



The Art of Listening: Working with an Advisory Committee to Improve Outreach and Communication to Reach the Remaining Uninsured in Minnesota

2019 ACS DATA USERS CONFERENCE

Washington, D.C.

May 15, 2019

Acknowledgements

Funding for this work is supported by the Blue Cross Blue Shield of Minnesota Foundation.

We would also like to thank the Advisory Committee for their excellent feedback and expertise.

SHADAC Coauthors:

- Kathleen Call
- Elizabeth Lukanen
- Cynthia Pando
- Karen Turner

Motivation for the project

- Increase in uninsurance rate in Minnesota
 - From 4.3% in 2015 to 6.3% in 2017
- Large variation in uninsurance rates
 - County rates vary from 3.5% to 15%
 - ZIP Code Tabulation Area (ZCTA) rates vary from 1.5% to 33%
- Large percentage of uninsured potentially eligible
 - Over 50% potentially eligible for public programs

Sources: 2017 Minnesota Health Access Survey and 2012-2016 American Community Survey

Project overview

Purpose: To provide a detailed description of the geographic location and demographic characteristics of the uninsured in Minnesota and the community context in which they live.

Advisory committee

Composition:

- (1) Leaders from the Minnesota navigator organizations
- (2) Members of the Minnesota health policy community

Mission: Guide the interpretation and presentation of data, implications and creation of dissemination products

Three Meetings: August 2018, October 2018, March 2019

Our initial approach

Data Source: American Community Survey (ACS) 5 year AFF file 2012-2016

Geography: “Hotspots” defined as statewide communities with highest number or rate of uninsured (top ZCTAs and Counties)

Profiles: Characteristics of the uninsured and general population for each hot spot community compared to statewide estimates

Deliverables: Hotspot profiles with comparisons to statewide estimates

Four Lessons

Lesson 1: Users want estimates at the lowest geography available

Issues	How Addressed
Policy experts and navigators want more areas included	Included community profiles for all ZIP Code Tabulation Areas (ZCTA)
Budgets are constrained	Explained tradeoffs necessary to accommodate the change
Amount of data can be overwhelming (e.g. 900 profiles)	Used clear documentation, a regional focus and simple interfaces
Estimates can have high levels of uncertainty	Suppressed ZCTAs if RSE>30% or uninsured<50

Lesson 2: Allow enough resources to make products understandable

Issue	How Addressed
<p>Are the clients comfortable with using the applications and do they understand the estimates?</p>	<p>Limited the Use of Jargon</p> <p>Explained suppression rules clearly</p> <p>Walked through the application and estimates</p> <p>Provided clear documentation</p> <p>Explained differences between rates and characteristics</p> <p>Provided examples in narrative form on tables</p> <p>Provided maps for context</p>

Lesson 3: Use the specialized knowledge of the committee

Issue	How Addressed
<p>Committee members have specialized expertise that will improve the project.</p>	<p>Constantly asked for feedback Beta tested applications</p> <p>Requested data to which only committee members have access</p> <p>Engaged in informal after meeting conversations</p>


Lesson 4: Check to see if applications and estimates are being used

Issue	Responses from Committee Members
<p>The end goal is to provide applications and estimates that are used</p>	<p>Yes they are being used for the following:</p> <ul style="list-style-type: none">To apply for grantsTo improve targeting of outreachTo forge partnershipsTo communicate with policymakers <p>Other organizations that could benefit from this research:</p> <ul style="list-style-type: none">County Health ServicesHospitals and insurersAdvocacy groupsSchools and health equity groups

Community Profiles

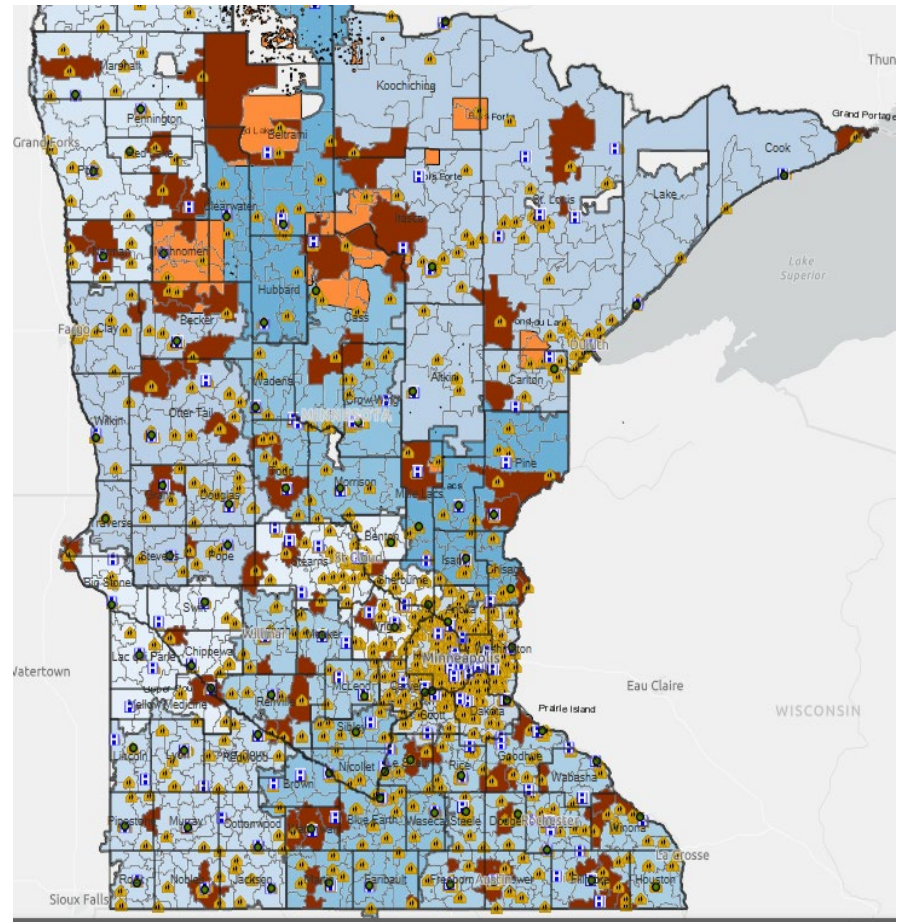
Walk through of Community Profile Excel Workbook

Interactive Map: Layers

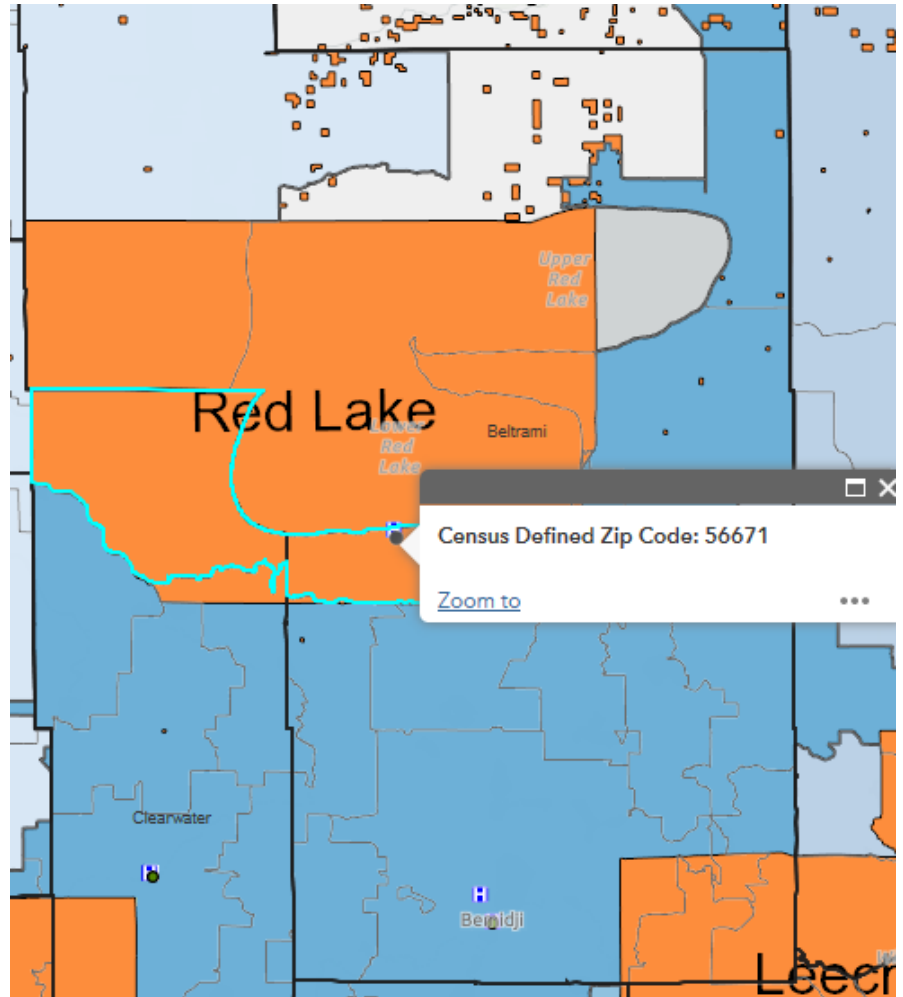
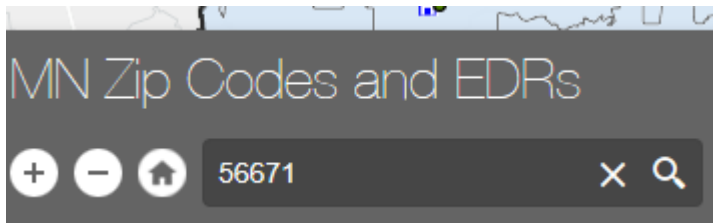
 Layer List ⋮ ✕

Layers 🔍 📏

- ▶ USA Counties ⋮
- ▶ County Seat ⋮
- ▶ Hospitals ⋮
- ▶ Schools ⋮
- ▶ Uninsured Hotspots ⋮
- ▶ Census Defined Zip Code ⋮
- ▶ Native American Reservations ⋮
- ▶ Economic Development Region ⋮



Interactive Map: ZCTA Location



Next Steps

Update to 2013-2017 estimates

Finalize the community profiles

- Change titles to reflect committee recommendations
- Improve the ability to save and print
- Make the hot spot definition more intuitive
- Change the application to allow for comparisons

Finalize the interactive map

- Add navigator contacts and catchment areas
- Add link to the Minnesota Health Insurance Marketplace enrollment site

Contact Information

Brett Fried

bfried@umn.edu

612-624-1406

University Office Plaza

2221 University Avenue SE, Suites 114/116

Minneapolis, MN 55414

Check out our website at www.shadac.org and follow us on twitter: [@shadac](https://twitter.com/shadac) !



STATE HEALTH ACCESS DATA ASSISTANCE CENTER