

Connecting Kids to Coverage National Campaign

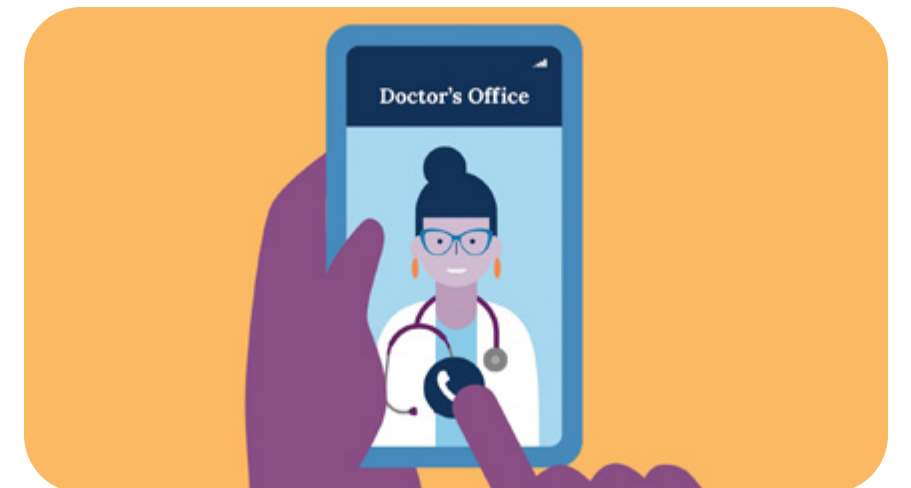
MISSED CARE: "CALL TODAY" :15 DIGITAL VIDEO ENGLISH



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



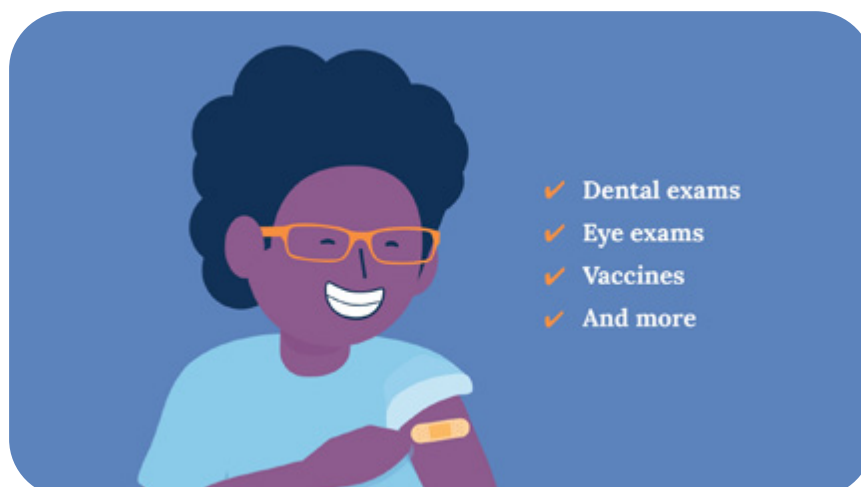
We see a mother and son looking at each other. The mother raises her arm with her mobile phone in hand.
VO: If your child has Medicaid or CHIP,...



We see hands holding a phone a hitting the call button. As the phone is dialing, the hand pulls away revealing the doctor from the phone.
VO: ... call today to schedule any missed appointments.



The doctor moves to right of the frame to examine a boy.
VO: Routine and emergency care...



Transitions to a new background. Each benefit is highlighted on the boy with the VO: his smile, his glasses, his vaccinated arm.
VO: ...dental, eye exams, vaccines and more are covered



Transition to the end card.
SUPER: InsureKidsNow.gov
1-877-KIDS-NOW
Paid for by the U.S. Department of Health & Human Services.
VO: Learn more at InsureKidsNow.gov.
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