....
to end. (Could leave off "Make sure....)

THE WHITE HOUSE

WASHINGTON

OFFICE OF THE FIRST LADY

TO Laura Schiller

FROM Jen Klein

FAX # 6-5709

PHONE #

OF PAGES (including cover)

COMMENTS

BLUM | HERBSTREITH
FINEST ADVERTISING
37 W. 26TH STREET 7TH FLOOR
NEW YORK, NEW YORK 10001
PHONE 212.889.0005
FAX 212.889.0006

INSURE KIDS NOW
"BICYCLE"
:30 TELEVISION
JULY 23, 1998
REV. 2

<u>HILLARY CLINTON</u>: There are some things you work hard to give your kids -- a bicycle for instance -- because you know it's an important part of growing up. Unfortunately, not every parent thinks about giving their kids health insurance the same way -- maybe they think it costs too much. But now, through a new initiative called Insure Kids Now, working families have access to affordable children's health coverage through their states. To sign up, call toll free, 877-KIDS-NOW. Shouldn't every kid be covered?

BLUM | HERBSTREITH
37 W. 28TH STREET 7TH FLOOR
NEW YORK, NEW YORK 10001

INSURE KIDS NOW
"BICYCLE"
:60 RADIO
JULY 17, 1998

HILLARY CLINTON: When kids ask for a bicycle, as parents, you do what you can to give it to them because you know bicycles are a part of growing up. Unfortunately, kids ask for bicycles, they don't ask for things like health insurance, even though health insurance could be one of the most important things in their lives. Today, in the United States, more than 11 million children don't have insurance. And without it, most of them won't get the proper medical attention they need. I'm Hillary Clinton to tell you about a new way to give your kids free or low-cost health coverage. (It's called) Insure Kids Now. With this new initiative, working families have access to affordable health insurance for their children through their states. To sign your kids up, call toll free, 877-KIDS-NOW. Because when it comes to health, every kid should be covered.

CHIP Outreach

The centerpiece of the Administration's CHIP outreach efforts is a national ad campaign. Most experts think that a major reason why over 4 million uninsured children do not enroll in Medicaid is because of a lack of awareness. Thus, a sustained, multi-media campaign to raise awareness of children's health insurance options will have a tremendous effect on reducing the number of uninsured children. We are planning to launch (1) paid advertising, both through television, radio ads, print and the Internet; (2) promotional material (e.g., posters, handouts, bumper stickers); and (3) placement of a 1-800 number for information on products (e.g., Nike shoeboxes, Safeway grocery bags). What follows is a list of meetings and other efforts that need to take place in order to make the campaign successful.

The Media Campaign

- National Association of Broadcasters (First Lady drop-by) --

Goal: using our tag line and develop their own ads as part of their own public service campaigns.
Responsibility: Ann Lewis / Stacie Spector.
(Tony Podesta will put together meeting.)

- 6-8 largest Radio Companies (First Lady drop-by) --

Goal: using our ads and developing their own efforts to broadcast as part of their messages.
Responsibility: Ann Lewis / Stacie Spector
(Tony Podesta will put together list.)

- Specialty Press, including Black Entertainment Television, Univision, etc., (First Lady drop-by) --

Goal: using our tag line in their own public service campaigns.
Responsibility: Ann Lewis / Stacie Spector
(Estela Mendoza will put together list.)

- Cable groups -e.g., Lifetime, cable channels associated with health. (Ann Lewis/Stacie Spector will put together list.)

Goal: using our PSAs as well as creating their own outreach campaigns.
Responsibilty: Ann Lewis / Stacie Spector

- Motion Picture Association, Theatre owners. (Tony Podesta will put together list.)

Goal: using our PSAs in ads before movies.
Responsibility: Ann Lewis / Stacie Spector

- Internet (in process). (Barbara is working with Internet partners.)

Goal: developing an easy-access website around CHIP that has numerous links to and from other websites.
Responsibility: Ann Lewis / Jon Jennings

- Ad agencies.

Goal: using their client list to develop new partners for outreach initiatives.
Responsibility: Ann Lewis / Stacie Spector

- Sports groups, including NFL and NBA:

Goal: using our tag lines in their own PSAs.
Responsiblity: Jon Jennings

7. Pamphlets, posters, etc. for distribution - (Jeanne?)

Media Efforts to Coordinate for Event

1. Local health reporters -

Goal: To bring together local health reporters for briefing and allow them one day to go live from the White House.
Responsibility: Ann Lewis

2. Morning Talk Shows:

Goal: To coordinate tour of morning talk shows by First Lady.
Responsibility: Ann Lewis / Marsha Berry

Meetings with groups to use their members for outreach:

- Local officials: Ann Lewis will work with IGA to conduct briefings with county officials and mayors.
- Faith-based groups: (Responsibility: Barbara/Maureen will put together meeting.)
- Teachers and school-based organizations (in process): Put together meeting to reinforce efforts and bring in new partners. (Responsibility: Jeanne/Barbara)
- Social workers, WIC and Head Start (in process):Put together meeting to reinforce efforts and bring in new partners. (Responsibility: Barbara)
- Police groups (in process through Department of Justice initiative): Put together meeting to reinforce efforts and bring in new partners. (Responsibility: Neera/Barbara)
- Community-based organizations, e.g. Boys and Girls Clubs, YMCA, etc.(partially in process through DoJ initiative): Put together meeting to reinforce efforts and bring in new partners. (Responsibility: Neera/Barbara)
- Children's Groups and their partners - Children's Defense Fund, etc. (Responsibility: Women's office)
- Foundations and their partners - Annie E. Casey Foundation. (Responsibility: Jen will put together meeting.)

EMBARGOED: FOR USE AFTER SEPT. 15, 1998

INSURE KIDS NOW

FREE OR LOW-COST HEALTH INSURANCE IS NOW HERE FOR KIDS WHO NEED IT.

You love your children and work hard to help them grow up strong and healthy. But like many parents, you haven't been able to give them health insurance. Now you can do something about it because there's a new national initiative called INSURE KIDS NOW. With INSURE KIDS NOW, your children may be eligible for free or low-cost health insurance. Call our toll-free number. Don't let your kids go another day without health coverage.

1-877-KIDS-NOW

EMBARGOED: FOR USE AFTER SEPT. 15, 1998

INSURE KIDS NOW

FREE OR LOW-COST HEALTH INSURANCE IS NOW HERE FOR KIDS WHO NEED IT.

You love your children and work hard to help them grow up strong and healthy. But like many parents, you haven't been able to give them health insurance. Now you can do something about it because there's a new national initiative called INSURE KIDS NOW. With INSURE KIDS NOW, your children may be eligible for free or low-cost health insurance. Call our toll-free number. Don't let your kids go another day without health coverage.

1-877-KIDS-NOW

Call Jeanne

CHILDREN'S HEALTH INSURANCE OUTREACH

- **Millions of children are uninsured.** Over 11 million children in America are not covered by health insurance. Nearly all of these children's parents work but may not have access to affordable health insurance. According to a new Institute of Medicine report, children without insurance tend to be sicker as newborns, lack appropriate immunizations as toddlers, and have untreated illness throughout their childhood. Untreated diseases can have lifelong consequences.

- **New health insurance options.** At least half of all uninsured children are eligible for Federal-State health insurance programs. Last year, the State Children's Health Insurance Program (CHIP) was created with bipartisan support from President, Congress and the States. CHIP provides affordable health insurance to children in working families. States are implementing CHIP now. In addition, Medicaid provides free health care for low-income children. Unfortunately, too few parents know about these options.

- **Importance of outreach.** To ensure that all eligible children become insured, the President launched a public-private campaign last February. He issued an executive order to all Federal agencies that interact with working families to undertake over 150 actions to raise awareness of health insurance options and assist families in signing up their children. He also challenged the private sector to join him and the Nation's Governors in developing innovative, effective ways of helping families insure their children.

- **Private sector outreach campaign.** America's Promise — The Alliance for Youth is a national, not-for-profit organization led by General Colin Powell that is dedicated to improving the lives of our nation's more than 15 million at-risk youth. America's Promise, in partnership with the American Academy of Pediatrics, is working with the National Governors' Association, and Alliance partners to develop a national media campaign to educate families about children's health insurance. This privately sponsored campaign will consist of:

    - Producing and airing TV, radio and print media announcements, some of which may include public officials, celebrities and/or other prominent Americans;

    - Placing messages about children's health insurance options on products used by families like shopping bags, diaper boxes, and food packaging;

- Developing and distributing educational material (e.g., posters, magnets, hand-outs) in schools, job training sites, and other places where families might be.

The campaign will begin this Fall, when the National Governors' Association's toll-free number is launched. This number will connect parents of potentially eligible children directly with people in their State who can assist them in accessing health insurance for their children.

CHILDREN'S HEALTH INITIATIVE - PROGRESS OF COMMITMENTS

- **AT&T** will put together a web site that families can access in order to receive information on these new health insurance options. They are also considering financial support for public service announcements.

- **American Hospital Association** will distribute and incorporate materials into their "Campaign for Coverage" and will reproduce materials when they receive camera ready material.

- **American Medical Response** will coordinate with its Laidlaw sister companies in a company-wide effort to integrate CHIP promotional and education materials through their ambulance, school bus, emergency physician and para-transit services.

- **The Ad Council** will develop public service announcements for television and radio broadcast.

- **Bonneville International Corporation** has agreed to run spots about CHIP on its radio stations as part of its existing America's Promise commitment. Bonneville will run the sports for approximately one year at key times during the year (e.g., back to school time, etc.) Bonneville will also encourage the National Association of Broadcasters (NAB) to disseminate the spots to all NAB members for airing.

- **Glaxo Wellcome** has agreed to help in the outreach effort by including information about CHIP and the national hotline into their existing outreach efforts, including the reduced and no-cost pharmaceuticals program and the Healthy Start Foundation. They are also considering a financial contribution to the media campaign.

- **General Mills** is still considering participation and will be working with us to target their activities.

- **National Association of Chain Drug Stores** will include outreach information with each prescription filled. Additionally, NACDS will display outreach posters and have brochures available in each of its stores. They are also interested in possibly with the public service ads.

- **National Community Pharmacists Association** will include outreach information in their member pharmacies.

- **National Football League** and the **Women's National Basketball Association** will help to recruit players for PSA's and will work with their television partners to run those PAS.

- **Nike** will include tag-line and other information in their products. They are also considering working with Michael Jordan and other sports figures to create a PSA.

- **Romano and Associates** is talking to the NFL, Soccer Leagues, Boys and Girls Little League and Baseball League to find sports figures to do outreach through the media.

- **Safeway** has agreed to place the 1800 number and the tag line on shopping bags.

- **Scherer Plough** is very interested in potential funding and outreach.

- **SmithKline Beecham** is interested in both a financial and outreach dimension to their commitment.

- **USA Weekend** has agreed to do an editorial on CHIP that will run in September or October 1998. The editorial will include the national toll-free number.

Every parent has had the experience of having to say ~~tell their kids~~ no when their kids want something ~~they~~ that's just too expensive. ~~want~~ That's ok. What isn't OK is But it doesn't feel ok when you have

~~Every parent knows there are things their kids want but don't really need, like the latest ——~~

having to do ~~say no~~ without something your kids need -- like h... because it's ~~too expensive~~

Too many have also had to go without something their kids need for the ~~but~~ been unable to give their children something they need --

Some things have to say no to

Others too imp. to have to say no to

Summary of Children's Health in Connecticut
January 28, 1998

CURRENT STATUS

Uninsured children: In 1996, there were about 190,000 uninsured children in Connecticut, a rate of 12 percent, below the national average of 15 percent.

Medicaid coverage of children: Connecticut's Medicaid program covers about 180,000 children up to 14 years old and up to 185 percent of poverty.

NEW PLANS FOR CHILDREN'S HEALTH COVERAGE

Description of New Children's Health Insurance Program: On January 15, 1998, the State submitted a plan for its "Husky" program. [NOTE: Because HCFA has not yet reviewed the program, the Administration does not have a position on the program; you can, however, comment on several of its promising parts.] This program would cover children up through age 18 through a combination of:

- **Medicaid** for children in families with income up to 185 percent of poverty

- A **non-Medicaid program** for children in families with income between 185 and 300 percent of poverty

  Benefits for the non-Medicaid program would be based on the State employees' health plan and include vision, hearing, dental health, most mental health services

  - In addition, children with special needs who are eligible for the non-Medicaid program will also be eligible for supplemental chronic care and/or behavioral health services

  Cost sharing for the non-Medicaid program includes premiums of up to $50 for families above 235 percent of poverty; and copayments of typically $5 for some services, up to annual limits.

Application Process: Connecticut is planning to use a mail-in, joint application for both the Medicaid and non-Medicaid programs, similar to a model application being developed by HCFA.

Outreach Plans: Plans include: ad campaigns, a toll-free information number, distribution of materials through day care centers, schools, school-based clinics, and the State Department of Revenue, Labor Department, and Department of Motor Vehicles.

Presumptive Eligibility: If legislation is enacted to allow workers at sites such as child care centers and schools to make presumptive eligibility determinations for Medicaid and CHIP, Connecticut plans to take advantage of this option. [This proposal is included in the President's 1999 budget.]

THE WHITE HOUSE

WASHINGTON

February 18, 1998

MEMORANDUM TO THE FIRST LADY

FROM: Chris Jennings, Jennifer Klein and Jeanne Lambrew

RE: Children's Health Implementation Update

CC: Melanne V., Bruce R., Gene S., Elena K.

This memo summarizes the activities related to the implementation of the Children's Health Insurance Program (CHIP) and our efforts to promote outreach for CHIP and Medicaid. There has been a tremendous amount of energy and activity surrounding the implementation of CHIP in the six short months since the Balanced Budget Act was signed. We expect the next six months to be even more intense, since States need to file their State Plans for CHIP by July 1 to access their 1998 funding allotment.

Tomorrow, you and the President are scheduled to participate with the President in an event announcing some of the first States coming on line in CHIP and highlighting a series of public and private initiatives aimed at enrolling eligible children in Medicaid and/or CHIP. This memo provides you background on what we have done to date in implementing CHIP and summarizes future initiatives to ensure success in enrolling uninsured children in Medicaid and CHIP.

IMPLEMENTATION ACTIVITIES TO DATE

The first phase of CHIP implementation consisted primarily of issuing Federal guidance on the new program. To date, there have been over 10 White House-approved, written communications from HHS to States that contain information necessary to implement the program. These and forthcoming communications include reporting forms and a host of technical but extremely important questions and answers. In the next two months, this policy guidance will be collapsed into regulations that will go through the ordinary public process. HHS has also been conducting regional conferences to assist States in the development of their plans.

Right now, we are at the beginning of the second, important phase of implementation: the State plan submissions. To date, we have received 17 State plans and have approved one. You and the President will announce two more expansions tomorrow (Colorado and South Carolina). Interestingly, 8 States plan to expand coverage for children through Medicaid, 4 through non-Medicaid State programs, and 5 through a combination of the two. We approved the first plan for Alabama on January 30; the State simply expanded Medicaid to cover all poor children (the 14 to 18 year olds not already covered by the mandate). Because by law we have to either approve a State's plan within 90 days or "stop the clock" with a request for additional information, we had little choice in the timing of the Alabama approval.

Beyond the States that have already submitted their State plans, another 18 have some type of task force or work group assigned to identify children's health needs in the State and design the appropriate program. Preliminary reports suggest that another 6 States want to expand through Medicaid, 7 through a non-Medicaid program, and 5 through a combination of the two.

The White House has played a significant role in implementation. We run a weekly children's health implementation meeting, with HHS, OMB and Treasury. These meetings focus mostly on pressing policy issues and HHS's progress in meeting our aggressive implementation schedule. In addition, we run a weekly meeting with HHS staff that focuses on children's health outreach. This meeting serves to generate ideas and promote administrative actions to improve the enrollment of children.

ISSUES AND FUTURE ACTIVITIES

We can fairly say that implementation of the Children's Health Insurance Program, and the parallel focus on children's health outreach, has gone well to date. HHS has mobilized a large group of people to work on the State plan review, and we have had fewer than expected complaints from States and advocates.

That being said, our involvement has been necessary both to facilitate decisions being made and actions being taken by HHS. The Department tends to be divided on major policy issues and slow to resolve those divisions. In addition, we are beginning to get involved in what is sure to be myriad, difficult, State-specific issues. We are often put in this position because the Department does not like to take the hard-line stance with States, and even when they do, States often appeal to the White House. We already have several of these instances (Missouri, Maryland, Wisconsin). This has the effect of making children's health a major part of our daily work.

In addition to this oversight/policy making role, the most critically important activity that we can undertake is to engage in aggressive public-private outreach efforts to enroll eligible, uninsured children. To accomplish this, we need a short and long-term strategy. Tomorrow, you and the President will launch a national outreach campaign. The event will highlight Administration and State plans to enroll children in CHIP and Medicaid, outline the activities of private foundations, provider groups, children's groups, private businesses, and children themselves to help enroll uninsured children, and all members of the community to continue to build on this important work.

This event, however, is just the first step in a long-term strategy. As you have noted, a sustained effort, both out in States and nationally, is essential to success in enrolling these uninsured children. There are a number of opportunities for you and the President to contribute in this effort, including:

- **Focus on the link between child care and health**: HHS will release in the next month a Medicaid manual for child workers. In addition, the Association for Child Care Resource and Referral Centers is planning a strategy to assist in outreach. We could highlight these activities in a State that works with such sites already (e.g., Philadelphia, rural Colorado).

- **Engaging schools**: NEA has already announced its intent to educate teachers. We could encourage principals, school coaches, school nurses, and others within schools to get involved as well. This could be done at one of the States coming on line with CHIP that intends to use schools (e.g., Connecticut, Pennsylvania, Florida).

- **AmeriCorps reauthorization**: The legislation to reauthorize AmeriCorps will be announced in the next few weeks. We could add to the legislation explicit encouragement of volunteers to engage in children's health outreach. Some volunteers (e.g., in Utica, NY) already do so.

- **Public Service Announcements**: Once the Bell Atlantic toll free phone number (that will be announced tomorrow) is established, we will work with the private sector on a public service announcement campaign.

- **Announcement of additional foundation or corporate contributions**: We expect that there will be great response to the President's challenge to foundations and the corporate community. We could organize events around such announcements.

- **Late May/early June announcement of Federal outreach plans**: The President will issue a directive tomorrow to Federal agencies to do outreach to the children who they serve in other programs. HHS will release a report in late May/early June describing all agency actions.

President Clinton
Improving the Health of Our Nation's Children

Proposed New Incentives To Encourage Medicaid Enrollment. The President's FY1999 budget invests $900 million over 5 years in children's health outreach policies, including the use of schools and child care centers to enroll children in Medicaid. The budget provides states with the option of automatically enrolling children in Medicaid even before having received all of the complicated eligibility and enrollment forms (a provision known as "presumptive eligibility"). It also expands the use of a Federally-financed administrative fund so that it can underwrite the costs for all uninsured children — not just the limited population allowed under current law.

Enacted Single Largest Investment in Children's Health Care since 1965. The Balanced Budget that President Clinton signed into law on August 5, 1997 included $24 billion for the President's Children's Health Initiative -- the single largest investment in health care for children since the passage of Medicaid in 1965. The Children's Health Initiative will provide meaningful health care coverage to up to five million currently uninsured children -- including prescription drugs, vision, hearing, and mental health services.

Passed Meaningful Health Insurance Reform. The President signed the Health Insurance Portability and Accountability Act which limits exclusions for pre-existing conditions, makes coverage portable and helps individuals who lose jobs maintain coverage. This law helps millions of children keep their health care coverage when their parents lose or change jobs.

Raised Immunization Rates to All Time High. Ninety percent or more of America's toddlers in 1996 received the most critical doses of each of the routinely recommended vaccines -- surpassing the goal set by the President in 1993. In July 1997, President Clinton proposed new child care regulations to ensure that children in child care receive the immunizations they need on time. The proposed rule would require that all children in federally subsidized child care be immunized according to state public health agency standards. This proposed regulation will particularly affect those children in child care arrangements that are legal but exempt from state licensing requirements.

Ensured that Prescription Drugs Will Be Adequately Tested for Children. President Clinton announced an important Food and Drug Administration regulation requiring manufacturers to do studies on pediatric populations for new prescription drugs -- and those currently on the market -- to ensure that prescription drugs have been adequately tested for the unique needs of children.

Helped Protect Children From Environment Health Risks. Last year, the President signed an Executive Order to reduce environmental health and safety risks to children by requiring agencies to strengthen policies and improve research to protect children and ensure that new regulations consider special risks to children.

Established Protections for Mothers and Their Newborns. The President spearheaded legislation requiring insurance companies to cover at least 48 hour hospital stays following most normal deliveries and 96 hours after a Caesarean section. This legislation ensures that mothers and babies do not leave the hospital before they and their doctors decide they are ready.