



**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**

Brett Fried

SHADAC, University of Minnesota

State Health Research and Policy Interest Group

Minneapolis, MN

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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?

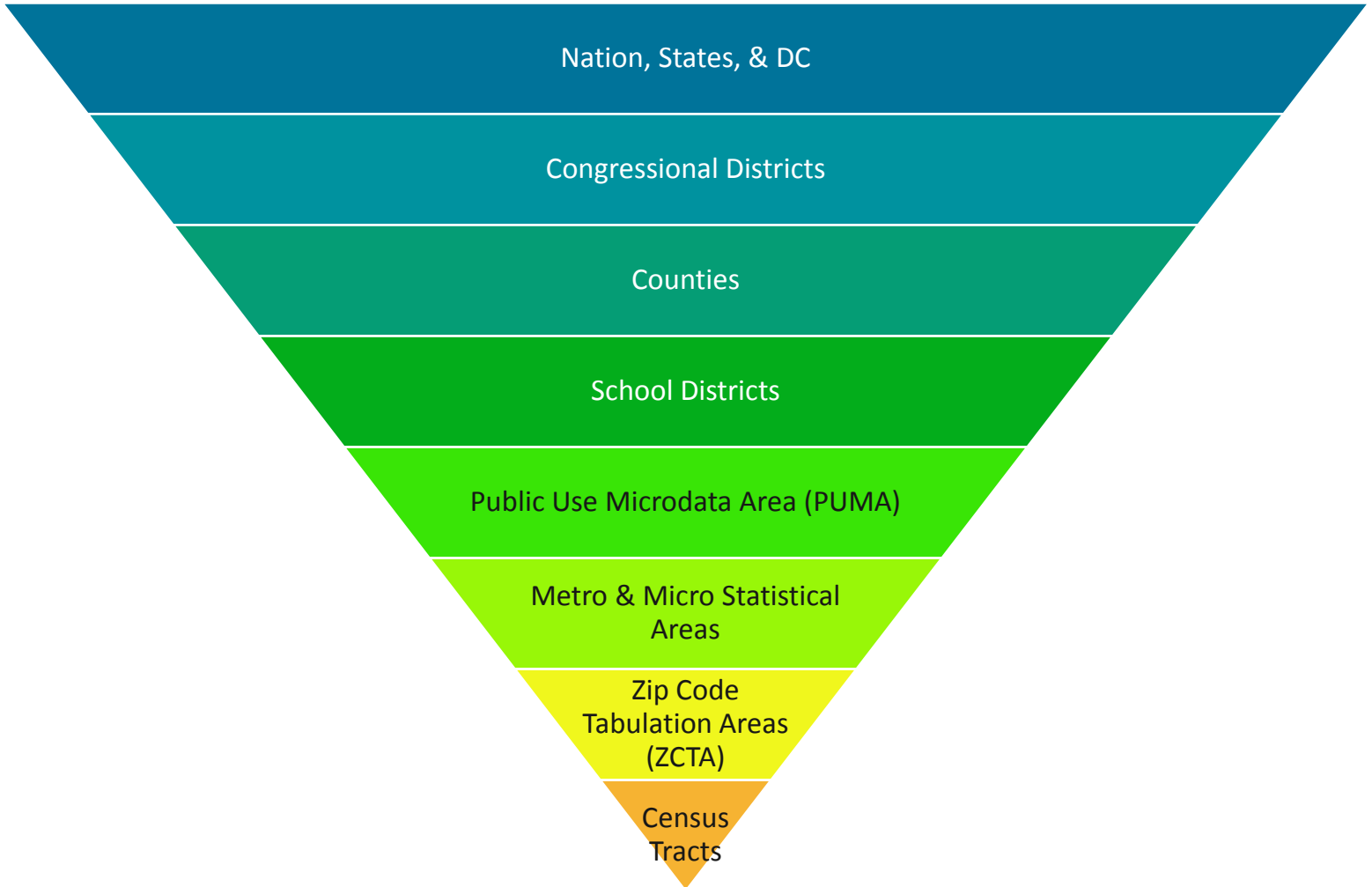
Where are we in terms of marketplace enrollment?



Health Insurance Marketplace

- 11.7 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
 - <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

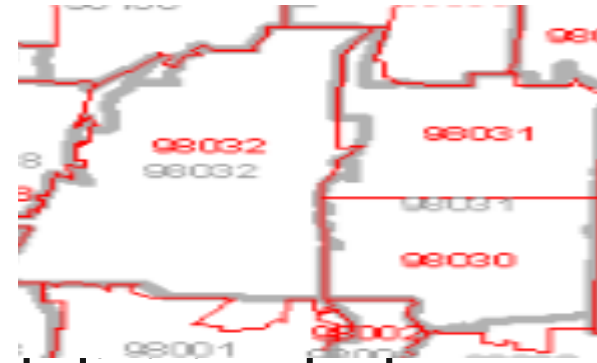


PUMAs: Public Use Microdata Areas



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-- 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

Using Administrative Data

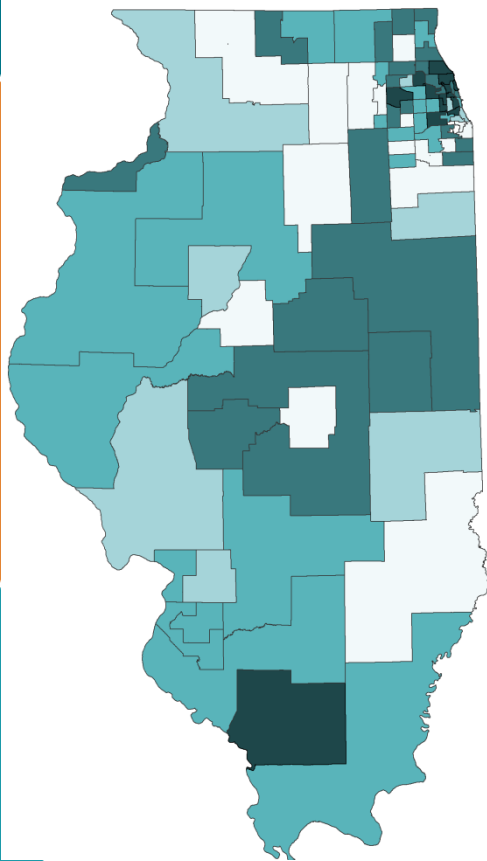
Combining data

- 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)

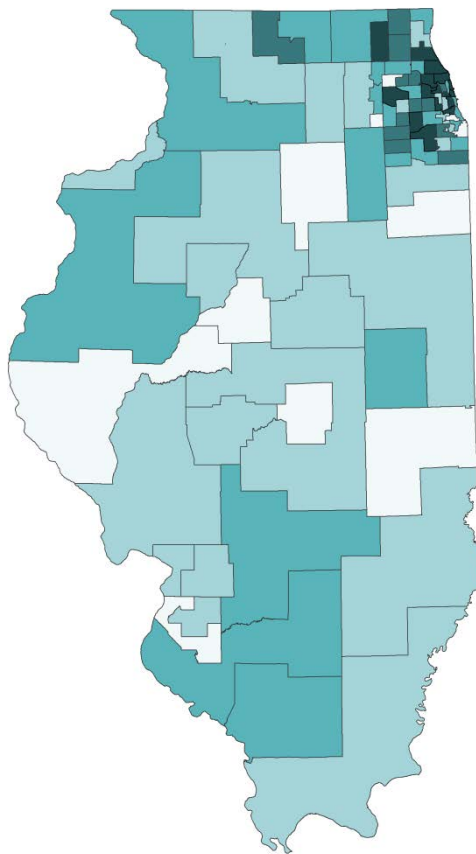
Map any administrative data that includes an address
(e.g location of application assistors, hospitals, churches)

Example: Illinois Marketplace Enrollment

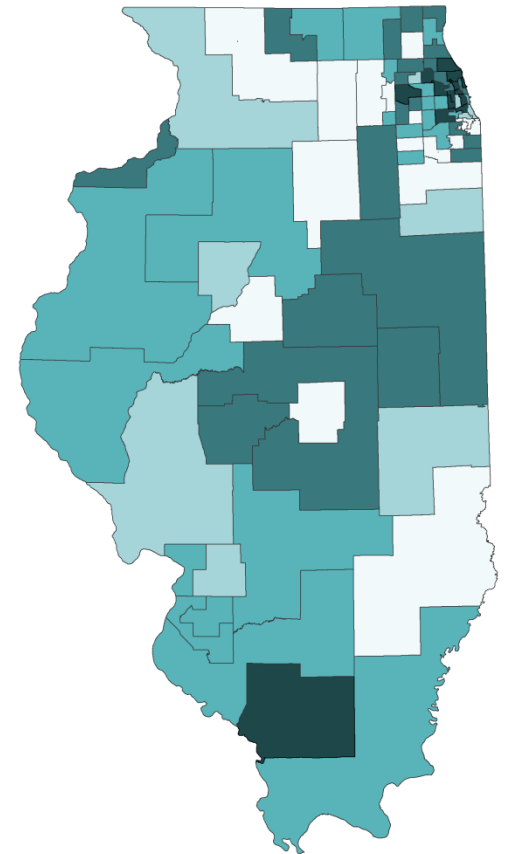
Target Pop.



Enrolled

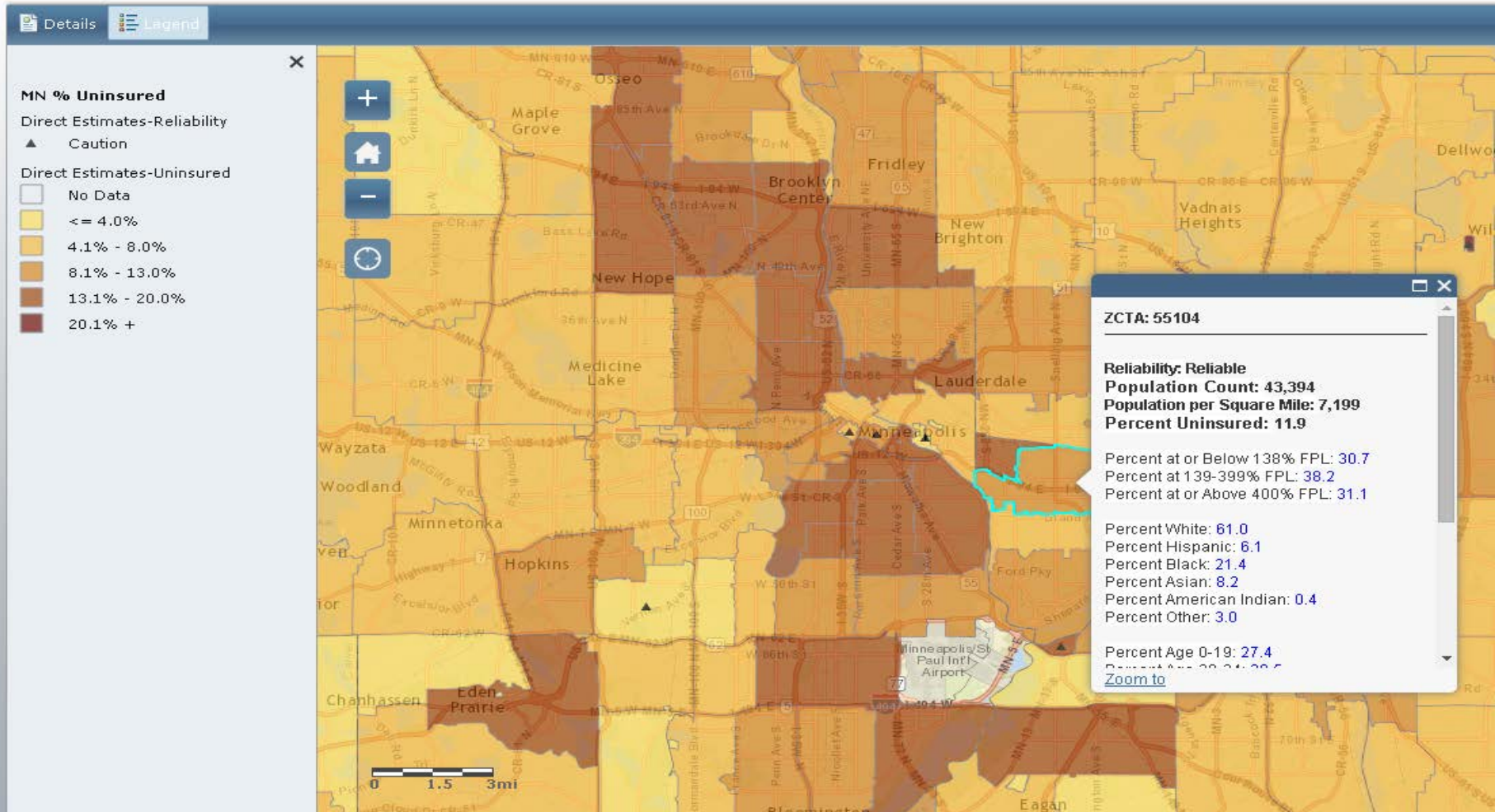


Remaining



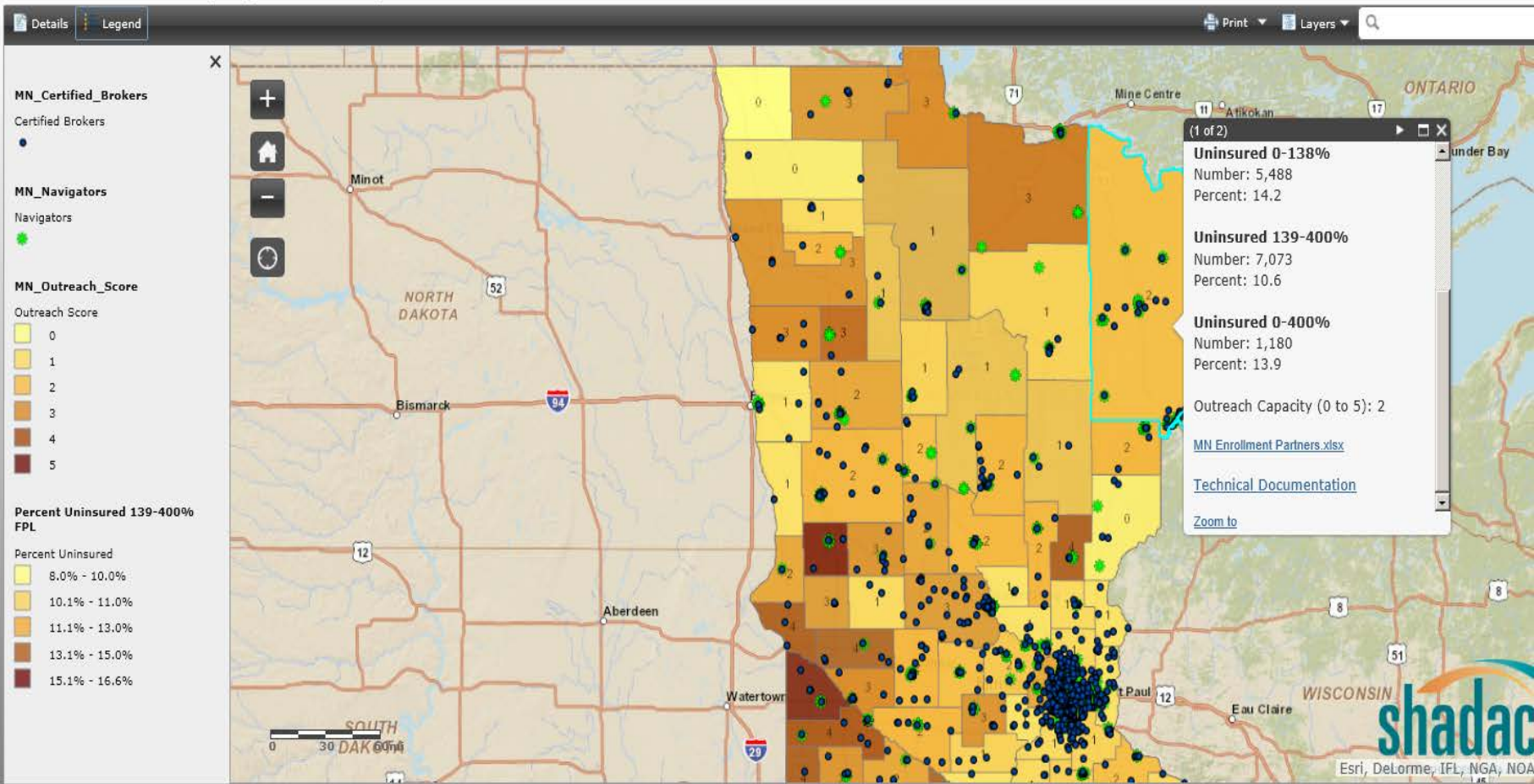
Map 1 - Data intensive: Drill down

MN Population Characteristics, 2008-2012



Map 2 - Outreach Intensive: Counties

MN Uninsured, by Income, 2012



Summary

Choosing the best geography

- Availability, timelines and 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

Contact Information

Brett Fried

Senior Research Fellow

bfried@umn.edu

612.624.1406

