



A CASE STUDY OF TWO HEALTH INSURANCE MARKETPLACES: LEVERAGING INTERACTIVE MAPS, ADMINISTRATIVE AND ACS DATA TO FIND THE REMAINING ELIGIBLE

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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?

IS HEALTH INSURANCE MARKETPLACE ENROLLMENT OVER?

Where are we in terms of marketplace enrollment?



Health Insurance Marketplace

- 11.7 million as of Feb. 15
- CBO--22 million
- 42% of potentially eligible (Kaiser)
- Varies from 70% in VT to 20% in Iowa
- People who were easy to enroll have enrolled

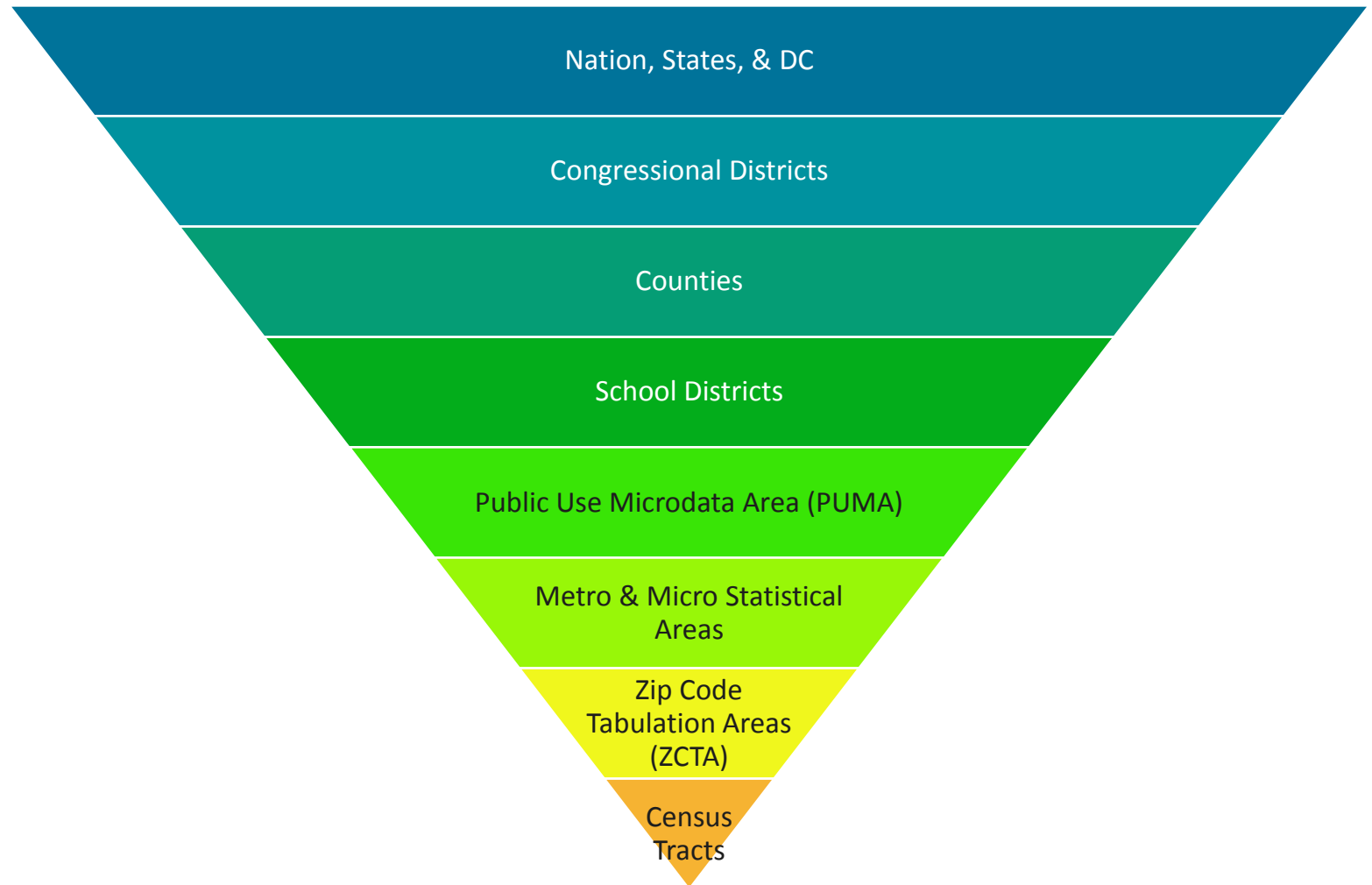
How can data help?

- Increase the efficiency of targeting
- Evaluate outreach strategies



WHAT GEOGRAPHY IS BEST

Availability of Survey Data - Geography



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

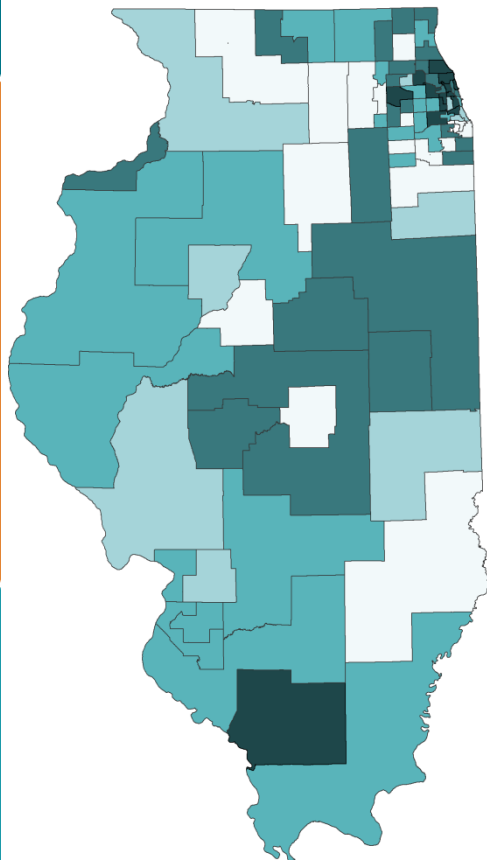
Combining data

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

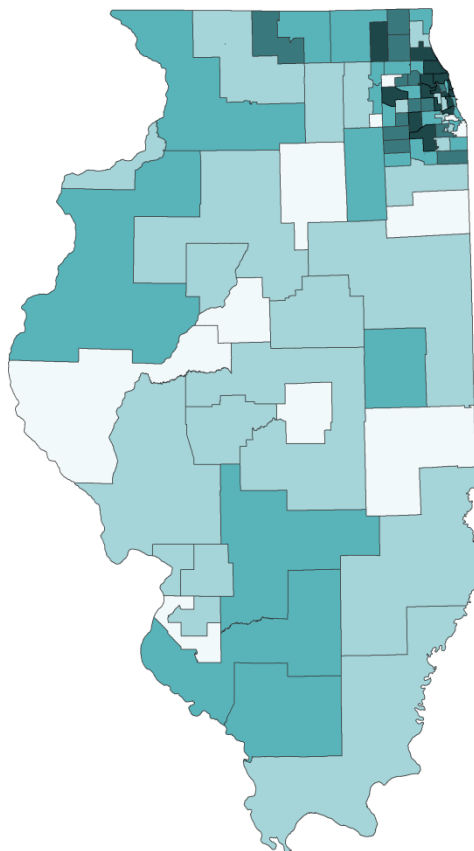
Map any administrative data that includes an address
(e.g. location of application assistors, hospitals, churches)

Example: Illinois Marketplace Enrollment

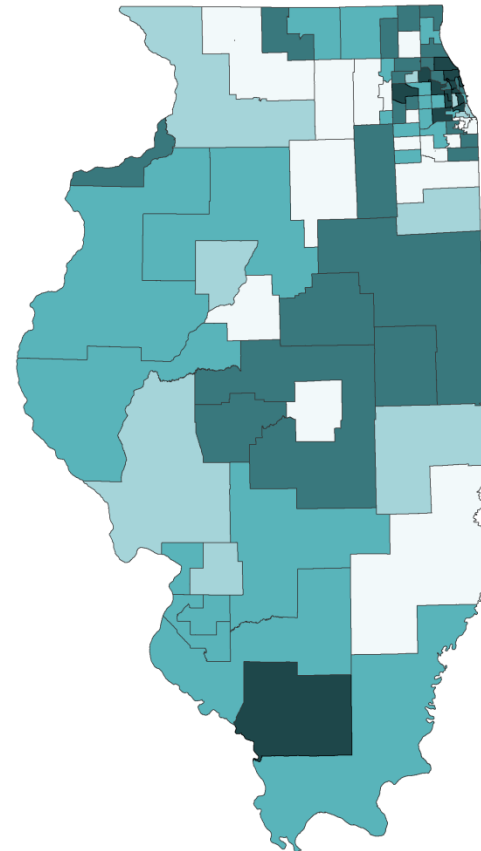
Target Pop.



Enrolled



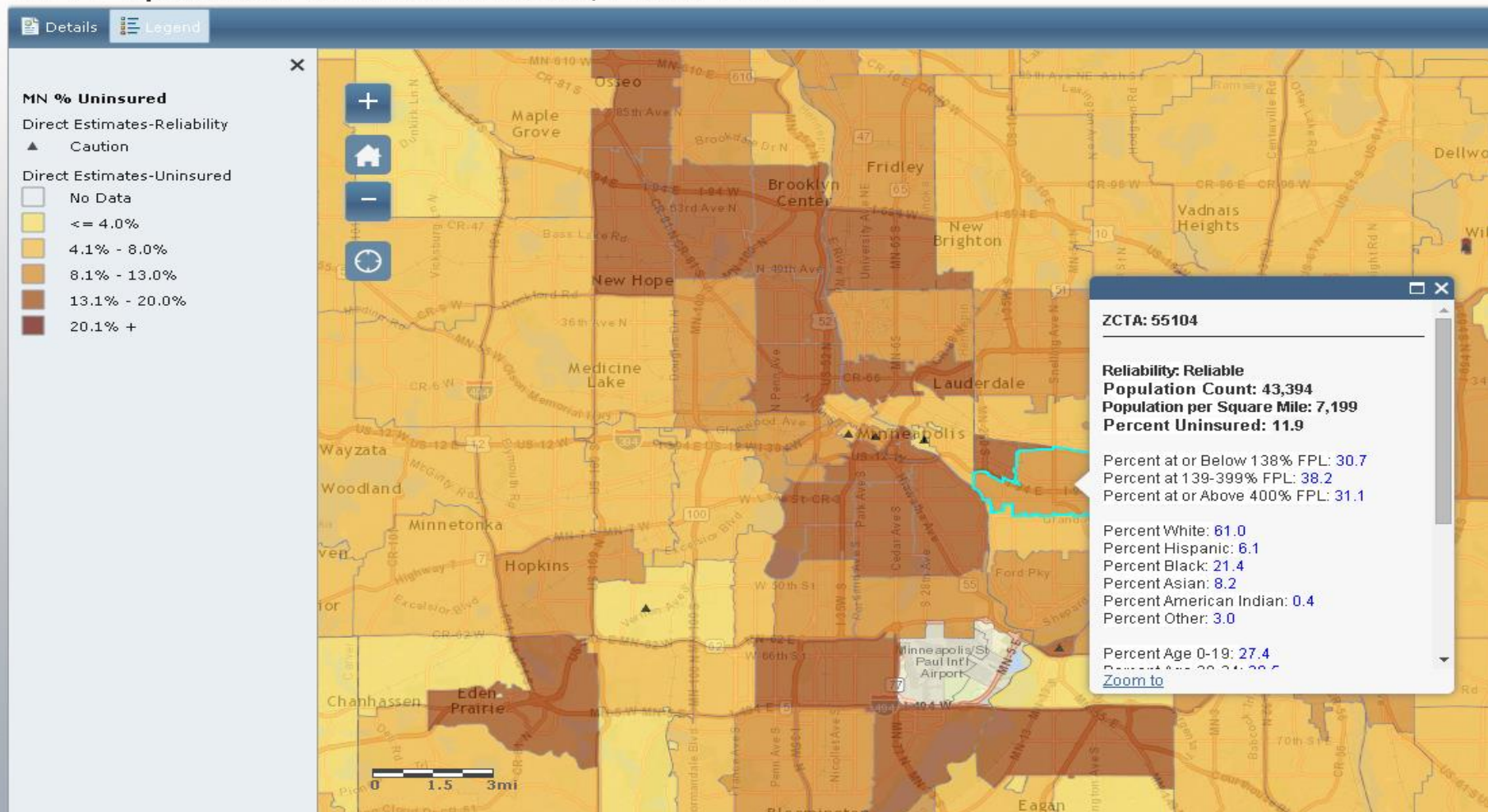
Remaining



LEVERAGING THE POWER OF MAPS

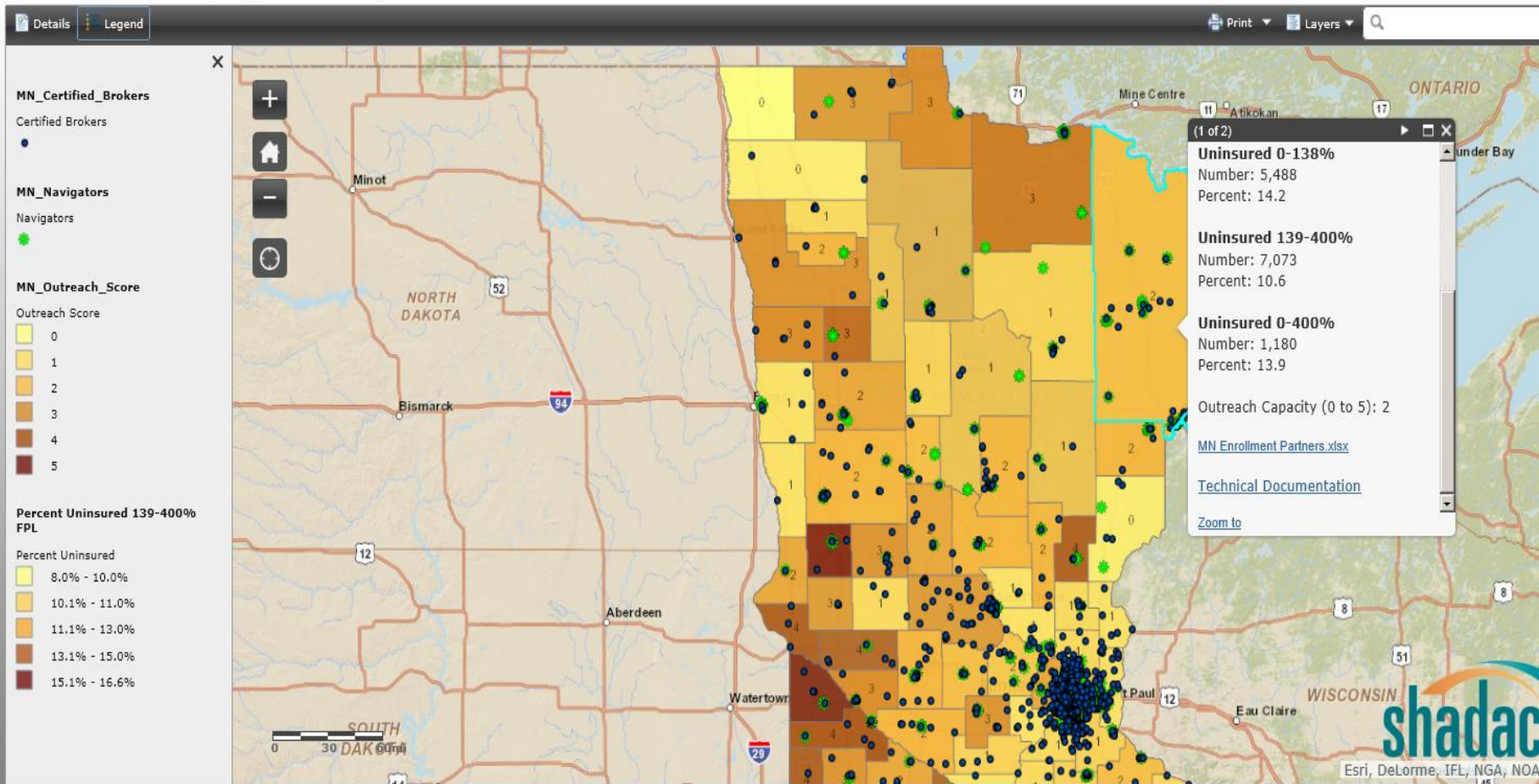
Map 1 - Data intensive: Drill down

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

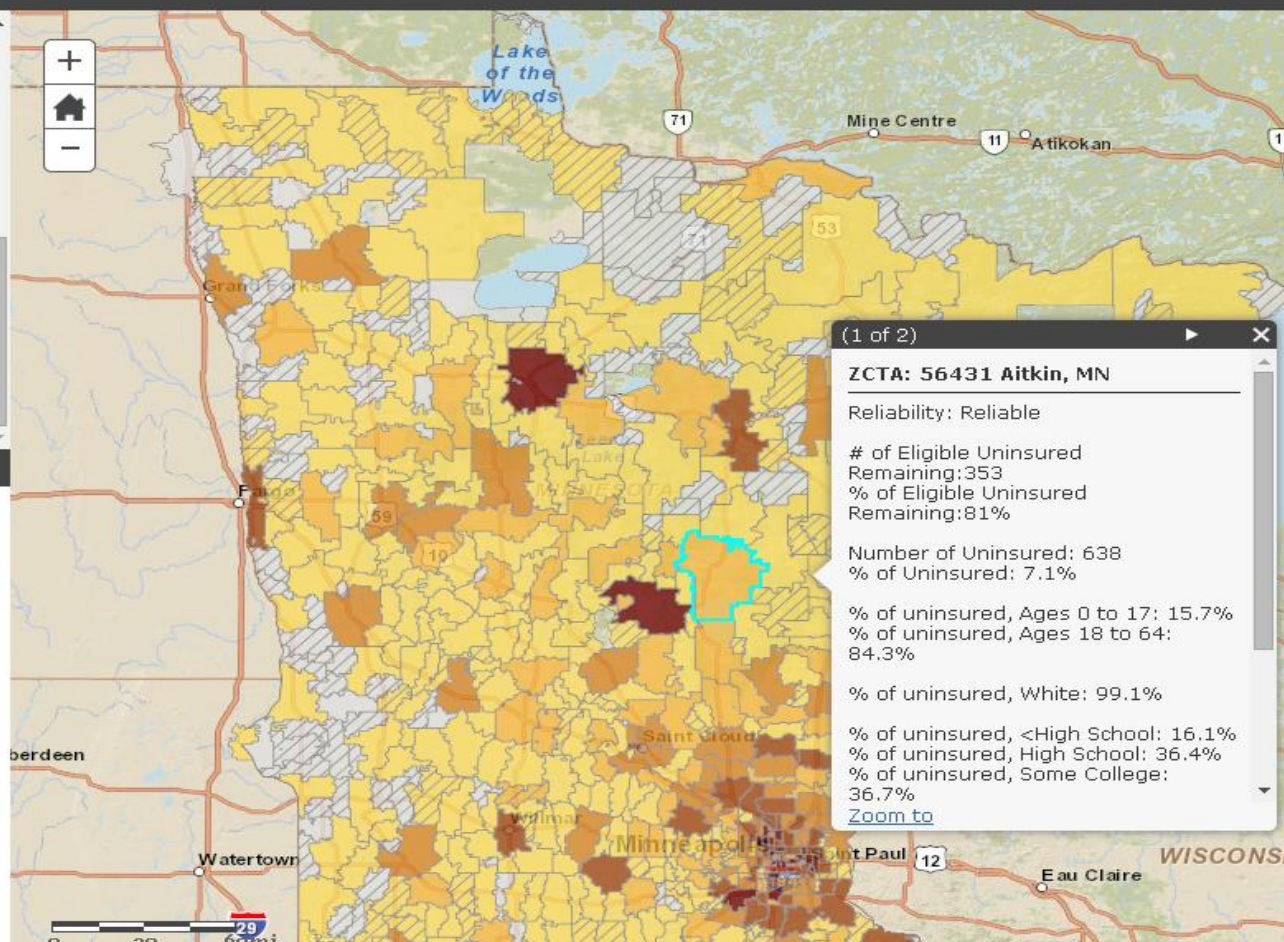
MNsure Remaining Eligible

Reliability

-  Caution
-  Reliable

Number of Remaining Eligible

-  NA
-  0 - 250
-  251 - 500
-  501 - 1,000
-  1,001 - 2,000
-  2,001 - 4,837



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

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