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**FOR IMMEDIATE RELEASE**

September 16, 2010

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**“SU SALUD AHORA” (YOUR HEALTH NOW) EVENTS AIM TO HELP FAMILIES APPLY FOR FLORIDA KIDCARE**

*~Public-Private Partnership Promotes Health Coverage, Especially in Hispanic Community~*

**Miami** – Greenstone LLC, a subsidiary of Pfizer Inc., Navarro Discount Pharmacy and generic drug distributor, Anda, are teaming up with the Human Service Coalition, with the support of the Florida KidCare partners, the Agency for Health Care Administration (Agency), the Florida Healthy Kids Corporation and the Florida Department of Health, to encourage families to apply for Florida KidCare. Under the banner “Su Salud Ahora” (Your Health Now), multiple separate events will be conducted at several Navarro stores and an area church over the next three weeks to reach families and children who are eligible for these health benefits.

“The Agency and Florida KidCare are delighted to be working with Navarro, Anda and Greenstone on this initiative,” said Elizabeth Dudek, Agency Interim Secretary. “Their involvement is testimony that public and private entities can work together to accomplish important health objectives for our residents.”

Florida KidCare is the state's low or no-cost health insurance program for children under the age of 19. Florida KidCare is designed to provide low-cost health care benefits to families regardless of their income. In an effort to make insurance for children more accessible, the Agency has worked with our Florida KidCare partners to make improvements to the application process that have made it easier for families to apply and retain coverage. In the last two years, Florida KidCare has:

- Developed online applications and renewal forms.
- Expedited the application and enrollment process for children losing Medicaid coverage due to income.
- Expanded premium payment options to include paying by cash, check, phone, online and some payroll deduction.
- Pre-populated renewal forms with information to make them easier for families to complete.
- Instituted automatic reminders including auto-dialer calls and emails to remind families about premium payments and renewals.
- Made account information available online through the Florida KidCare website.
- Coordinated statewide back-to-school and other outreach efforts conducted by all Florida KidCare partners and community partners.

As of August 31, 2010, 1.8 million children are enrolled in the Florida KidCare program, which includes children enrolled in both Florida Medicaid and the state’s Children’s Health Insurance



Program. The Agency will continue to work with community partners to ensure that Florida's families have the information they need to gain access to quality health care coverage for their children.

"We understand that keeping children healthy and safe will give them the best chance to succeed in life," said State Surgeon General Ana M. Viamonte Ros, M.D., M.P.H. "Florida KidCare provides children access to preventative care, which can help them stay healthy. Through initiatives such as this one we continue to encourage parents who don't have or are struggling to maintain health insurance for their children to apply for Florida KidCare."

"*Su Salud Ahora* is an excellent opportunity for Pfizer and Greenstone to stay involved in an issue where we have been committed for a number of years – providing quality health care to children," said Luis Molina, Director of Business Operations for Greenstone.

"I applaud these community members for committing themselves to this valuable program," said Daniella Levine, President and CEO of Human Service Coalition (HSC), a Florida KidCare community partner, the organization responsible for assisting families with the application process at the upcoming events. "They are using their names and resources to empower an underserved population and drive more families toward the help they deserve. Our community will really benefit from this outreach."

The outreach effort in the Miami area will focus on areas with a high concentration of Hispanic families who may qualify for benefits. Information about Florida KidCare will be provided and HSC representatives will be on-site to assist in the application process at the following venues:

- September 18, from 11 am – 5 pm, at Navarro Hialeah Store (Flamingo Plaza), 4410 West 16 Avenue, Hialeah, FL
- September 25, from 9 am – 5 pm, at the following stores:
  - Navarro Hialeah Store (Flamingo Plaza), 4410 West 16 Avenue, Hialeah, FL*
  - Navarro Sweetwater Store, 5252 West Flagler Street, Miami, FL*
  - Navarro Miami Lakes Store, 16801 N.W. 67 Avenue, Miami, FL*
- October 3, in connection with 11 am and 5 pm services, at El Rey Jesus Church, 14100 S.W. 144 Avenue, Miami, FL

For more information on how to enroll in Florida KidCare, visit [FloridaKidCare.org](https://FloridaKidCare.org).

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*The Agency for Health Care Administration is committed to better health care for all Floridians. The Agency administers Florida's Medicaid program, licenses and regulates more than 41,000 health care facilities and 43 health maintenance organizations, and publishes health care data and statistics on [FloridaHealthFinder.gov](https://FloridaHealthFinder.gov). For more information, please visit [AHCA.MyFlorida.com](https://AHCA.MyFlorida.com).*