

PURPOSE

KidsFirst Mississippi is a collaborative program between the State of Mississippi and Mississippi employers designed to reach working parents and encourage them to ensure their children have health insurance.

Employers recognize that parents often struggle with the cost of health insurance. KidsFirst is for working parents who can't afford health insurance for their children, but earn too much money for their children to be covered by Medicaid. The KidsFirst children's health insurance program is a safety net for working parents who worry about what they will do if their child needs healthcare or gets sick.

Promoting the KidsFirst children's health insurance program is one way employers can help assure their employees are aware of resources that can help working parents provide for their children.

This public-private partnership allows KidsFirst information to be distributed by employers directly to their workforce to advise them of this program to help assure their child's health and well being. This business initiative is intended to increase enrollment of the children of working parents who otherwise cannot afford comprehensive health insurance and are not eligible for other federal-state programs.

BENEFITS FOR THE CHILDREN OF WORKING PARENTS

- All medical, dental, vision and hearing treatment covered by Blue Cross Blue Shield of Mississippi for eligible children up to age 19.
- Full access to the complete Blue Cross Blue Shield of Mississippi statewide network.
- Prescription coverage.
- Uses the same insurance card and claim process used by all other Blue Cross Blue Shield insured patients.
- Low to no-cost coverage depending upon household income.
- Renewable every year for children under the age of 19.

WHY NOW?

Traditionally enrollment in health insurance programs occurs in September and October, so insurance costs, benefits and options may be more top-of-mind.

Because parents can seek to enroll their child anytime, this will be an ongoing program. Promotional activities are planned to coincide with enrollment activities with other providers.

CONTACT INFORMATION

Employers should call (601) 359-4294 to secure information to distribute to their employees.

Parent can ask their doctor or just call 1-877-543-7669 to receive the enrollment forms and learn about eligibility requirements.