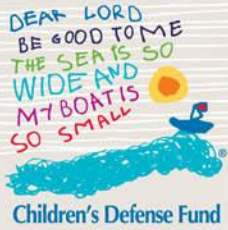


# Engaging Local Businesses in Outreach and Enrollment

*Connecting Kids to Coverage: 2<sup>nd</sup> National Children's Health Insurance Summit*

November 1, 2011



# America's 8 Million Uninsured Children

*If you could fit them in American cities, they would represent the entire population of ...*

Baltimore

Boston

Chicago

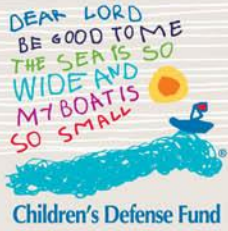
Las Vegas

Philadelphia

Sacramento

Seattle and

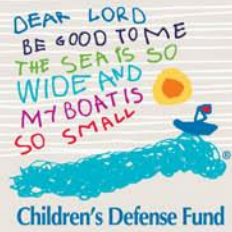
Washington, DC combined



# The Opportunity

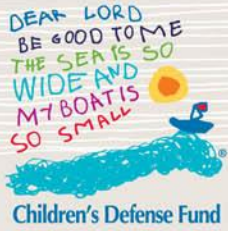
- National health care reform will provide health coverage to 95% of American children....
- It's time to SIGN THEM UP!





# Challenges

- **Maintaining the gains**
- **Implementation** – states facing significant budget cuts
- **Enrolling eligible children in coverage** – 2/3 of uninsured children are already eligible for but not enrolled in CHIP or Medicaid

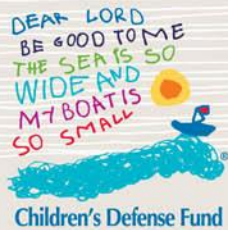


# Today's presentation

- How do we engage local businesses to link eligible children with health coverage?







# Contact

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