ZIP CODE TABULATION LEVEL DATA: THE ANSWER TO ENROLLING THE REMAINING UNINSURED OR TOO FLAWED TO BE USEFUL?

Brett Fried

SHADAC, University of Minnesota

American Association of Opinion Researchers

May 14, 2015

Acknowledgments

Funding for this work is supported by the Robert Wood Johnson Foundation State Reform Assistance Network

- Collaborators:
  - Michel Boudreaux (University of Maryland)
  - Lynn Blewett (SHADAC)
  - Elizabeth Lukanen (SHADAC)
  - Karen Turner (SHADAC)

Research Questions

Can data be used to improve outreach for health insurance marketplaces?

What analytic geography is best?

What are some problems with using data from low level geographies?

Are there strategies to make this data more useful?

Where are we in terms of marketplace enrollment?

- 11.7 million at end of OEP2
- CBO--22 million by 2017
- 42% of Potentially Eligible (20% IA and 70% VT)
- People who were easy to enroll have enrolled

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--Sept. 2015)	X (2014 data for all counties--March 2016)	X (2010-2014 data--Dec. 2015)
Intuitive geography	X	✓	✓
Reliable for full area population	✓	✓	X
Neighborhood level estimates	X (✓ high density areas)	X	✓
Nests within other geography	✓	✓	X
Data is annual	✓	✓	X

shadac
STATE HEALTH ACCESS DATA ASSISTANCE CENTER

Using Administrative Data

Combining data
- Currently enrolled (administrative data)
- Target Population (census data)
- Remaining Eligible (target pop – enrolled)

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

shadac
STATE HEALTH ACCESS DATA ASSISTANCE CENTER

Using Administrative Data

Combining data

- Map ZIP Codes to ZCTAs (administrative data)
- Map ZCTAs to PUMAs (administrative data)
- Use microdata to estimate Target Population (census data)
  - Income Eligible
    - Uninsured
    - Nongroup
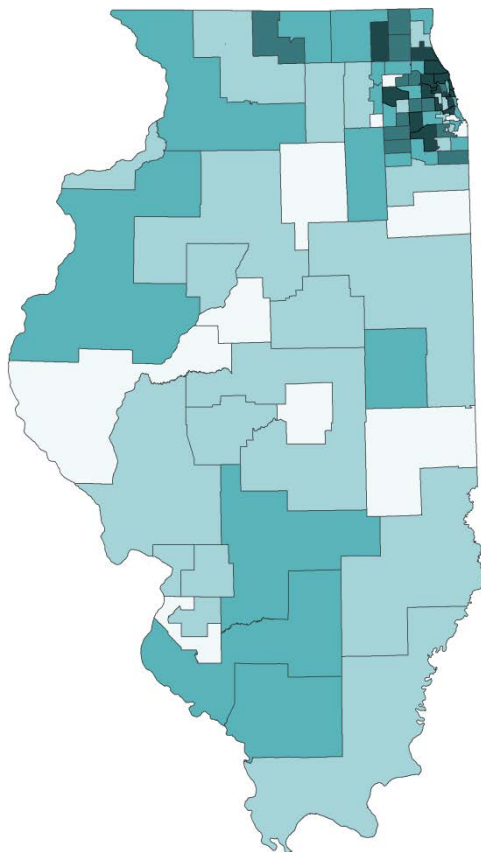- Remaining Eligible (target pop – enrolled)

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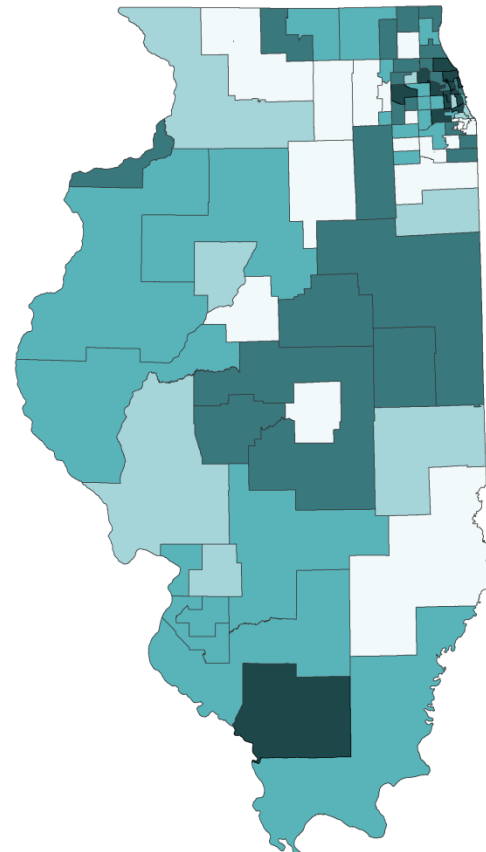(e.g location of application assistors, hospitals, churches)

shadac
STATE HEALTH ACCESS DATA ASSISTANCE CENTER

Example: Illinois Marketplace Enrollment
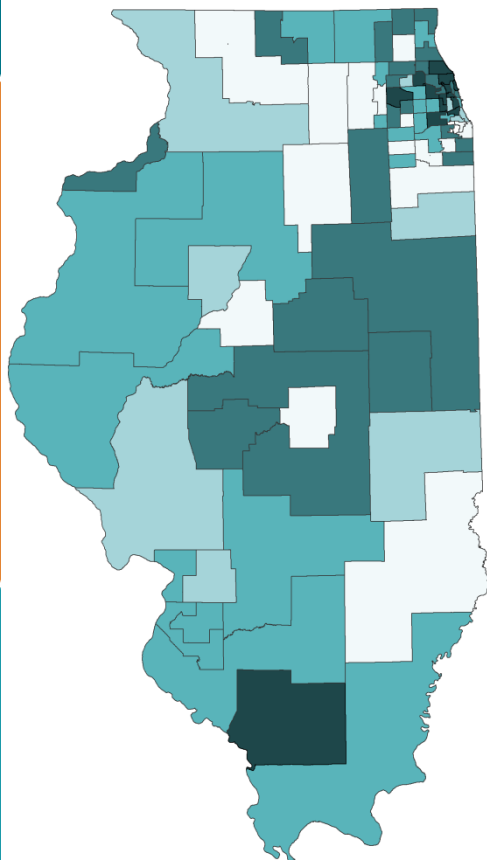
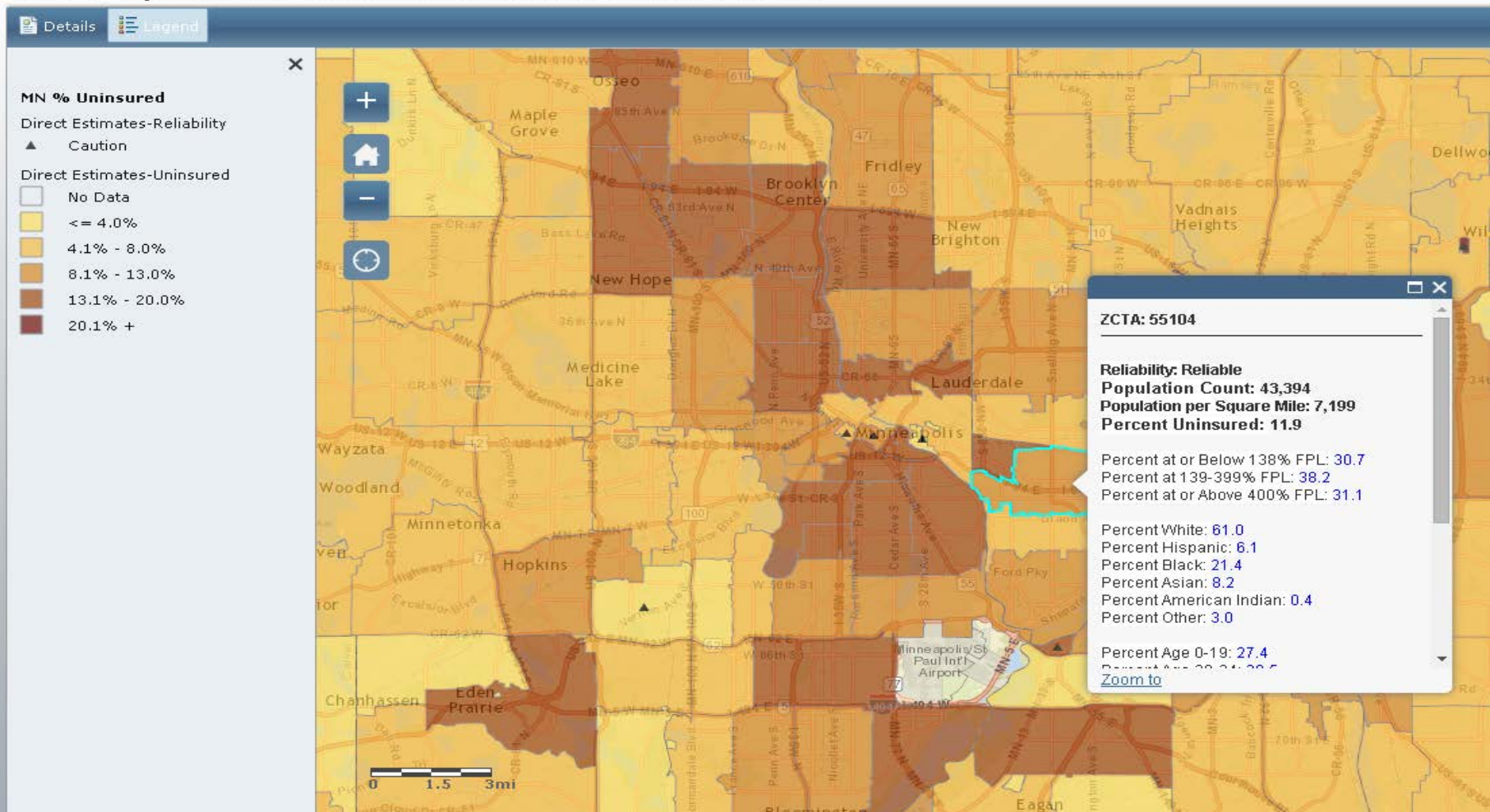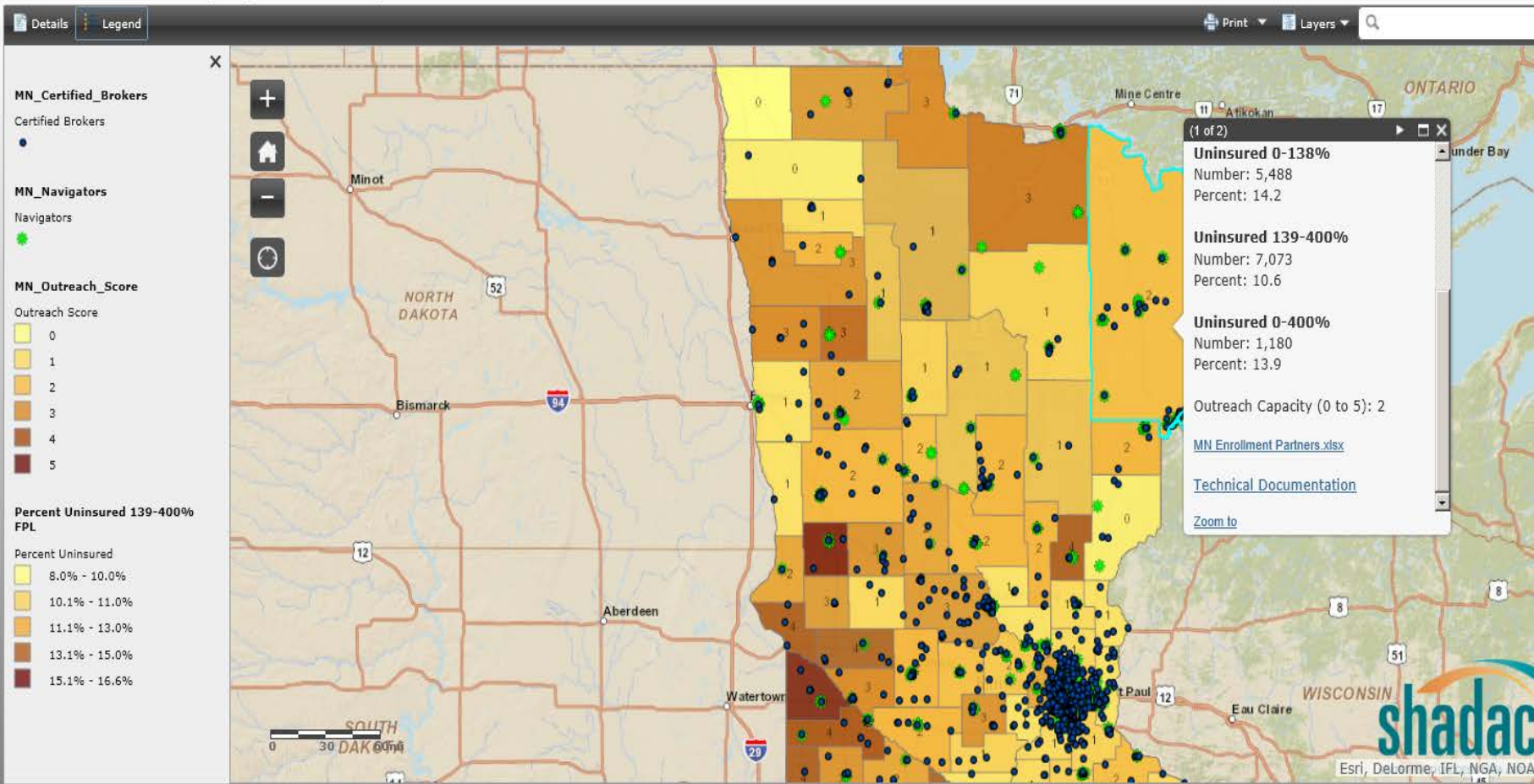**Target Pop.**   **Enrolled**   **Remaining**

Map 1 - Data intensive: Drill down

MN Population Characteristics, 2008-2012

Map 2 - Outreach Intensive: Counties

MN Uninsured, by Income, 2012

Map 3 - Targeting Intensive: ZCTAs

DRAFT: The Remaining Uninsured by ZIP Code, MNsure

Plan selections from Nov. 15, 2014 to January 9, 2015

to see detailed estimates: Please click on any ZIP Code Tabulation Area to see estimates of the number of remaining uninsured who are eligible for MNsure and for estimates of the number, percent and characteristics of the uninsured.

Gray areas: Estimate not available because the sample size of the ZIP Code Tabulation Area was less than 50, or the estimate was suppressed by census, or no match was found between census ZIP Code Tabulation Areas used for the ACS data and U.S. Postal Service ZIP Codes used by MNsure.

Please see technical documentation for more details on sources, methods and limitations.

LEGEND

MNsure Remaining Eligible
Reliability
- Caution
- Reliable

Number of Remaining Eligible
- NA
- 0 - 250
- 251 - 500
- 501 - 1,000
- 1,001 - 2,000
- 2,001 - 4,837

(1 of 2)

ZCTA: 56431 Aitkin, MN

Reliability: Reliable

# of Eligible Uninsured Remaining:353
% of Eligible Uninsured Remaining:81%

Number of Uninsured: 638
% of Uninsured: 7.1%

% of uninsured, Ages 0 to 17: 15.7%
% of uninsured, Ages 18 to 64: 84.3%

% of uninsured, White: 99.1%

% of uninsured, <High School: 16.1%
% of uninsured, High School: 36.4%
% of uninsured, Some College: 36.7%
Zoom to

11
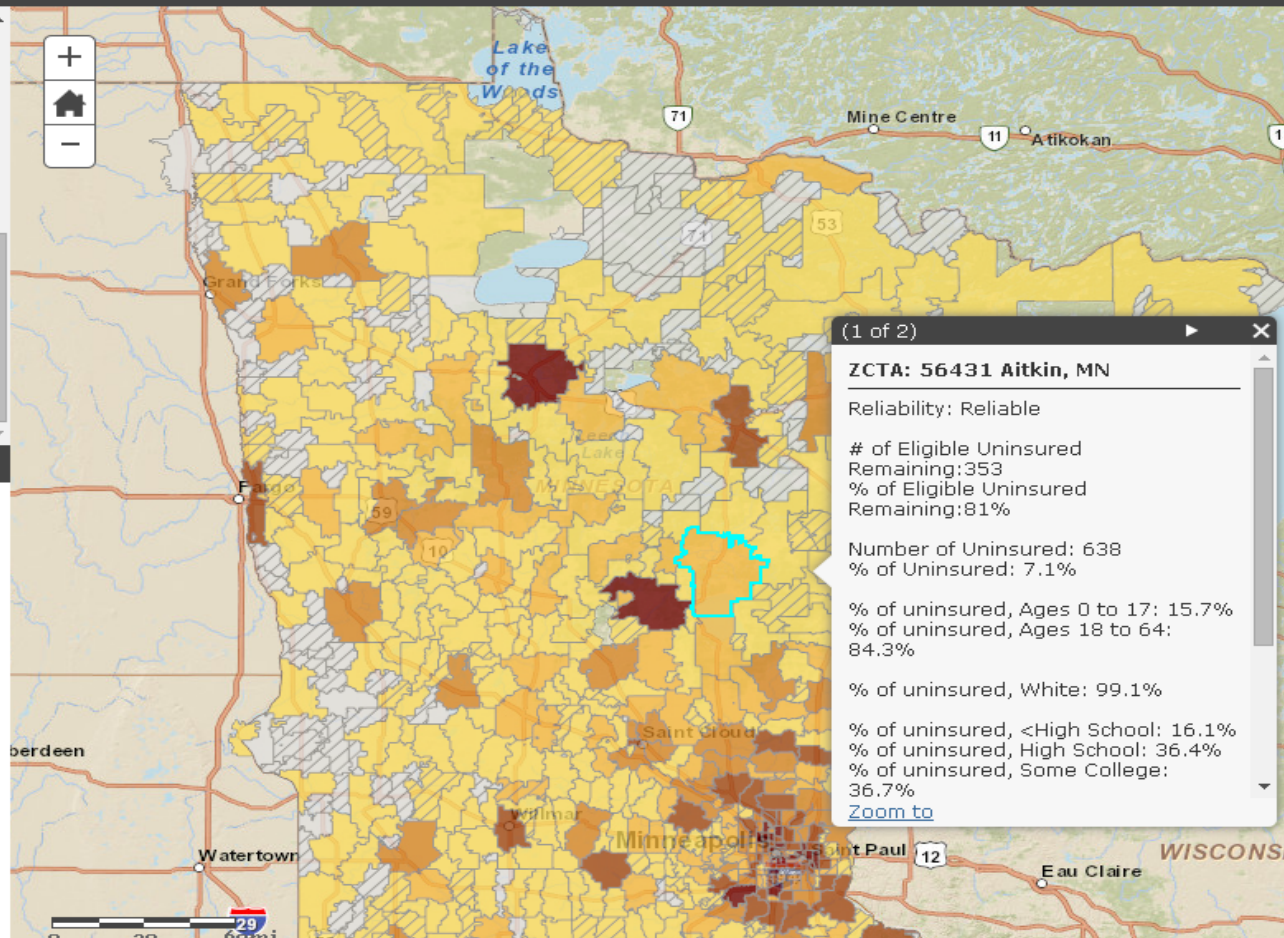
Summary

Choosing the best geography
- Availability, timelines and reliability
- The research question
- Audience for the analysis

Advantage of ZIP Code level data
- Captures variation between neighborhoods

Disadvantages
- Less reliable
- 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

shadac
STATE HEALTH ACCESS DATA ASSISTANCE CENTER

Contact Information

Brett Fried

Senior Research Fellow

bfried@umn.edu

612.624.1406

STATE HEALTH ACCESS DATA ASSISTANCE CENTER

www.shadac.org

@shadac