

BCBSF's Changes to Press Release

Recommended New Title for Release:

**Community Organizations Join to Bring Better Health to
Uninsured Duval County Children**

To replace paragraphs #1 through #4 on page two of release:

The Healthy Kids coverage in Duval County is offered through Blue Cross and Blue Shield of Florida (BCBSF), the state's largest health insurer. Children covered by Duval County Healthy Kids will have the security of BCBSF's 52 years of experience in providing access to high quality, affordable health care.

Duval County's Healthy Kids coverage is an HMO focusing on preventive health care through early detection of problems, routine immunization and screenings. Healthy Kids allows the covered children to stop relying on the emergency room as their primary source of health care. Healthy Kids children will have their own private physicians who coordinate care and ensure these children are getting constant health care that keeps them healthy.

BCBSF developed a special network of premiere health care providers to meet the specific needs of the Duval County children covered by Healthy Kids. Primary care for these children will be provided by the North Florida Physicians Association. When more specialized care is needed, Healthy Kids members will have access to some of the highest quality pediatric facilities in the region, including The Nemours Children's Clinic and Wolfson Children's Hospital. As part of the special Healthy Kids network, the children will also have access to Baptist Medical Center, St. Vincent's Medical Center, Baptist Medical Center-Beaches, and Baptist Medical Center-Nassau.

BCBSF is coordinating with Oral Health Services to offer dental services for the Duval County Healthy Kids program. More than 20 dentists on the First Coast will be available to provide not only preventive dental care, but a variety of specialized dental services to Healthy Kids.

