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.
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Acknowledgements

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Motivation for the project

• Increase in uninsured rate in Minnesota
  • From 4.3% in 2015 to 6.3% in 2017

• Large variation in uninsured 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

<table>
<thead>
<tr>
<th>Issues</th>
<th>How Addressed</th>
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<tbody>
<tr>
<td>Policy experts and navigators want more areas included</td>
<td>Included community profiles for all ZIP Code Tabulation Areas (ZCTA)</td>
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<tr>
<td>Budgets are constrained</td>
<td>Explained tradeoffs necessary to accommodate the change</td>
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<tr>
<td>Amount of data can be overwhelming (e.g. 900 profiles)</td>
<td>Used clear documentation, a regional focus and simple interfaces</td>
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<tr>
<td>Estimates can have high levels of uncertainty</td>
<td>Suppressed ZCTAs if RSE&gt;30% or uninsured&lt;50</td>
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Lesson 2: Allow enough resources to make products understandable

<table>
<thead>
<tr>
<th>Issue</th>
<th>How Addressed</th>
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| Are the clients comfortable with using the applications and do they understand the estimates? | Limited the Use of Jargon  
Explained suppression rules clearly  
Walked through the application and estimates  
Provided clear documentation  
Explained differences between rates and characteristics  
Provided examples in narrative form on tables  
Provided maps for context |
Lesson 3: Use the specialized knowledge of the committee

<table>
<thead>
<tr>
<th>Issue</th>
<th>How Addressed</th>
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<tr>
<td>Committee members have specialized expertise that will improve the project.</td>
<td>Constantly asked for feedback</td>
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<tr>
<td></td>
<td>Beta tested applications</td>
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<td></td>
<td>Requested data to which only committee members have access</td>
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<td></td>
<td>Engaged in informal after meeting conversations</td>
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Lesson 4: Check to see if applications and estimates are being used

<table>
<thead>
<tr>
<th>Issue</th>
<th>Responses from Committee Members</th>
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<tr>
<td>The end goal is to provide applications and estimates that are used</td>
<td>Yes they are being used for the following:</td>
</tr>
<tr>
<td></td>
<td>To apply for grants</td>
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<td></td>
<td>To improve targeting of outreach</td>
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<td></td>
<td>To forge partnerships</td>
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<td></td>
<td>To communicate with policymakers</td>
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<td></td>
<td>Other organizations that could benefit from this research:</td>
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<tr>
<td></td>
<td>County Health Services</td>
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<tr>
<td></td>
<td>Hospitals and insurers</td>
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<td></td>
<td>Advocacy groups</td>
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<td></td>
<td>Schools and health equity groups</td>
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</tbody>
</table>
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

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Check out our website at www.shadac.org and follow us on twitter: @shadac!