



**TITLE: LOCATION, LOCATION, LOCATION:  
LEVERAGING INTERACTIVE MAPS, ADMINISTRATIVE AND  
CENSUS DATA TO FIND AND DESCRIBE THE REMAINING  
ELIGIBLE FOR COVERAGE IN THE HEALTH INSURANCE  
MARKETPLACES**

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# Acknowledgments

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- Collaborators:
  - Elizabeth Lukanen (SHADAC)
  - Karen Turner (SHADAC)

## Research Questions

- 1) Can data be used to improve marketplace outreach?
- 2) What geography is best?
- 3) What are some of the challenges with using low level geographies?
- 4) Are there strategies to make this data more useful?

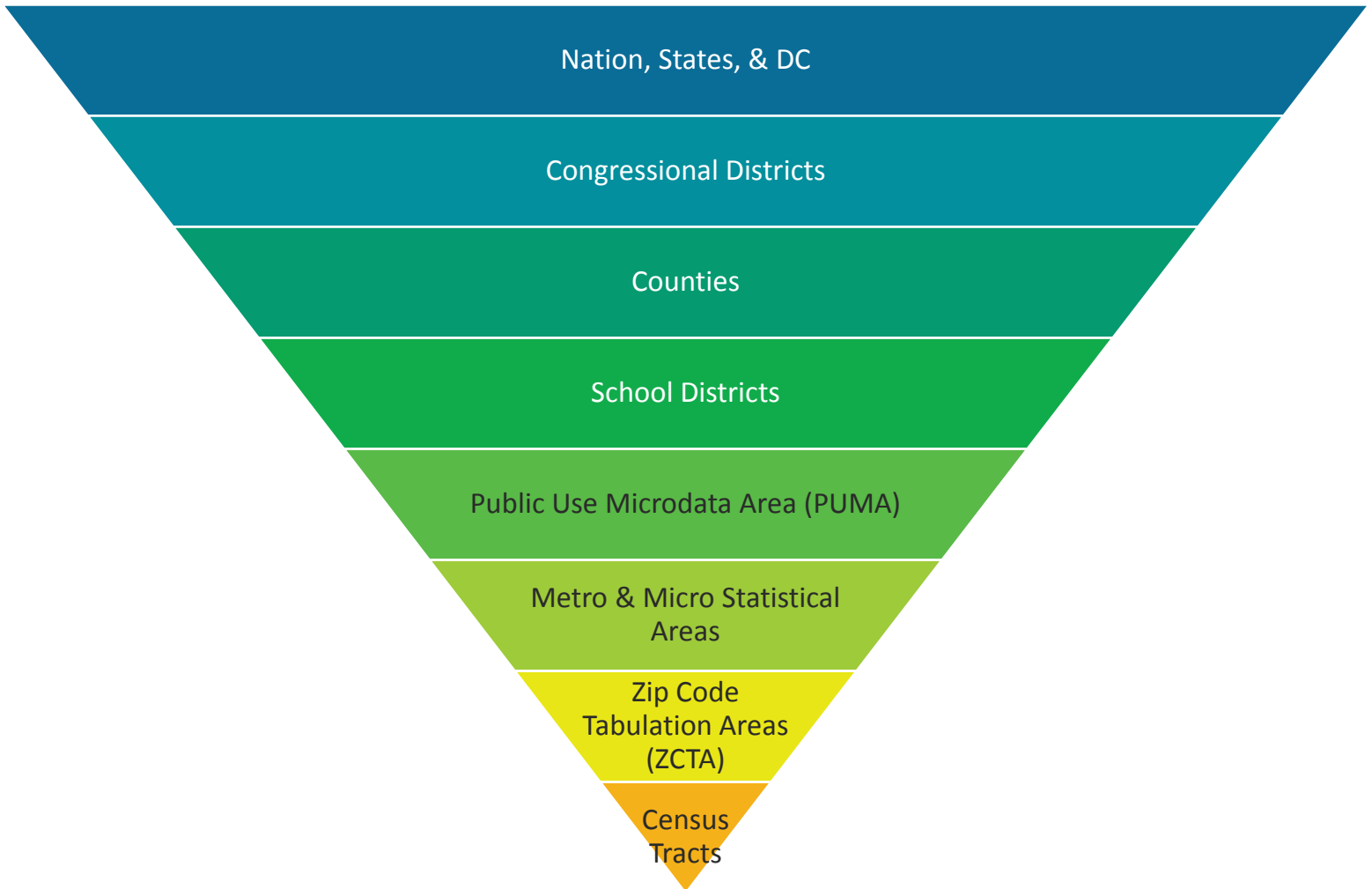
# Where are we in terms of marketplace enrollment?



## Health Insurance Marketplace

- 10.2 million at end of OEP2
- CBO (March 2015)—21 million by 2016
- 36% of Potentially Eligible (15% HI and 77% VT)
- People who were easy to enroll have enrolled
- [http://aspe.hhs.gov/health/reports/2015/MarketPlaceEnrollment/Mar2015/ib\\_2015mar\\_enrollment.pdf](http://aspe.hhs.gov/health/reports/2015/MarketPlaceEnrollment/Mar2015/ib_2015mar_enrollment.pdf)
- <https://www.cbo.gov/publication/43900>
- <http://kff.org/health-reform/state-indicator/marketplace-enrollment-as-a-share-of-the-potential-marketplace-population-2015/>

# Availability of Survey Data - Geography



# PUMAs: Public Use Microdata Areas



PUMAs are geographic areas created by the Census Bureau to contain at least 100,000 people and nest within states.

## ZIP Code Tabulation Areas



- **ZIP Code:** Not created as an area based division but instead is a collection of mail delivery routes
- **ZIP Code Tabulation Area (ZCTA):** Aligns ZIP codes with census geography. Most frequently occurring ZIP code within census blocks

# Three Census Geographies: Advantages of each

|  | PUMA                          | County  | ZCTA                              |
|--|-------------------------------|---|-----------------------------------|
| Included in PUMS (can create custom variables from publically available files) | ✓                             | X   | X                                 |
| Data is timely   | X (2014 data--<br>Sept. 2015) | X (2014 data for all<br>counties--March 2016) | X (2010-2014 data--<br>Dec. 2015) |
| Intuitive geography  | X                             | ✓   | ✓                                 |
| Precision of estimates is high   | ✓                             | ✓   | X                                 |
| Neighborhood level estimates   | X (✓<br>high density areas)   | X   | ✓                                 |
| Nests within other geography   | ✓                             | ✓   | X                                 |
| Data is annual   | ✓                             | ✓   | X                                 |



# Using Administrative Data

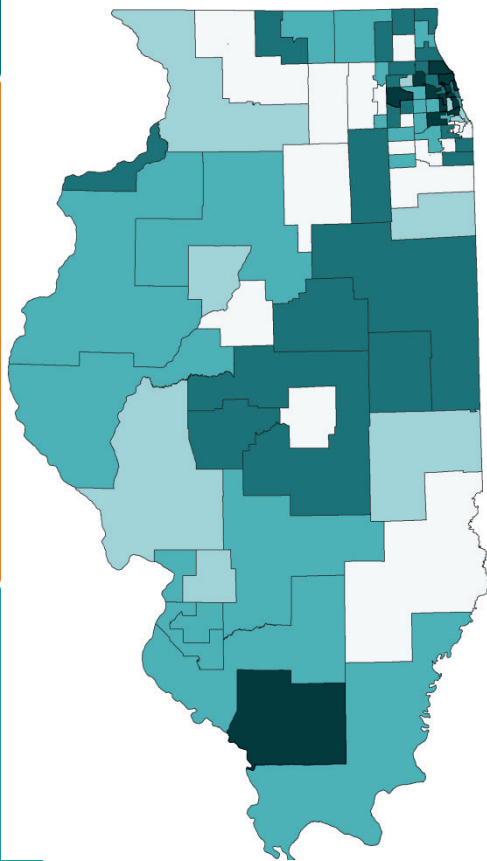
## Combining data

- Map ZIP Codes to ZCTAs (administrative data)
- Map ZCTAs to PUMAs (administrative data)
- Estimate PUMA level Target Population (census microdata)
- Remaining Eligible (target pop – enrolled)

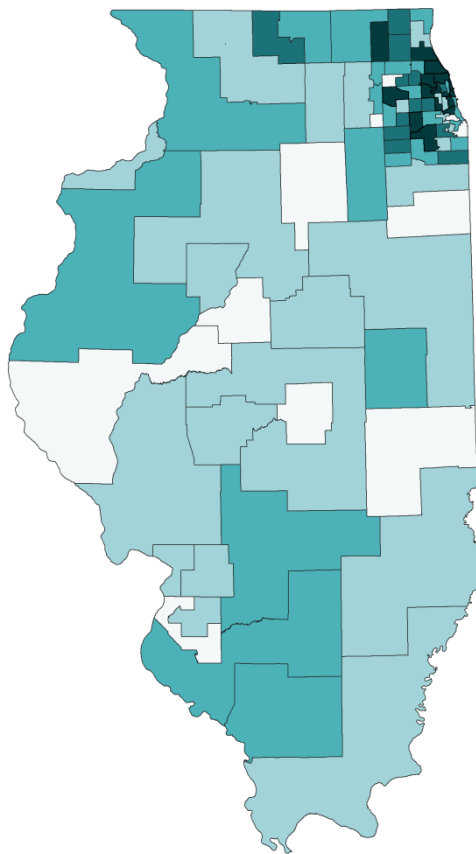
**Map any administrative data that includes an address**  
(e.g location of application assistors, hospitals, churches)

# Example: Illinois Marketplace Enrollment

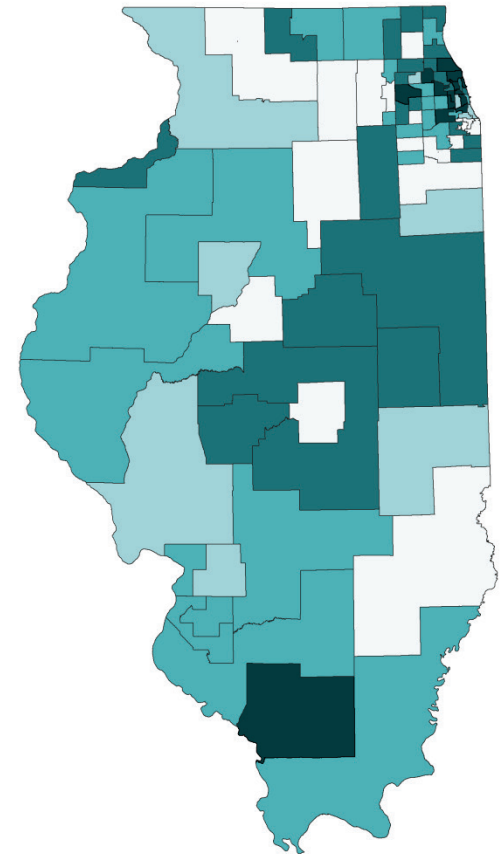
## Target Pop.



## Enrolled

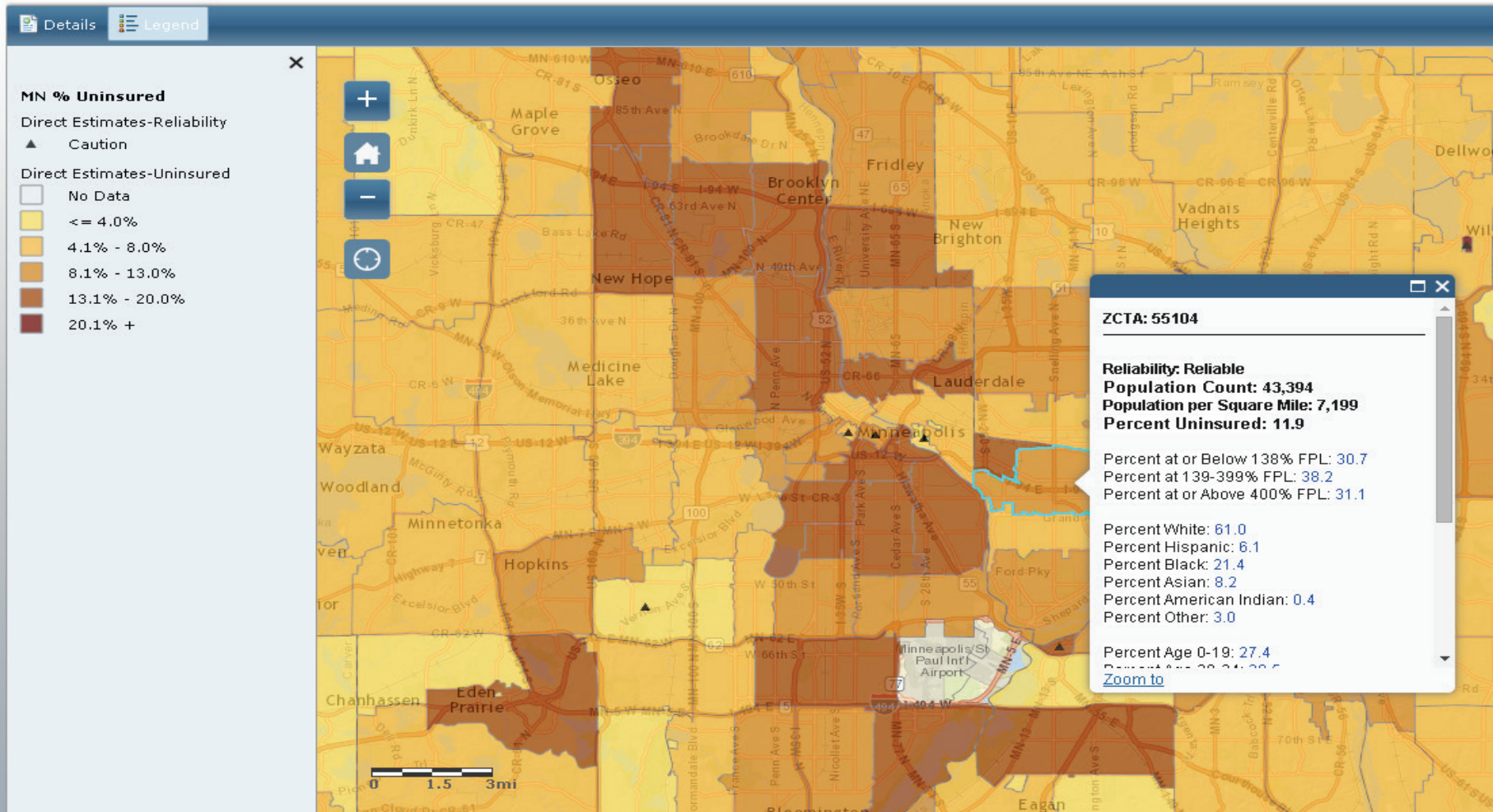


## Remaining



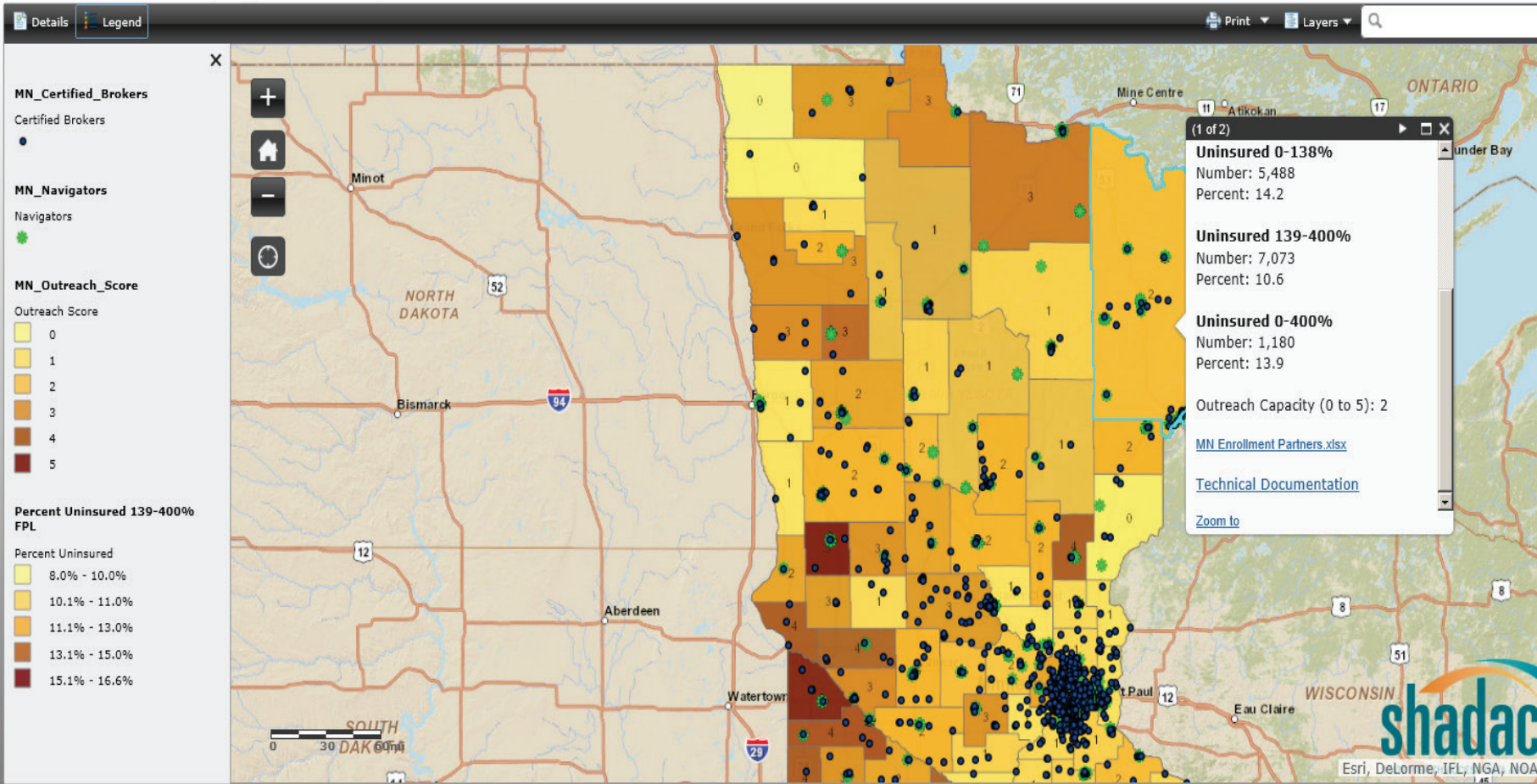
# Map 1 - Data intensive: Drill down

## MN Population Characteristics, 2008-2012



# Map 2 - Outreach Intensive: Counties

## MN Uninsured, by Income, 2012



# Summary

## Choosing the best geography

- Availability, timelines and precision
- The research question
- Audience for the analysis

## Advantage of ZIP Code level data

- Captures variation between neighborhoods

## Disadvantages

- Less precise
- Cannot trend
- Categories and variables are preset by census
- Not timely



## Summary (2)

Interactive maps and admin data can help

- Interactive maps
  - Can include anything that has an address
  - Can include multiple geographies
  - Can include underlying data
  - Can include number and percent
  - Can be accessed anywhere the internet is available
- Administrative data
  - Timeliness
  - Usefulness

# Contact Information

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