



HealthyKids™

a Florida KidCare partner

# Community Outreach and Marketing Committee

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February 19, 2025

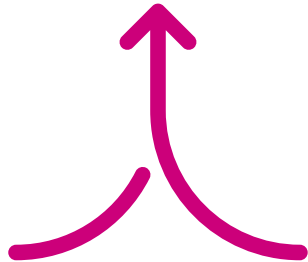
# New Website

[floridakidcare.org](http://floridakidcare.org)



- Launched **Dec. 16**
- Seamless transition with **NO** interruption of services
- **670K+** page views since go live

# Website - Key Benefits



## Combined two existing sites

floridakidcare.org  
healthykids.org



## In-house ownership

hosting  
content management

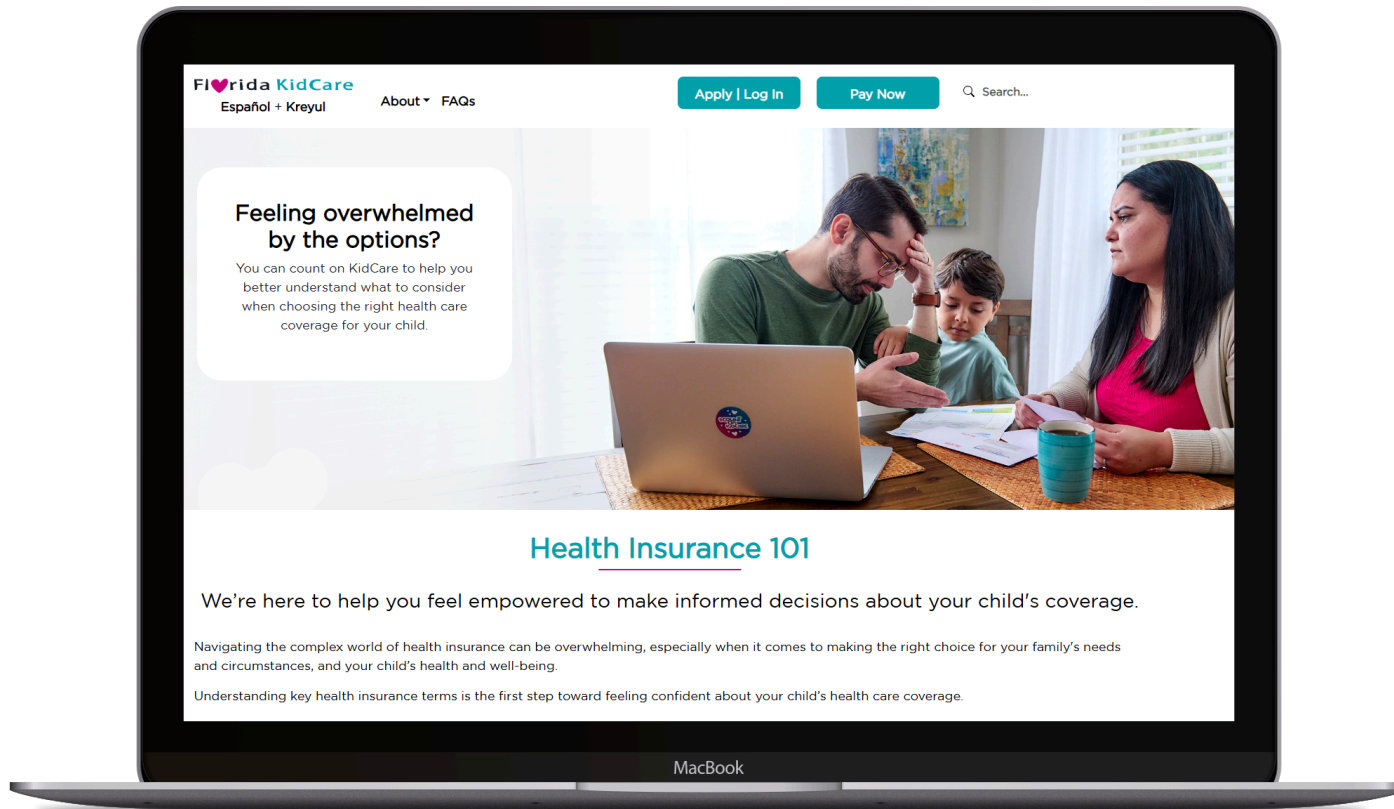


## Cost Control

Year 1 hosting savings - **\$16,000**  
Year 1 maintenance savings - **\$3,200**

# Health Insurance 101

Coming Soon: March - June 2025

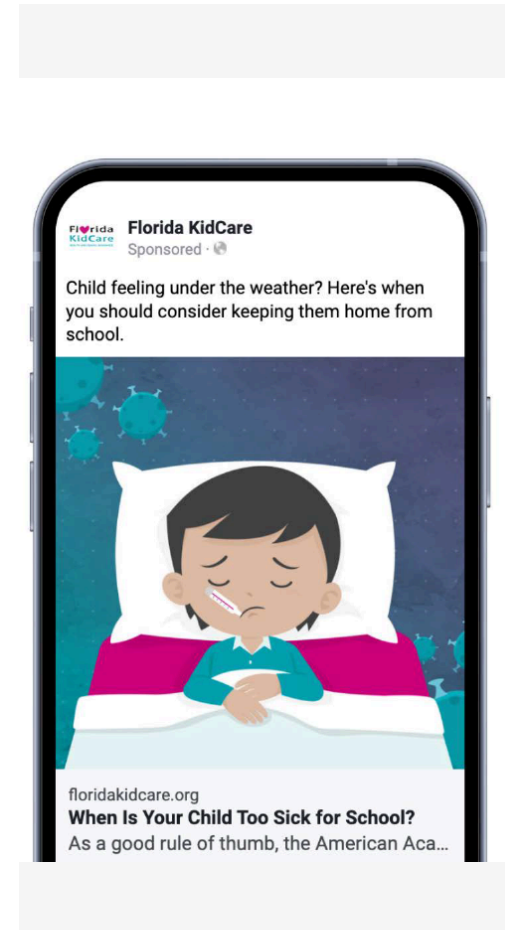
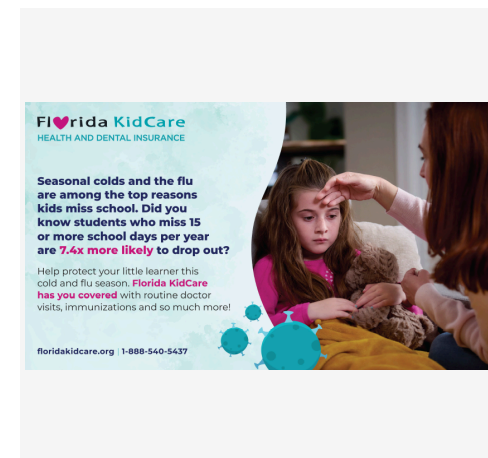
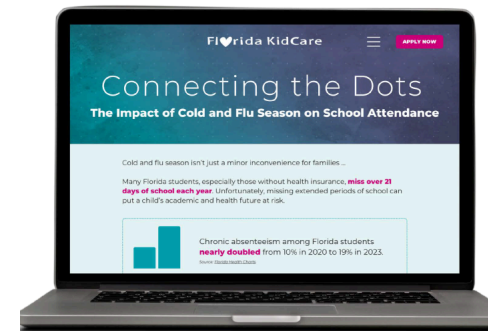


- Informational landing page
  - [floridakidcare.org/health-insurance-101](https://floridakidcare.org/health-insurance-101)
- Digital advertising campaign
  - Featuring informational Q+A series
- Custom partner toolkit

# Cold and Flu Campaign

Late October 2024 - Early February 2025

- **1.87M+** impressions
- **2.3K+** link clicks
- **500+** social media interactions



# Proposed Healthy Kids FP Price Increase

*Prices held steady since February 2023 despite rising health care costs*

## Medical with Dental

Current: \$259.50

Proposed: \$276.00

## Medical Without Dental

Current: \$244.50

Proposed: \$256.00

## Late April - May

Family notifications begin using letters, texts, emails and Parent Portal banners

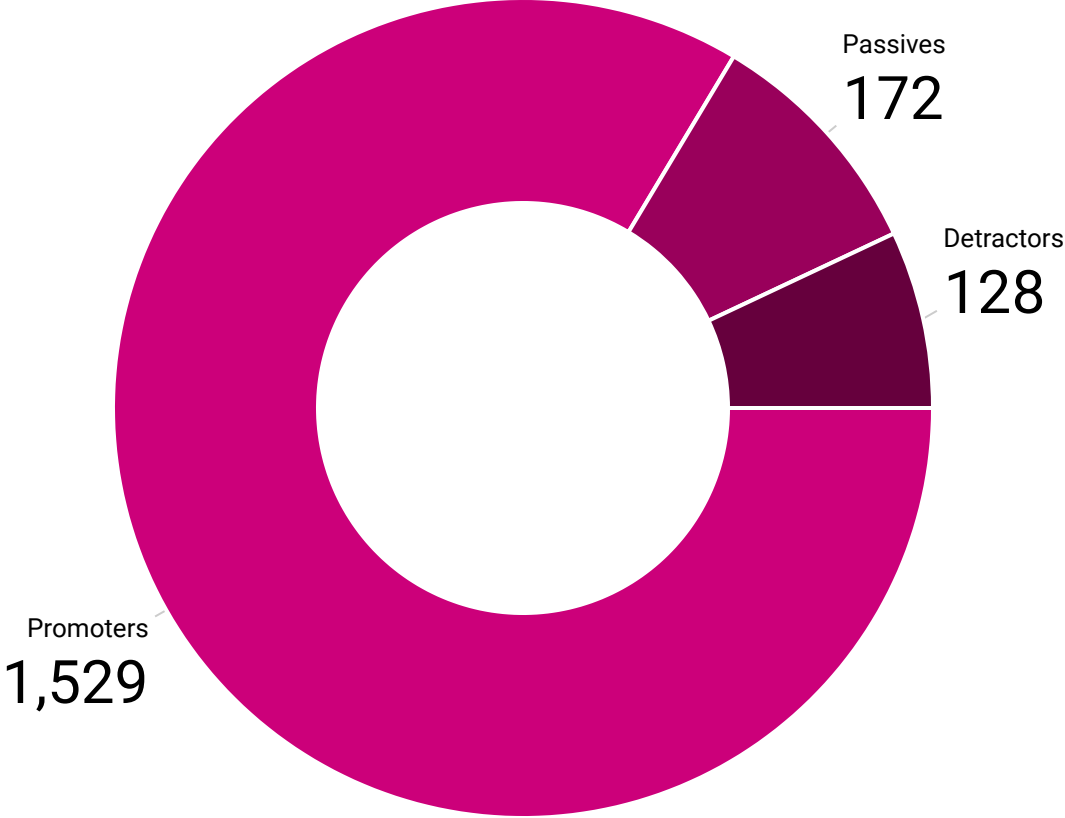
## June 1

First payment due at higher amount

# Net Promoter Score

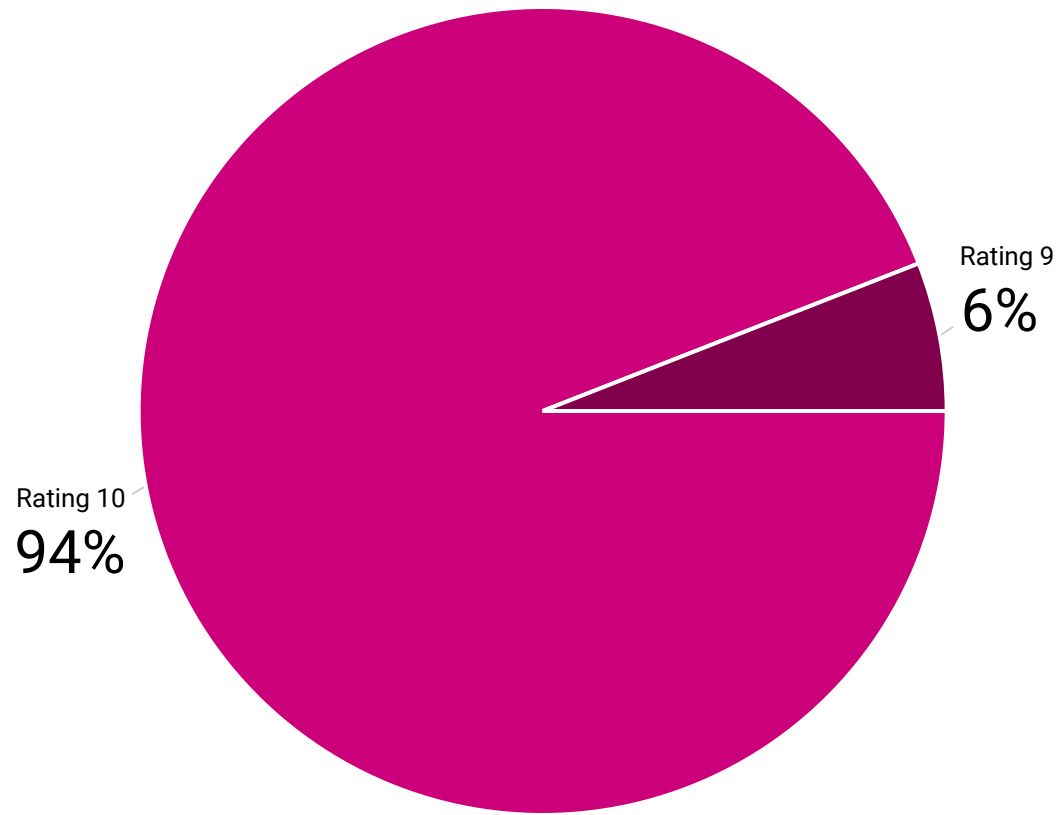
Strategic Plan Initiative - December 2024 Results

**Partner:** Maximus  
**Goal:** Survey a statistically valid sample size to effectively capture consumer sentiment



Total Surveys Completed: **1,829**

# Promoter Breakdown



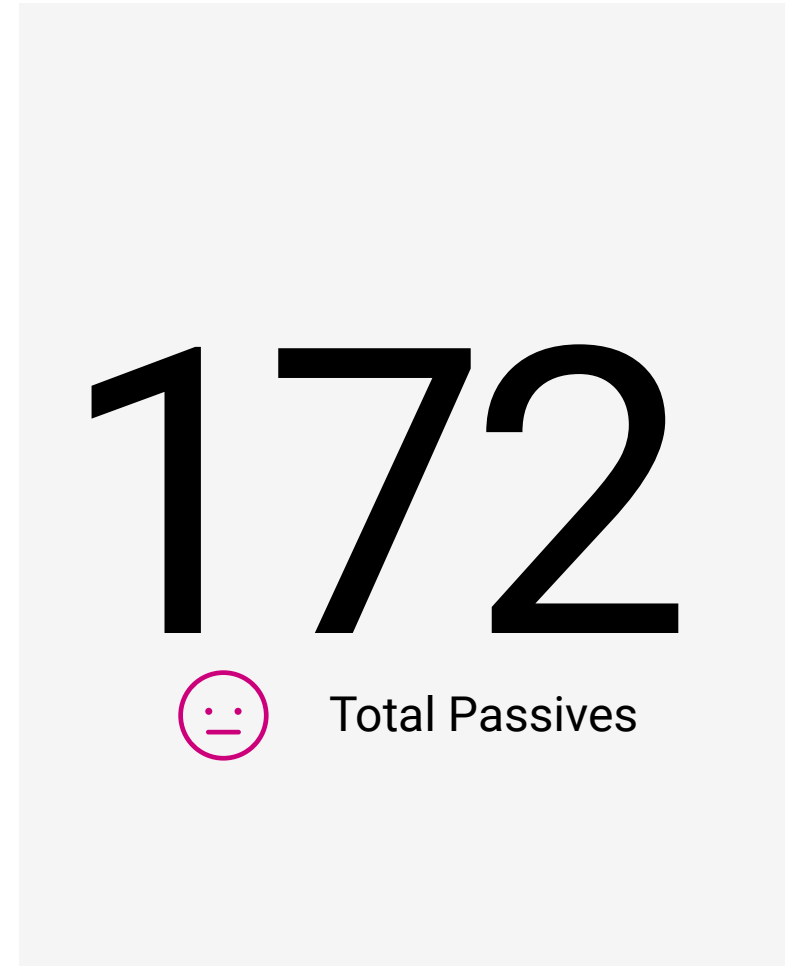
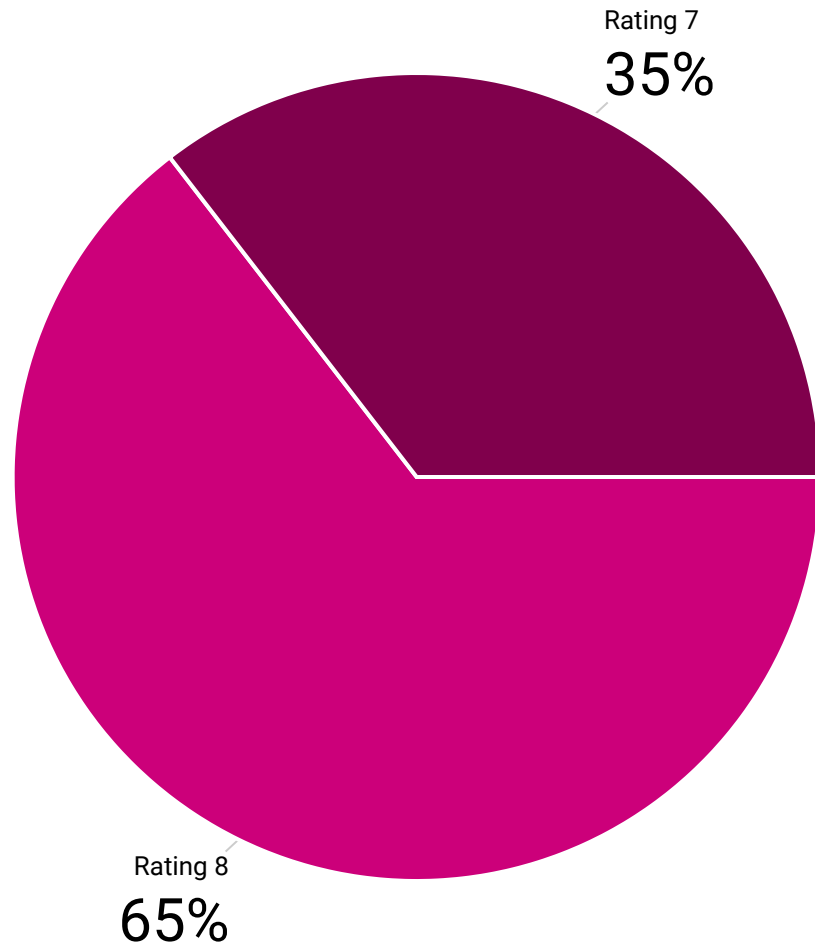
1,529



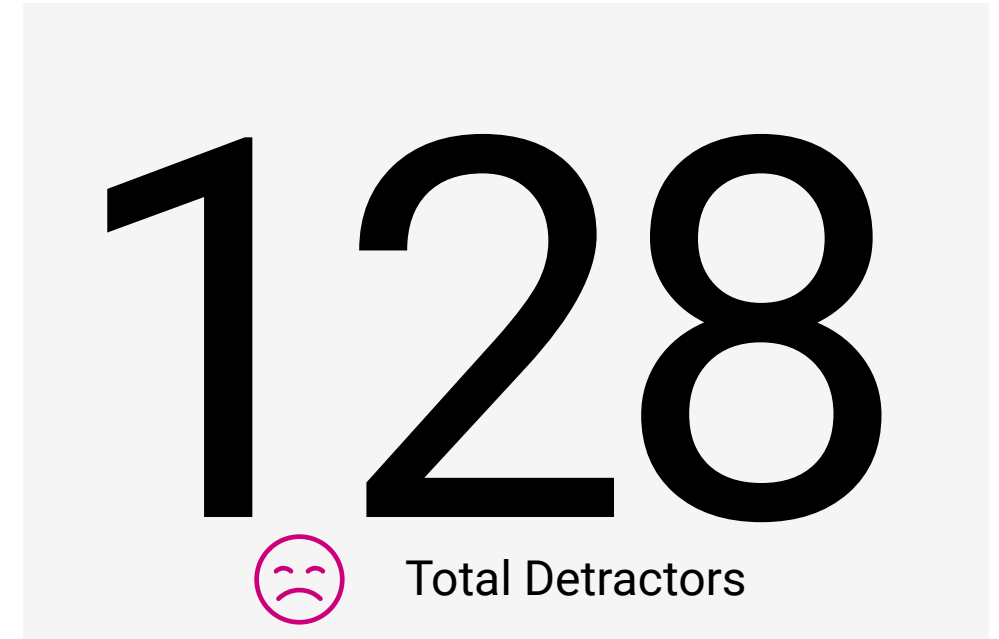
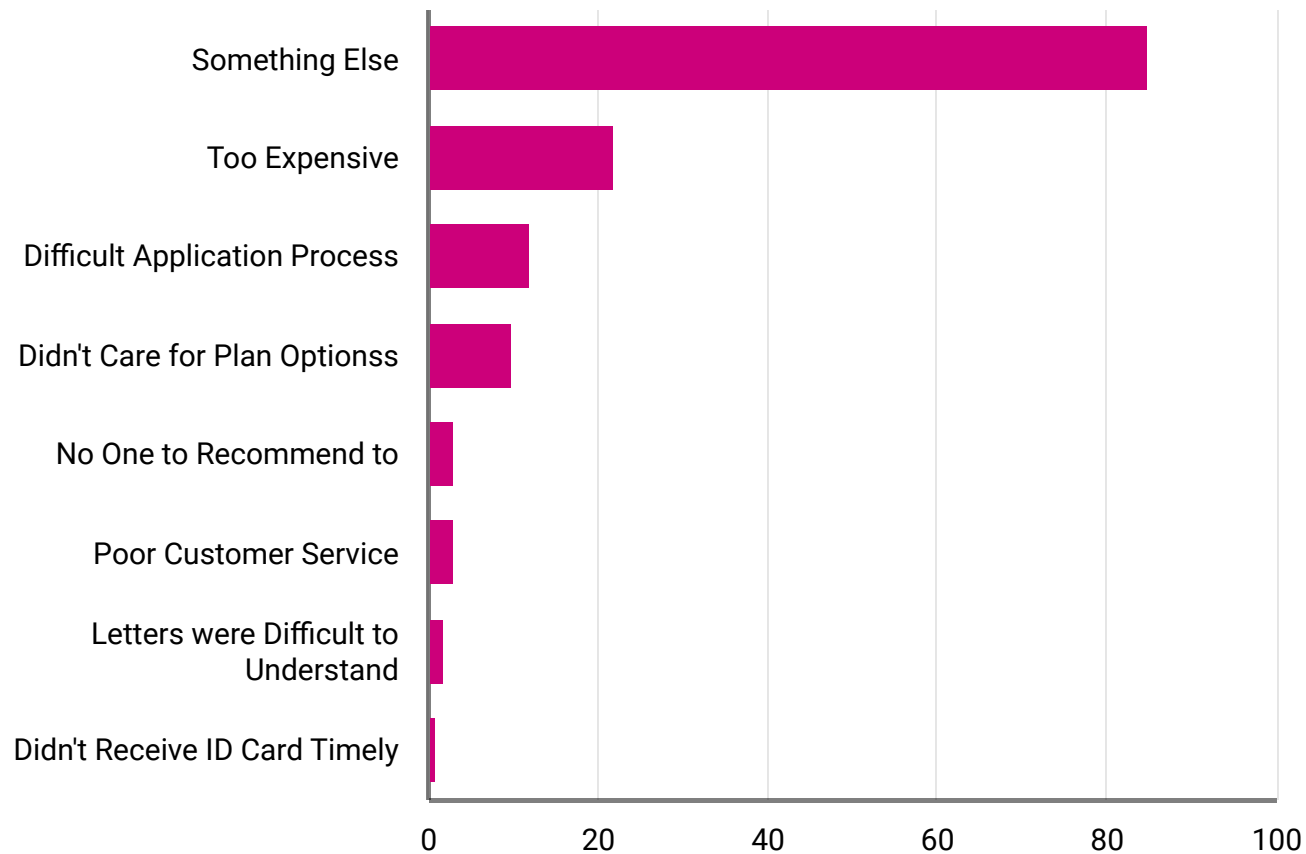
Total Promoters



# Passive Breakdown



# Detractor Breakdown



0	1	2	3	4	5	6
12	4	11	19	7	32	15

# Family Feedback Survey

Strategic Plan Initiative Pilot Project

**Florida KidCare**  
HEALTH AND DENTAL INSURANCE

### Family Feedback Form

1. How was the enrollment process? \*

<input type="checkbox"/> Smooth with no issues	<input type="checkbox"/> Confusing application questions
<input type="checkbox"/> Income verification issues	<input type="checkbox"/> Struggle with Self-Employment Form
<input type="checkbox"/> Language issues	<input type="checkbox"/> Cost (premiums, copays, etc.) issues
<input type="checkbox"/> Other	

Does your child receive the services they need? \*

Yes  
 No

Do you have other concerns or suggestions to share? \*

Yes  
 No

4. Would you like a follow-up from Florida KidCare about your concerns? \*

Yes  No

Completed by:  
  
(Partner Organization & Team Member)

**Submit**

**Partner:** Treasure Coast Food Bank

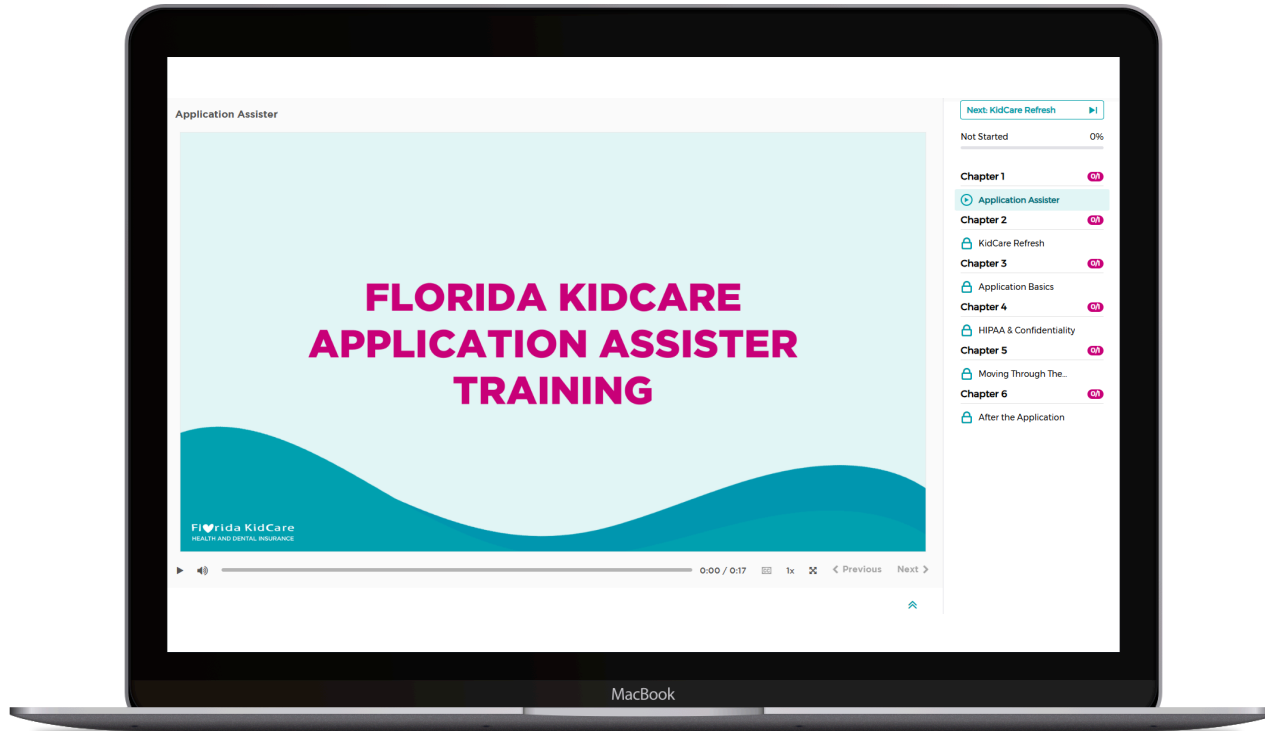
**Launched:** Jan. 1, 2025

**Goal:** Leverage partner relationships to capture candid/direct family feedback after enrollment

- **85% (44)** of families surveyed reported a smooth enrollment process with no issues
- **15% (8)** reported issues with:
  - ⚠ application process
  - ⚠ application questions
  - ⚠ income verification
  - ⚠ cost

# Training Update

## Absorb LMS



- Application Assister - **12/26**
- Introduction to Florida KidCare - **10/17**
- **56** total enrollees
- **100%** positive feedback
- **\$30,803** saved annually compared to previous training contracts
- **44+** hours saved annually compared to previous training models

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### • Key Benefits

- ✓ Self-paced learning
- ✓ Enhanced accessibility
- ✓ Easily updated format
- ✓ Opportunity for learner feedback
- ✓ Serves both internal and external functions

# Outreach Updates

## Recent Event Highlights



### Miami Diaper Bank Cope Holiday Parties

- **150+** mothers and babies received essential supplies and resources
- Florida KidCare was a title sponsor for this event



### Williston Winter Wonderland

- **5,000+** attendees
- **250** cups packaged with promotional items and brochures were handed out, alongside hundreds of additional materials



### Okeechobee Health & Safety Fair

- **1,500+** attendees
- Event featured in the Okeechobee News

# Outreach Updates

Looking Toward Future Events



## FSU MagLab Open House

- 30<sup>th</sup> annual open house attended by thousands of families in Leon County
- New interactive STEM game in progress
- FHKC attending



## Single Mom Summit

- Designed to inspire and empower single mothers by offering resources, encouragement, and opportunities for connection
- This is the first year KidCare will attend



## Children's Day

- The state's largest event celebrating its commitment to children, youth, and advocates
- FHKC attending

