

Health Insurance 101

Partner Toolkit

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

Welcome

Partners,

Navigating the world of health insurance can be overwhelming for families, especially when it comes to making the right choice for their unique needs and circumstances – and their child’s health and well-being.

As a trusted Florida KidCare partner and champion for children’s health, you can help empower families to make informed decisions about their child's coverage, and we can help you! We’ve developed the following resources so you can successfully promote this important campaign.

Thank you for your ongoing support and dedication to ensuring healthier futures for Florida's children.

Sincerely,

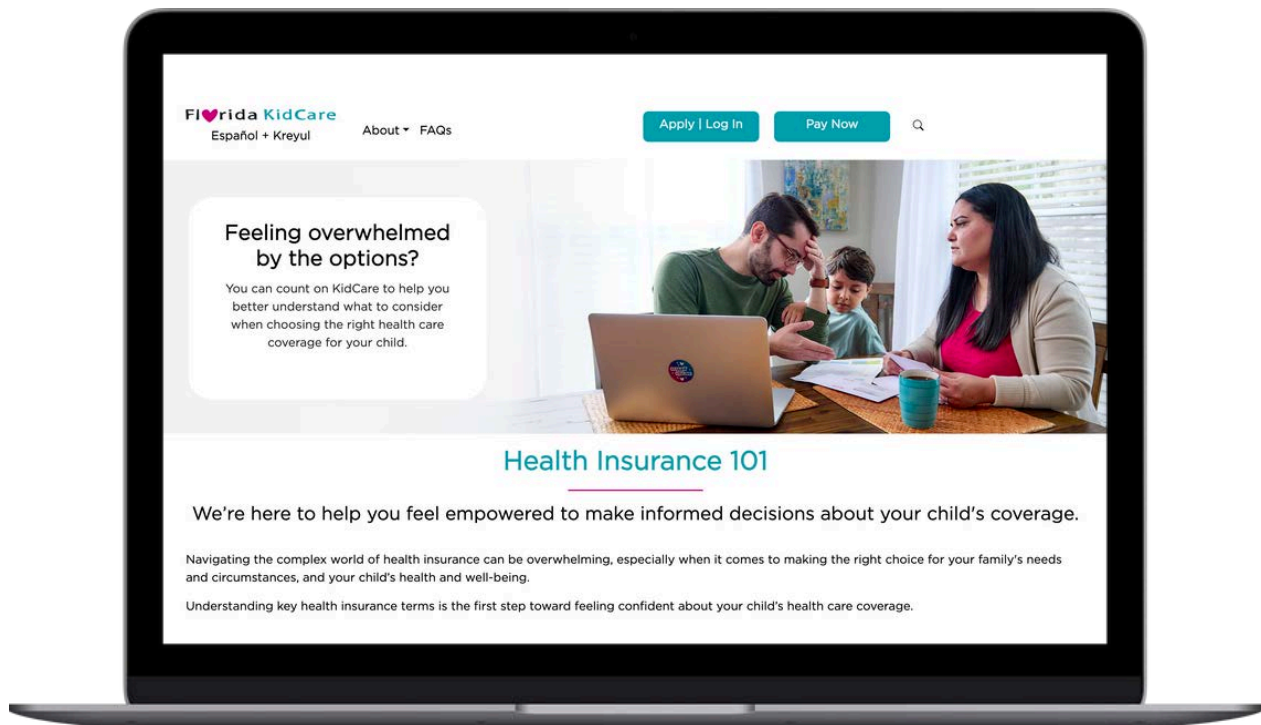
Ashley Carr

Chief Marketing Officer, Florida Healthy Kids Corporation
A Florida KidCare Partner

Educational Website

To help Florida families better understand what to consider when choosing the right health care coverage for their child, we've developed a new interactive landing page at floridakidcare.org/health-insurance-101 that provides information on:

- Key Health Insurance Terms You Should Know
- Explainer Video Series: Key Factors to Consider When Selecting a Health Insurance Plan
- Common Health Insurance Questions Answered
- Value-Added Benefits Offered By Florida KidCare ... and more!



Social Media Content

Florida KidCare encourages partner organizations to share these messages on their social media platforms.

X (Twitter) *(up to 280 characters)*

- Premiums, copays, deductibles ... oh my! 😓 Florida families can **#CountOnKidCare** to help navigate the world of health insurance. Learn more: floridakidcare.org/health-insurance-101
- Health insurance doesn't have to be complicated! 💡 You can **#CountOnKidCare** to help you better understand what to consider when choosing the right health care coverage for your child. Learn more: floridakidcare.org/health-insurance-101
- Understanding key health insurance terms is the first step toward feeling confident about your child's health care coverage. Here's what you should know: floridakidcare.org/health-insurance-101
- With @FLKidCare, families can count on having access to unique, value-added benefits designed to support your child's health and well-being at every stage of life. Learn more: floridakidcare.org/health-insurance-101

Facebook

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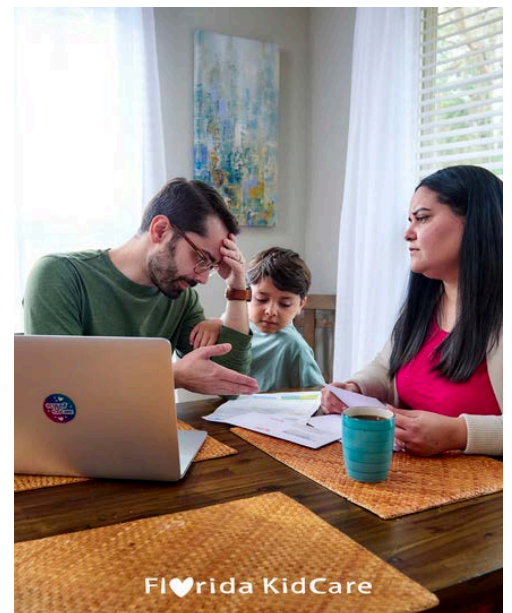
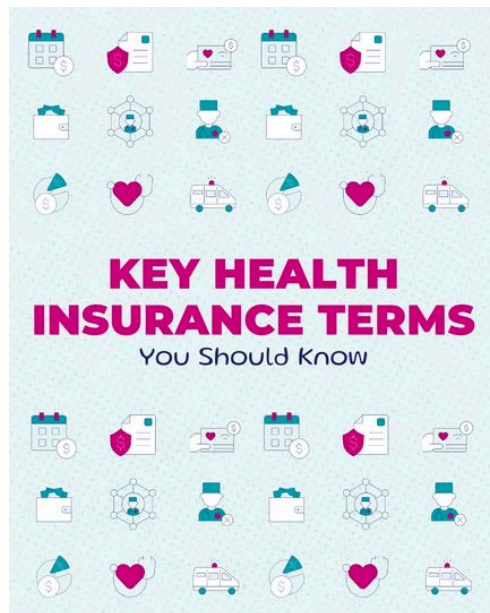
Instagram

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Social Media Graphics

Click on the button below to download any of the following graphics, based on what messaging you choose to promote.

[Download social media graphics.](#)



Explainer Videos

Click on the buttons below to download and share these educational videos on your online and social media channels.

[Download video.](#)



[Download video.](#)



[Download video.](#)



Suggested Email Draft

Subject Line

Making Health Insurance Easy: What Parents Need to Know

Body Copy

Understanding health insurance can feel overwhelming, but making sure your child has the right coverage is essential for their health and well-being.

Here are a few key things to consider when selecting a health insurance plan for your child:

- **Coverage:** Make sure the plan includes all essential benefits, like doctor visits, emergency care, prescriptions and dental services.
- **Costs:** Compare monthly premium payments, copays and deductibles to find an option that fits your budget and needs.
- **Provider Network:** Check that your child's primary care doctors and specialists accept the plan.
- **Additional Benefits:** Some plans offer extra benefits like vision care, mental health support, wellness programs and more.

With Florida KidCare, families can count on having affordable, high-quality health coverage – with access to unique, value-added benefits designed to support your child's health and well-being at every stage of life.

Not a Florida KidCare family? With year-round enrollment, NOW is the time to apply! Learn more at floridakidcare.org.

Thank you,

[INSERT SIGNATURE]










Educational Handout

Click on the [button below](#) to download and print the below educational handout to share at community events and more.

[Download handout.](#)

Fl♥rida KidCare

Key Health Insurance Terms You Should Know

 <p>Premium A set monthly fee you pay for insurance coverage</p>	 <p>Deductible The yearly amount you must spend before your insurance will begin covering costs</p>	 <p>Copay A flat fee you pay at the time of service each time you go to your doctor, fill a prescription or receive other medical care</p>
 <p>Out-of-Pocket Maximum The highest amount you'll have to pay for medical expenses in a year</p>	 <p>In-Network Provider A health care provider contracted by your health plan to provide services</p>	 <p>Out-of-Network Provider A health care provider not contracted by your health plan to provide services</p>
 <p>Coinsurance A cost-sharing percentage you pay for health care after your deductible is met</p>	 <p>Preventive Care Services designed to prevent illness and keep your child healthy</p>	 <p>Emergency Care Immediate treatment for serious injuries or illnesses</p>