



# Data-Driven Outreach

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# Emphasis on Outreach under Health Care Reform

- ACA renders a large population newly eligible for public insurance coverage
- Consumer Assistance Programs (CAPs), Navigators, Medicaid enrollment brokers, and others will need to identify ways to connect with the newly eligible



# Targeted Outreach



- Data and mapping can support targeted outreach efforts
  - What are their characteristics (e.g., age, education, language proficiency)?
  - Are there existing programs or vehicles that can be used to reach them (e.g. do they have school-aged kids, kids on CHIP, do they receive TANF)?
  - Where do they live?
  - Where do they live in relationship to existing infrastructure or services (e.g., FQHCs, Schools, etc.)

# American Community Survey Data

- The ACS is a great resource because of its large sample size
  - Can produce sub-state estimates we can produce estimates at a sub-state level (PUMA)
  - Can produce estimates for various sub populations
- Where needed the data can be pooled across years to provide greater specificity



# Useful Individual-Level Characteristics

Some information about individuals is particularly likely to be useful for outreach, including:

- Age
- Sex
- English language proficiency
- Education level
- Mobility (whether the person has moved in the last year, and whether they came from out of state)
- Race/ethnicity
- Self-employed



# Useful Household-Level Characteristics

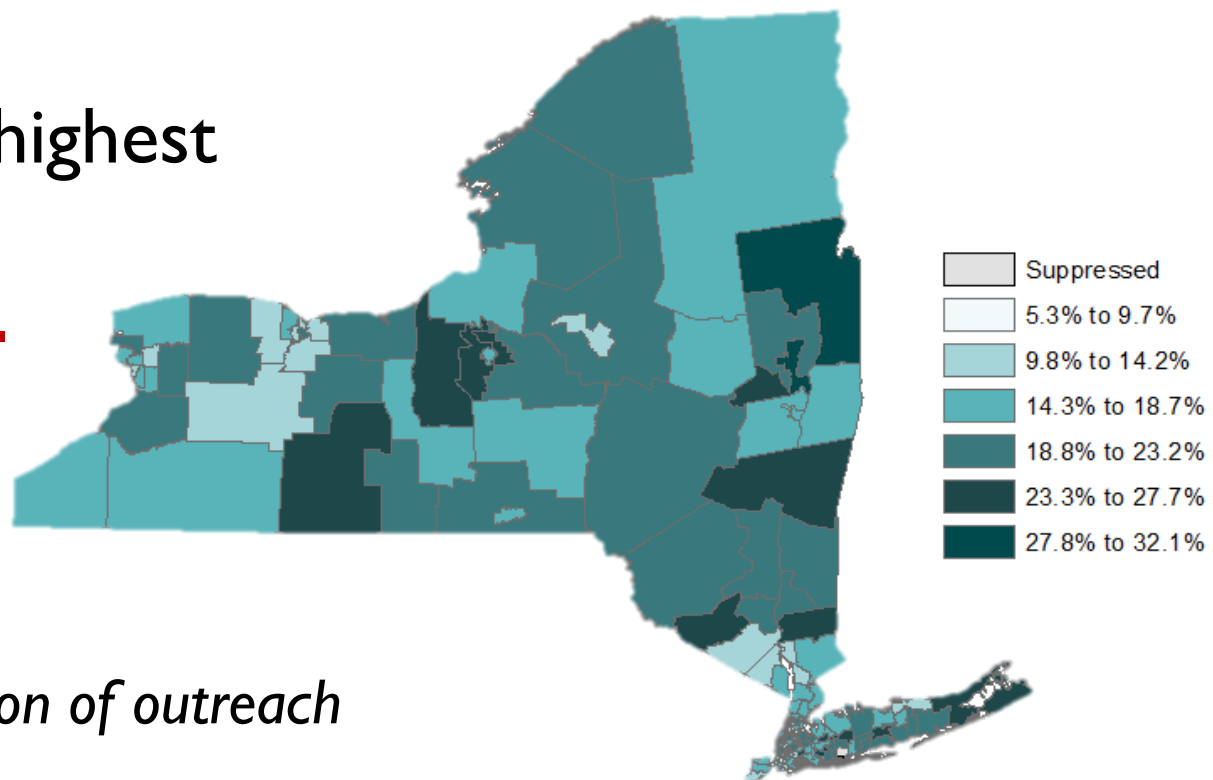
Similarly, some information about families can be used to guide outreach. For example:

- Family type (e.g., single parent)
- Presence of children in the household
- Presence of household member who speaks English
- Presence of household members who are students
- Presence of household members receiving TANF, SNAP, Medicaid, or CHIP benefits



# Example: New York, Newly-Eligible for Medicaid

- Location of the highest concentrations of those **newly-eligible for Medicaid**
- *Might guide distribution of outreach resources*

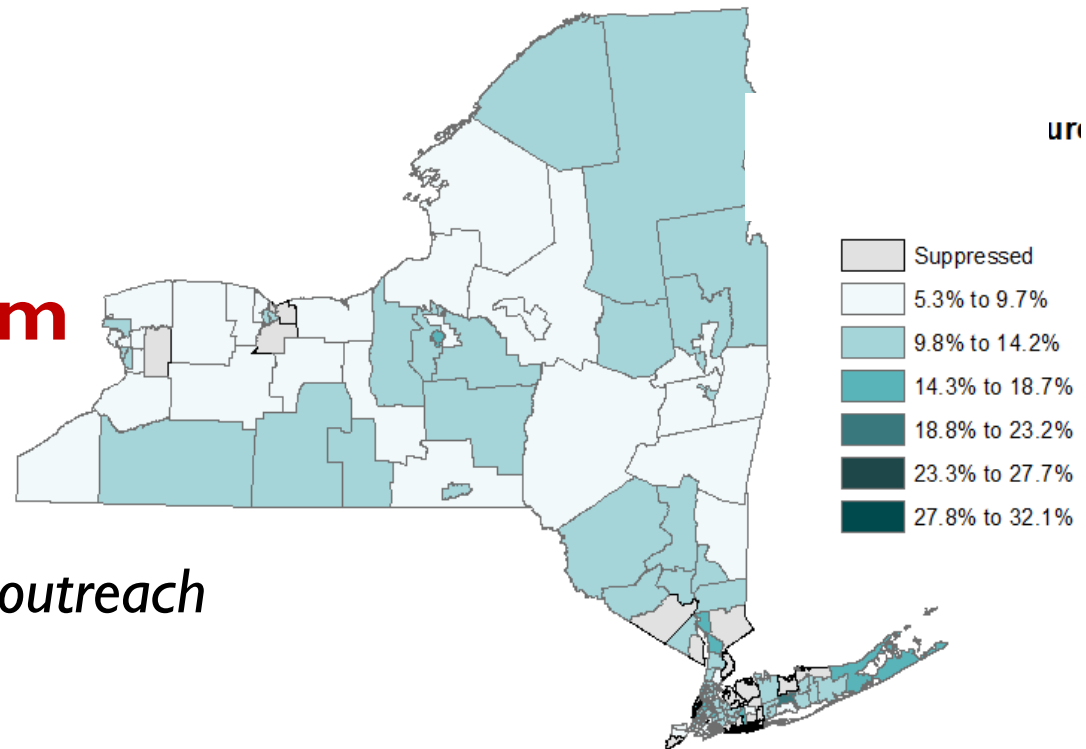


Percent of Uninsured **Nonelderly U.S. Citizens, <= 138% FPL**, 2008-2010, by PUMA



# Example: New York Eligible for Exchange Subsidies

- Location of highest concentrations of those eligible for **Exchange premium subsidies**
- *Might guide distribution of outreach resources*

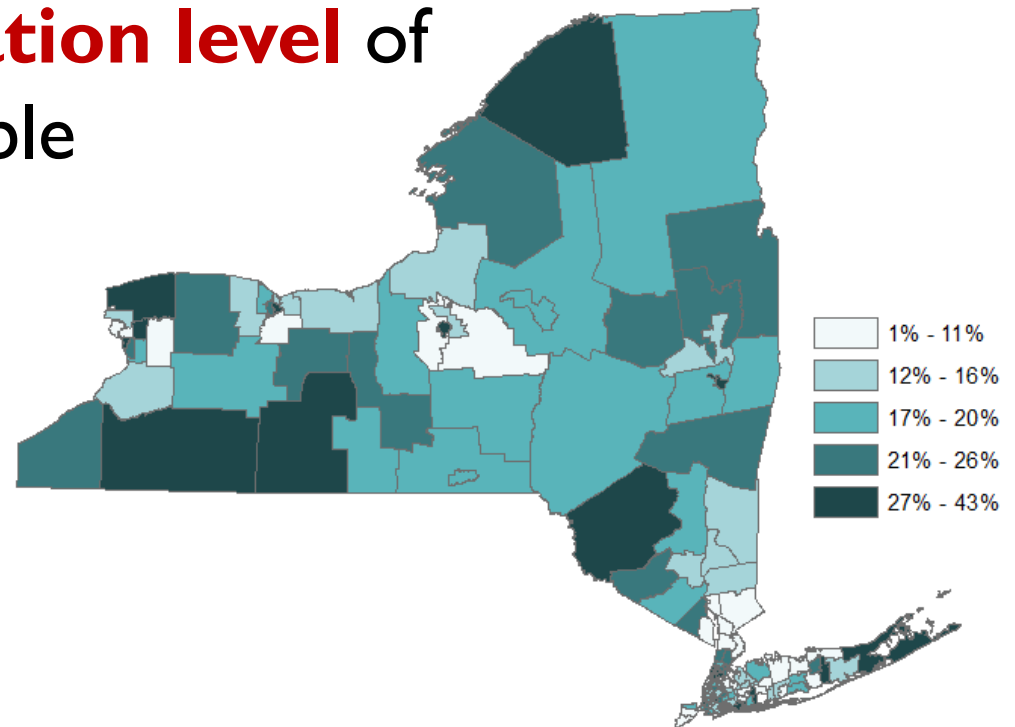


Percent of Uninsured Non-elderly U.S. Citizens, 139-400% FPL, 2008-2010, by PUMA



# Example: New York, Education level of Newly-Eligible for Medicaid

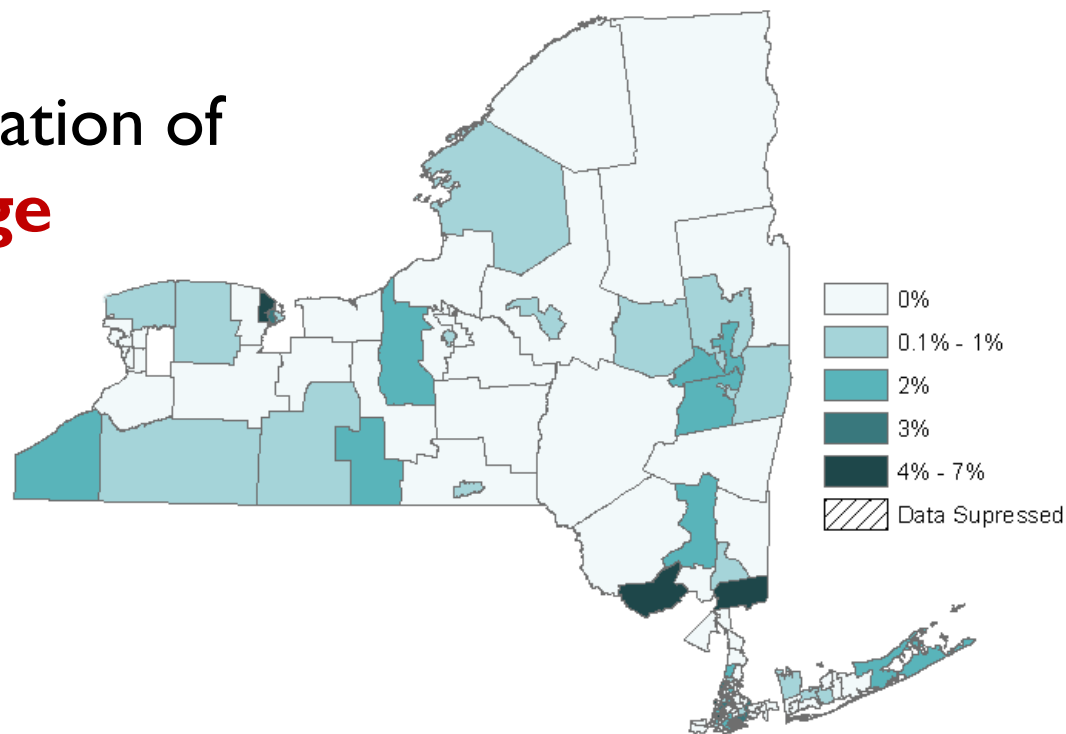
- Determine the **education level** of individuals newly-eligible for **Medicaid**
- *Might guide local outreach messaging strategies*



Percent of households w/uninsured in families where the highest level of educational attainment **is less than high school,  $\leq 138\%$  FPL**, 2008-2010

# Example: New York, Individuals in Same Sex Households Eligible for Exchange Subsidies

- Determine the concentration of those eligible for **Exchange** subsidies living in **same-sex** households



- *Might guide local outreach messaging strategies*

Percent uninsured nonelderly US citizens in **same sex households, 139-400% FPL, 2008-2010, by PUMA**

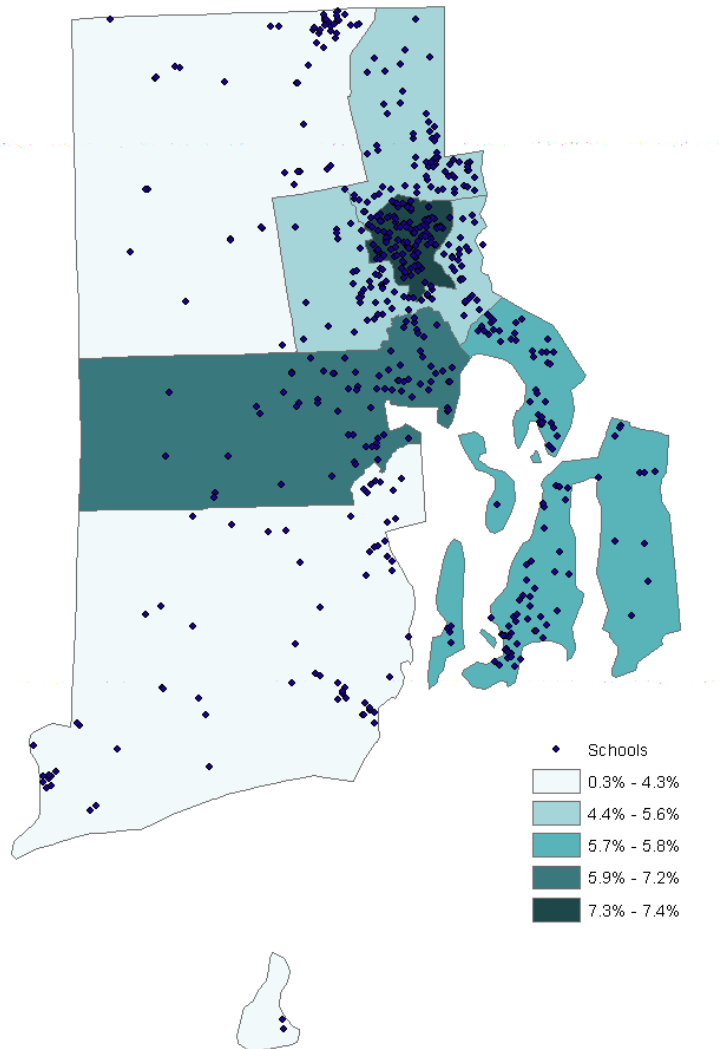
# Taking it to the next level...

- It is also possible to layer different data over maps of the newly eligible —
  - Cities and towns
  - Schools
  - Federally qualified health centers
  - Other?





# Example: Rhode Island, Children's Uninsurance and Location of Schools



- Location of high concentrations of uninsurance relative to locations of **schools**
  - *Might suggest useful outreach partnerships*

# Work with Outreach Experts to Interpret the Results

- Relatively young populations: consider social media
- Linguistically isolated communities: identify English programming
- Newly eligible with high rates of TANF or SNAP: use data and information pathways from those programs to target outreach
- Families with school-aged kids: target outreach through the schools
- Different education profiles of Medicaid vs Exchange eligible: consider different outreach strategies

# Conclusions

- Under the ACA, states will need to step up their outreach efforts
- Savvy use of data can inform these outreach efforts and enhance results
- SHADAC can provide relevant analysis and will work with GMMB to interpret the results



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