

MEMORANDUM

TO: Governor
FROM: Lee Ann
RE: KidsFirst Mississippi Press Conference
DATE: 09/16/03

Tomorrow, the KidsFirst Press conference will unveil the new brand for CHIP. You are introducing Melanie Morgan of Trustmark representing the Leadership Mississippi group and Peggy Howard of MEC.

Remember to let Melanie tell the story. She is representing the business side. You have heard their presentation. Her enthusiasm and articulate delivery should provide for an interesting press conference. This is a business to business initiative that has been developed by a public private partnership. Melanie will tell what their research showed and what they are trying to accomplish. Peggy will discuss their pride as sponsors for Leadership Mississippi and the business perspective. If you need the big guns, you can always call Mitch Kalom up there with you.

Rica is out of town but Sharon will be there to represent her and to answer any Medicaid specific questions. Francis Rullan will be there as well.

During the Q & A, here are some questions that might get asked. Melanie should be the person to respond to the more technical questions.

1. What is the number of children that are uninsured that would be eligible for this program? – Melanie should answer this one - Our research indicates that there are up to 83,000 kids that are uninsured that may be eligible.
2. Why change the name? Melanie - Two studies indicated that the split brand confused the issue.
3. How can the state afford to do this given tough economic times – Your turn.

Healthy children go to school ready to learn, and today's students are tomorrow's workforce. Anymore, a good education is the chief requirement of a good job, if our kids are healthy and getting a better education today, that will translate into a stronger workforce and increased economic development tomorrow. Additionally the cost of preventative healthcare is much less expensive than treating future health problem. The benefits of this program far outweigh the costs.

4. How will the message be disseminated? - Melanie with the collateral plans.
5. Why do businesses care about this? - Peggy Howard
6. Why did Leadership Mississippi chose this program? - Melanie

7. Is this a Blue Cross promotional thing planned since John Sewell left Musgrove to go to Blue Cross? - probably will not get this one but Melanie can respond.