Telling the Whole Story of Your Program

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The Three Blind Men & the Elephant
Your Program, the Elephant

- Activities & outcome metrics (the “How”) are important, …but used alone, they’re not compelling

- Data driven narratives should be holistic
  - The “Who” identifies a community & a problem
  - The “How” quantifies your work
  - The “Why” connects the dots….
The “‘Who’”

To Tell a Compelling Story, You Need to Ask the Right Questions
Start with “Who” Before “How”

- Demographic data is a crucial component of the story
- Be intentional; create follow-up questions to look closer
- Design survey questions that enable you to sort, analyze and make connections
- Standardize the survey to ensure data integrity
Demographic Survey Questions

- Insured or uninsured
- Length of time spent uninsured
- Income in relation to FPL
- Primary care provider

The “Who”

- 46% were uninsured when they walked in to their appointment
  - 13% never had health insurance before
  - 45% were uninsured for less than 1 year & eligible for Medicaid

- Remaining 54% were already insured
  - Yet, 1 in 5 did not have a primary care provider

Remember this, we’ll be coming back to it later
Demographic Survey Questions

- Ethnicity
- Insured or uninsured
- Preferred language
- Internet access

The “Who”

- 54% of Hispanic/Latino respondents were uninsured at the time of their appointment
  - 1 in 4 did not have access to the internet
  - 55% said their preferred language is Spanish

- 32% of Asian respondents were uninsured
  - 1 in 3 did not have access to the internet
  - 70% said their preferred language is Chinese

- 58% of African American respondents were uninsured, which is highest uninsured rate of the 3 communities
  - 8% of respondents lacked access to the internet & 100% preferred English
The “‘How’”

“An unexamined program metric is not worth collecting.”

- Socrates
The “How” is an Ongoing Process

- Develop, collect, analyze, edit, repeat

- Your program’s story lies beyond the enrollment numbers

- Collect more program data than you think you need

- Not all metrics are created equal
Program Metrics

- Medicaid Application
- Medicaid Renewal
- Online Medicaid Portal Creation

Between 9/1/2016 – 8/31/2017:
  - 2,439 assisted with Medicaid applications
  - 1,877 assisted with Medicaid renewals

Between 9/14/2017 – 1/15/2018:
  - 123 assisted with online Medicaid portal creation

**Online Medicaid portal launched at end of 2017 so only 4 months of metrics available**
Program Metrics

- Health insurance & Medicaid literacy
- Finding an in-network provider
- Post-enrollment translation assistance

Between 9/14/2017 – 1/15/2018:

- 5,148 provided with insurance literacy information
- 1,439 assisted with finding a provider
- 3,665 provided with translation assistance

The “How”
The “Why”

Connecting Data to Tell Our Story to Funders
46% individuals surveyed were uninsured when they walked in to their appointment.

- Almost half of that group were eligible for Medicaid and uninsured for less than 1 year.

- Illinois data shows that, on average, 40% of all Medicaid enrollees lose their coverage every year as a result of not submitting Medicaid renewal paperwork.

- Since September 2016, our Navigators have helped 3,023 people apply for Medicaid and 2,309 people complete their renewal paperwork to keep their coverage.
In the last 4 months, our Navigators have provided translation assistance to 3,665 individuals.

- Chinese is the primary language for 70% of uninsured in Asian community.
- Spanish is the primary language for 55% of uninsured in Hispanic community.

How do you say deductible in Chinese?

How do you say co-insurance in Spanish?
Enrollment isn’t the last step, it’s just the first.

In the last 4 months, Navigators:

- Provided 5,148 people with insurance & Medicaid literacy information
- Assisted 1,439 people with finding a provider
- Helped 517 people select an MCO
Thank you!

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