

Connecting Kids to Coverage National Campaign

“MISSED CARE” :15 DIGITAL VIDEO ENGLISH



SUPER: InsureKidsNow.gov.
Open on the InsureKidsNow.gov logo.



We see a daily calendar flip through visuals of a teen girl's routine medical care.
VO: Routine medical visits protect your kids' health—



The calendar flips to the same girl with her parents.
VO: ...and they're covered by Medicaid and CHIP.



A hand holding a phone covers the previous scene. It flicks from a stylized IKN website to a phone call.
VO: Learn how to enroll at InsureKidsNow.gov or call 1-877-KIDS-NOW.



The hand presses the dial button and moves to reveal the end card.
VO: Then make the call...



SUPER: InsureKidsNow.gov
1-877-KIDS-NOW
Paid for by the U.S. Department of Health & Human Services.
VO: ...to schedule any missed medical appointments. Paid for by the U.S. Department of Health & Human Services.