



Office of the Governor
Division of Medicaid

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Mississippi Medicaid Marketing Kids' Program

Early and Periodic Screening, Diagnostic and Treatment (EPSDT) For "Cool Kids"

JACKSON, MS.- (January 31, 2007) – The Division of Medicaid announced today it has revamped marketing and outreach efforts for a free program directed towards qualified Medicaid beneficiaries ages birth up to 21 years of age. The Division's EPSDT program is now the "Mississippi Medicaid Cool Kids" program. EPSDT is the acronym for Early and Periodic Screening, Diagnostic and Treatment, a federally mandated Medicaid program.

The Cool Kids program is free to qualified Medicaid youngsters and provides a way for them to receive medical examinations, checkup treatment, and special care they need to ensure they enjoy the benefits of good health. The Cool Kids examination provides a complete physical examination; hearing and vision examinations; any shots that are needed; necessary blood and urine tests; blood lead levels; an examination of the child's development including how he or she behaves, walks, talks, dresses, climbs, and eats; an evaluation of the family's nutritional habits including what foods the child and his or her family eats; and medical referral or referral to another health care provider if special problems are discovered during the exam.

According to Medicaid Executive Director Dr. Robert L. Robinson, "Our new marketing and outreach efforts for this important Medicaid program are in line with our overall prevention and wellness philosophy. We need to send healthier children to school who are ready to learn. A healthier child has better opportunities for success in the classroom and subsequently later on in life." The launch of the Cool Kids program features a new animated mascot named C. K. Bee. The program's new name and mascot were a result of an internal contest held among Medicaid staff. The winning entry came from a nurse who works in the Division's Bureau of Maternal and Child Health, and the mascot came from her mom.

For more information about the Mississippi Medicaid Cool Kids program, call statewide 1-800-421-2408, or in Jackson 601-359-6050.

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