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Get a Bonus for Helping Find MI Kids in Need of Healthcare

LANSING, Mich. - A coalition of community health centers, hospitals, schools and other organizations today is launching a campaign to offer a gift card to anyone who refers an uninsured child to one of the state's programs for low-cost or free health insurance.

Michigan has more than 170,000 uninsured children, many of whom qualify for the MICHild or Healthy Kids programs but are not yet enrolled, according to Phillip Bergquist, outreach and enrollment director for the *Michigan Primary Care Association*. He says the "Enroll Michigan" campaign offers an incentive for referring those families.

"For each family that you can find with an uninsured child, we'll recognize your great work and your service to the community by giving you a \$10 gift card. That gift card is our way of saying 'thank you' for helping us connect that child with health insurance and health care."

Both of Michigan's health-insurance programs are funded by the state and federal government.

Enrolling in MICHild or Healthy Kids is easy with simple documentation and takes only a few minutes, Bergquist says, adding that many families don't know the programs are available or assume their children won't qualify. Two-thirds of Michigan's uninsured children qualify, he says.

"If we can help kids get health-insurance coverage, help keep them healthy, make sure that they stay out of hospital emergency rooms, we can provide more cost-effective care and, by enrolling them in one of the programs, actually save money over the long term. It's a wonderful opportunity."

Children can be referred to the Enroll Michigan campaign in several ways. Details are online at enrollmichigan.com or by calling 1-800-752-7268.

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