



FOR IMMEDIATE RELEASE

November 30, 2007

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PeachCare for Kids™ Program Receives National Recognition
U.S. Department of Health and Human Services' National Campaign Sites Call Center
Excellence

ATLANTA – Insure Kids Now! commended the Georgia Department of Community Health (DCH) PeachCare for Kids™ call center for completing 100 percent of calls referred to it. The national completion rate for October 2007 was 93.8 percent. The state has exceeded the national completion rate since the program's inception in 1999.

“Health insurance is critical to the lives and development of our children,” said Dr. Rhonda Medows, Commissioner of DCH. “The PeachCare for Kids™ call center's quick response time demonstrates our commitment to providing quality services and our dedication to improving access to care for Georgia's children.”

Insure Kids Now! is a national campaign sponsored by the U.S. Department of Health and Human Services Health Resources and Services Administration to link the nation's uninsured children to free and low cost health insurance through the State Children's Health Insurance Programs (SCHIP). Insure Kids Now! routes calls so families can learn about the importance of children's health care and corresponding SCHIP program in their state.

As of October 2007, 269,694 children were enrolled in PeachCare for Kids™, making Georgia's program the fourth largest SCHIP program in the country. The program serves children at 235 percent of the Federal Poverty Level. For more information about PeachCare for Kids™, contact 1-877-GA-PEACH or visit, www.peachcare.org.