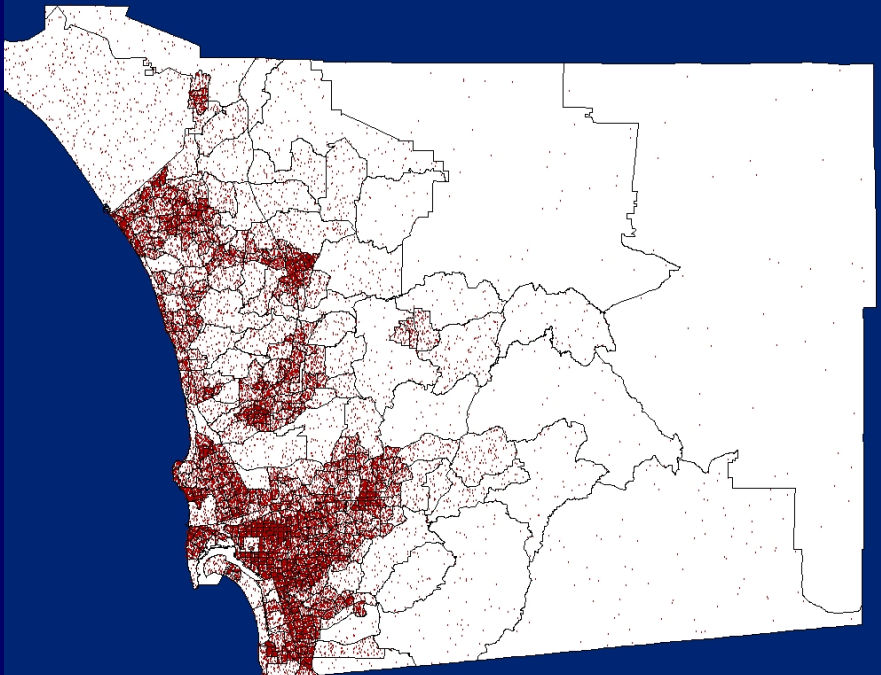


***A Methodology for Identifying
Difficult to Locate Uninsured Children
Eligible for Medicaid in a
Large Metropolitan County***

County of San Diego
Health and Human Services Agency
Emergency Medical Services

*American Public Health Association Annual Meeting
November 5, 2007*

San Diego County Background



- San Diego is the fifth largest county geographically and has a higher population than 21 states.
- There are 770,000 children under the age of 18 residing in San Diego County, with a total population of 3 million.
- Various estimates put the number of uninsured children between 54,000 and 91,000.
- Previous attempts to enroll children in Medicaid targeted outreach efforts at the entire County.
- A need was recognized for community-level efforts in order to improve outreach, enrollment, retention and utilization.

Goal

To locate children ages 0-17 years in San Diego County who are eligible for Medicaid or Healthy Families but not enrolled.

Data Sources

- Medicaid Enrollment
 - Medi-Cal Case Data System
 - December 2006 enrollment (approx 134,000 children enrolled)
- Census Data
 - U.S. Census, San Diego Association of Governments (SANDAG)
 - 2006 estimates calculated by SANDAG
- Emergency Department Discharge Data
 - Hospital Association of San Diego & Imperial Counties (HASD&IC), Community Health Improvement Partners (CHIP), & Emergency Medical Services (EMS)
 - FY 2005/06 ED discharges
- California Health Interview Survey (CHIS)
 - 2005 survey results

Challenges

- Find data on eligible kids
 - Multiple programs with different requirements
 - The only reliable data available to compare to program requirements are age and income
 - 0-17 Years
 - < 200% FPL
- Present data available on different geographic scales in a meaningful way
 - Census Tract, Zip Code, Subregional Area, etc..
 - Geographic Information System (GIS)
- Rank greatest need
 - Medicaid Unenrollment Rate
 - Number of income eligible yet unenrolled kids

Income Eligibility

- Number of kids living in households with incomes under 200% of the Federal Poverty Level (FPL)
- Calculated using:
 - FPL (2006 estimates) by household size
 - Family of 3: \$32,000
 - Family of 4: \$41,000
 - Number of persons per household (PPH)
 - Number of households with children <200% FPL
- Number of income eligible kids estimated as a range
 - Due to uncertainty regarding number of children in the household

Medicaid Unenrollment Rate

- The proportion of income eligible children who were already enrolled in Medicaid during December 2006.

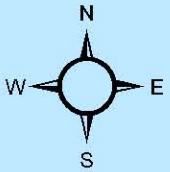
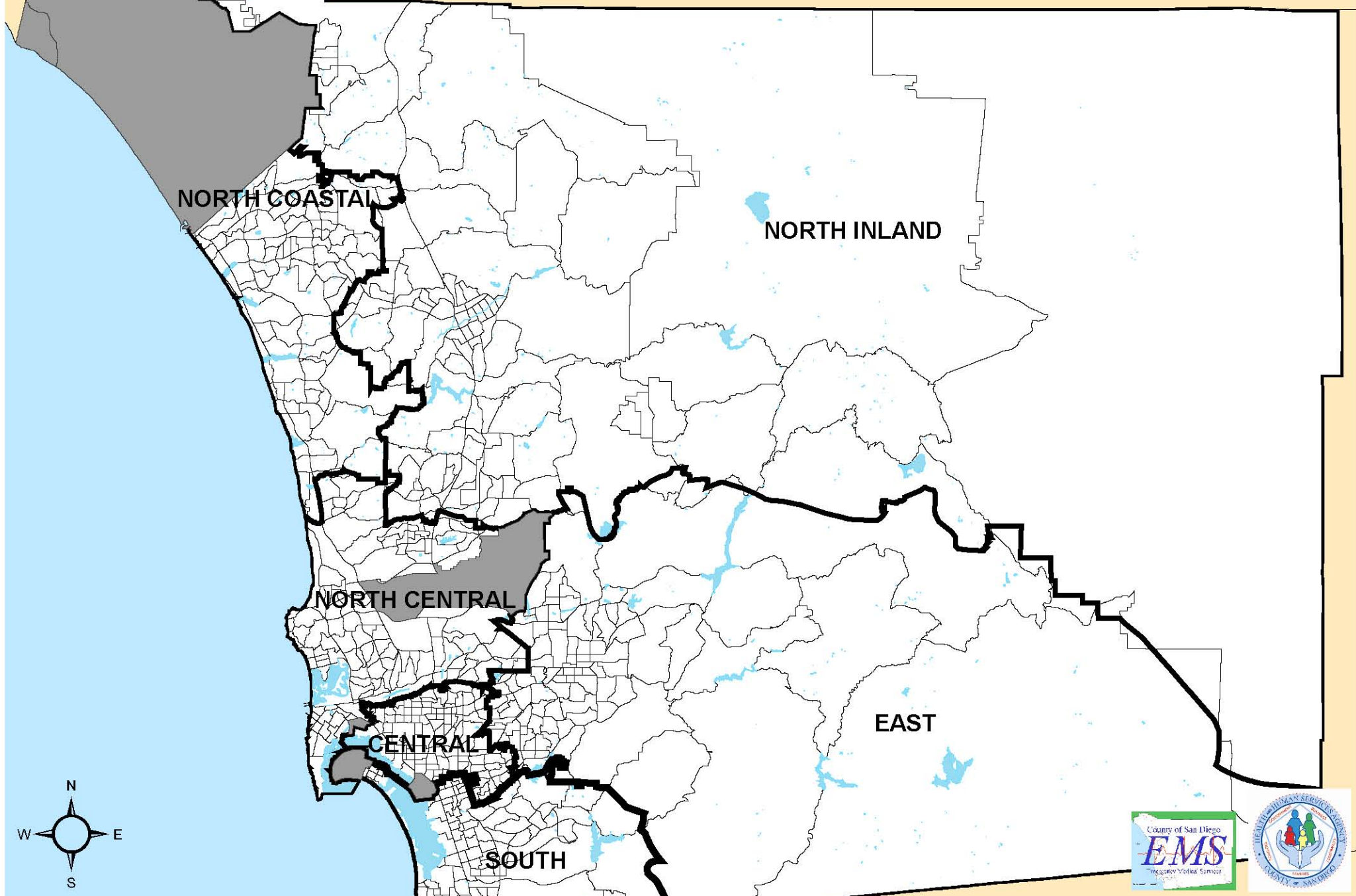
- Calculated using:

$$\frac{\text{income eligible population} - \text{enrolled population}}{\text{income eligible population}}$$

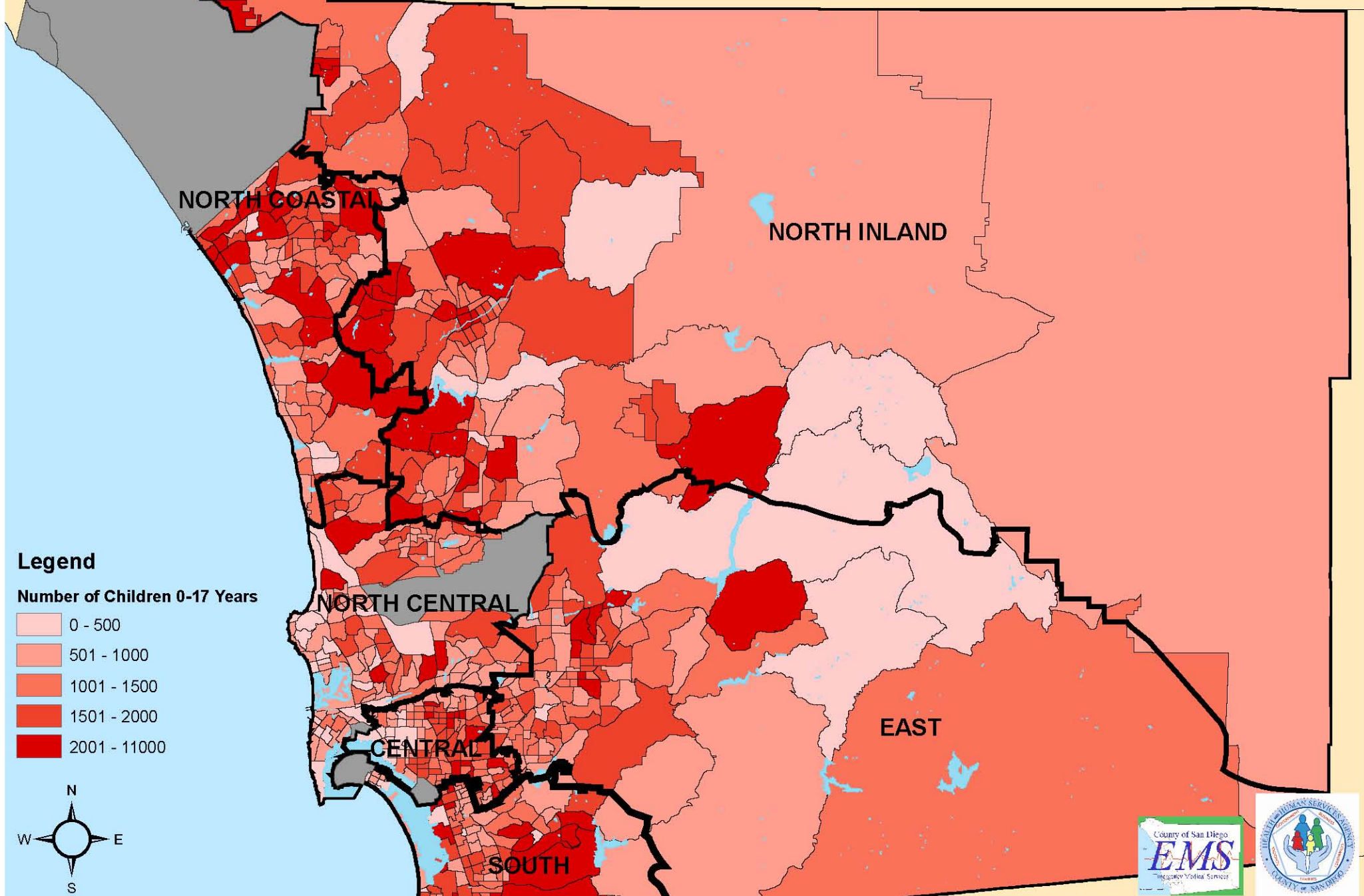
- Caveats

- Likely to be an overestimate of the true rate of unenrollment
- Should only be used as a tool for comparison
 - Unable to adjust for Medicaid requirements other than income
 - Home ownership
 - Private/other sources of insurance
 - Does not indicate the number of children not enrolled in Medicaid

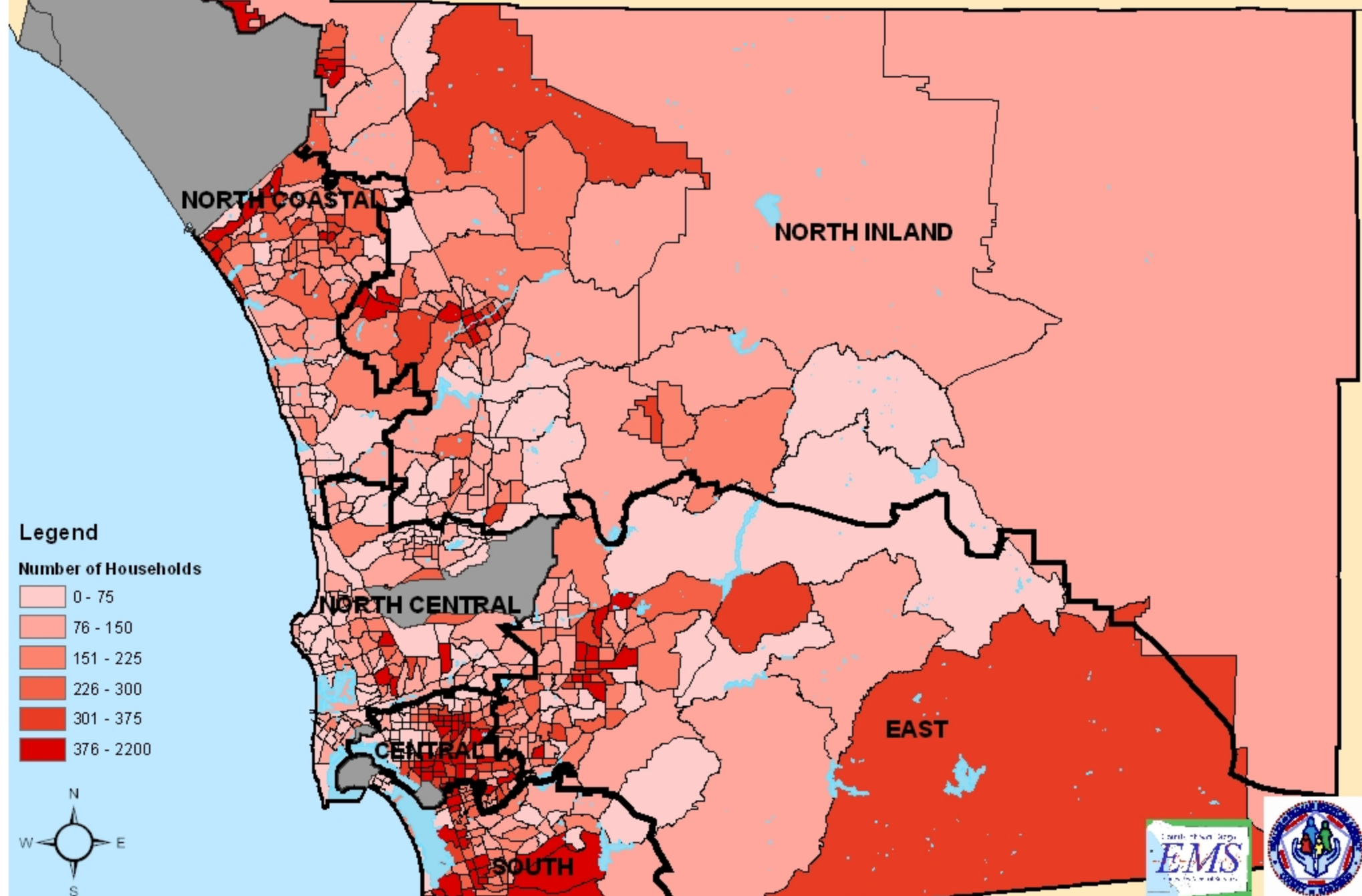
San Diego County by Health Service Region and Census Tract



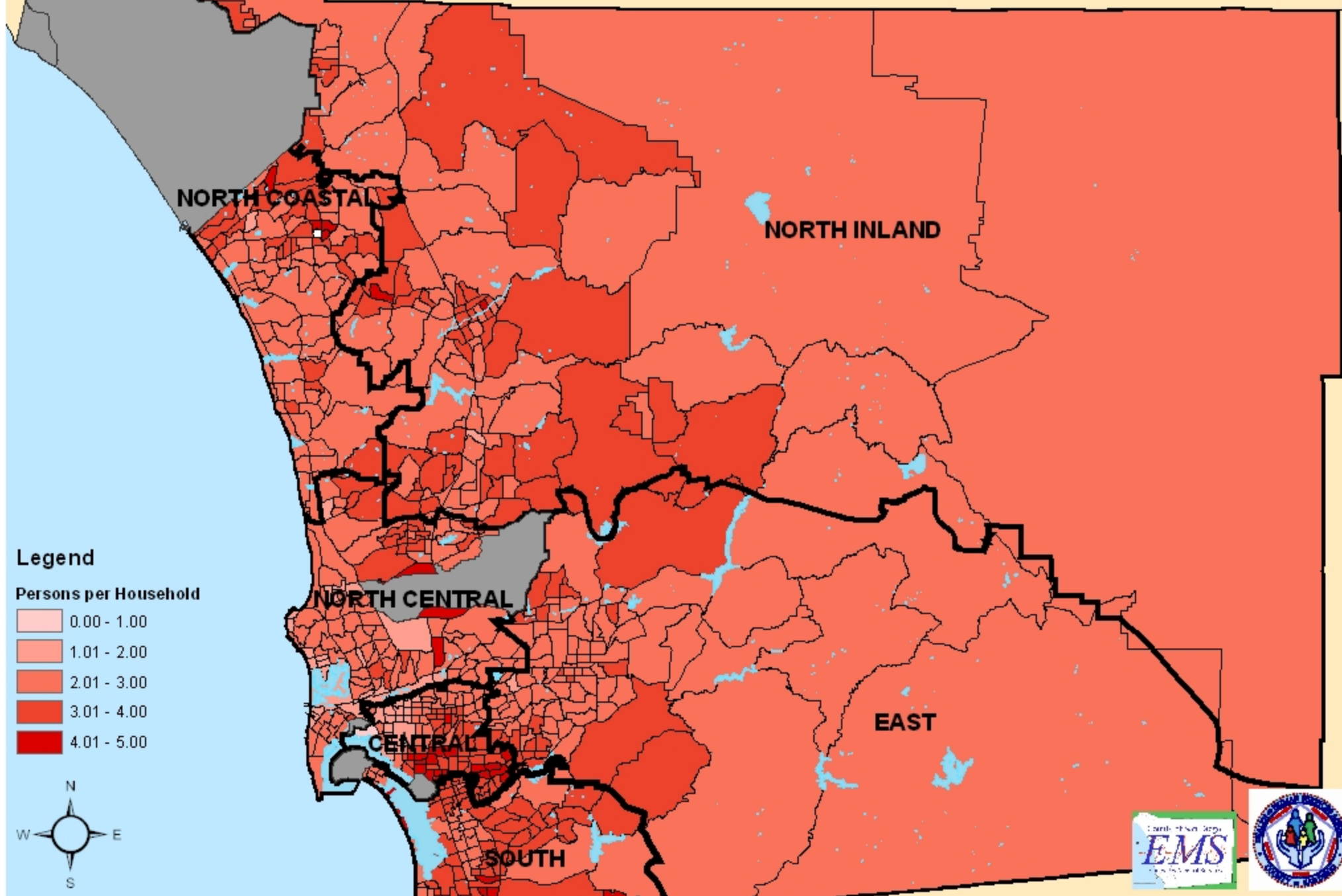
Number of Children Ages 0-17 Years by Census Tract San Diego County



Number of Households With Children <200% FPL by Census Tract, San Diego County



Number of Persons per Household by Census Tract San Diego County



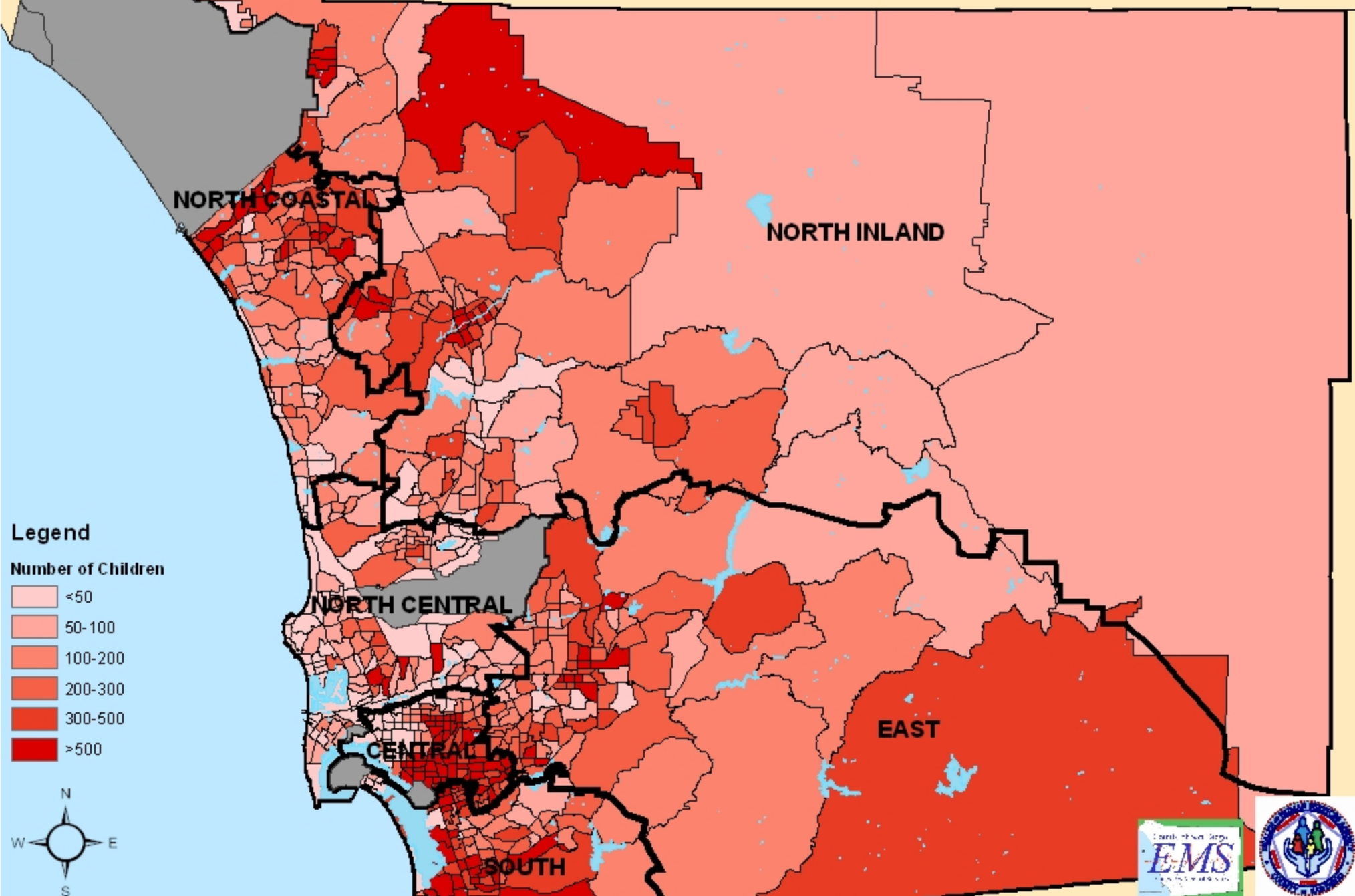
Legend

Persons per Household

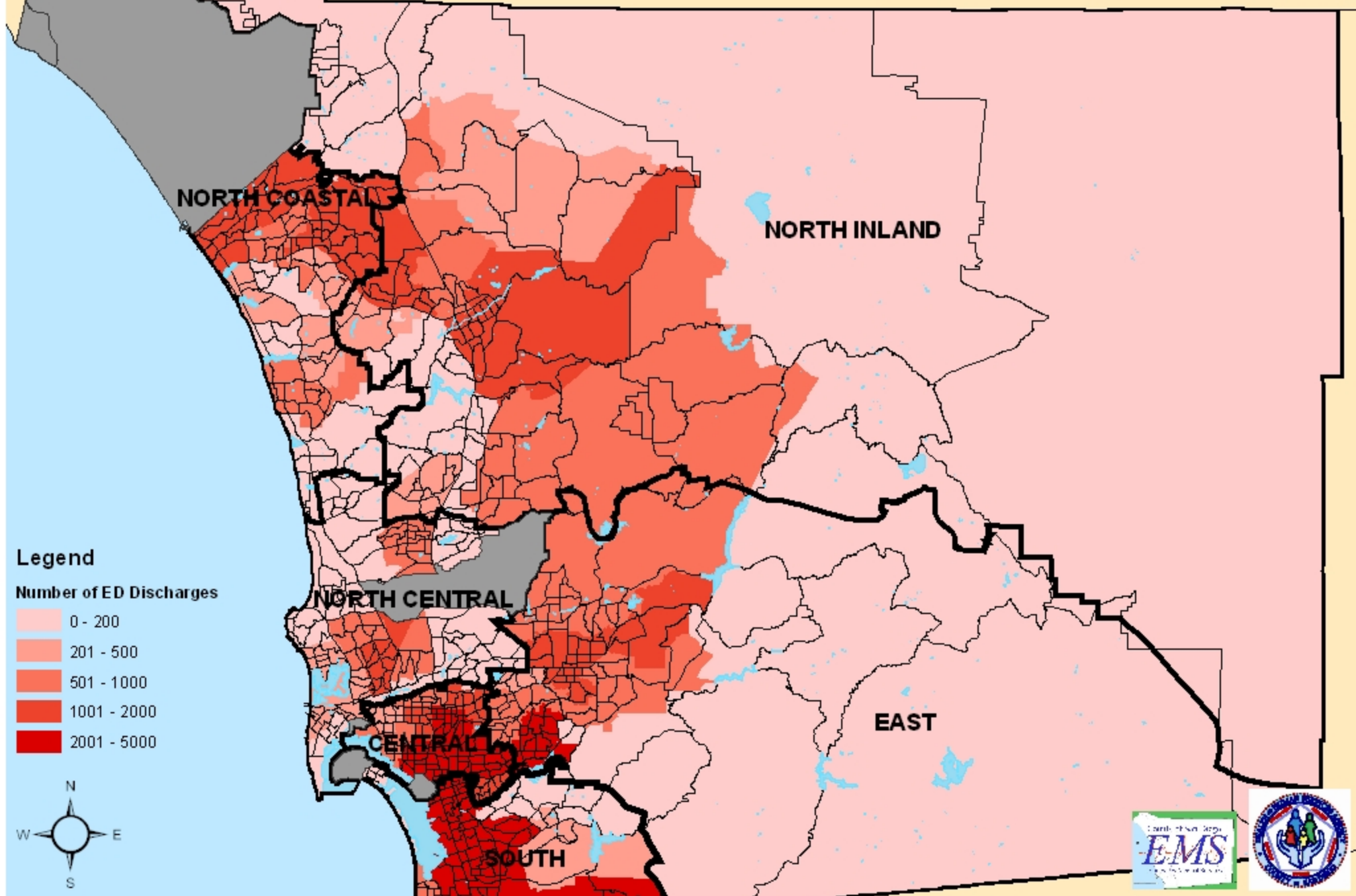
- 0.00 - 1.00
- 1.01 - 2.00
- 2.01 - 3.00
- 3.01 - 4.00
- 4.01 - 5.00



Number of Income Eligible Children by Census Tract San Diego County



Number of Underinsured ED Discharges, 0-17 Years by Zip Code, San Diego County



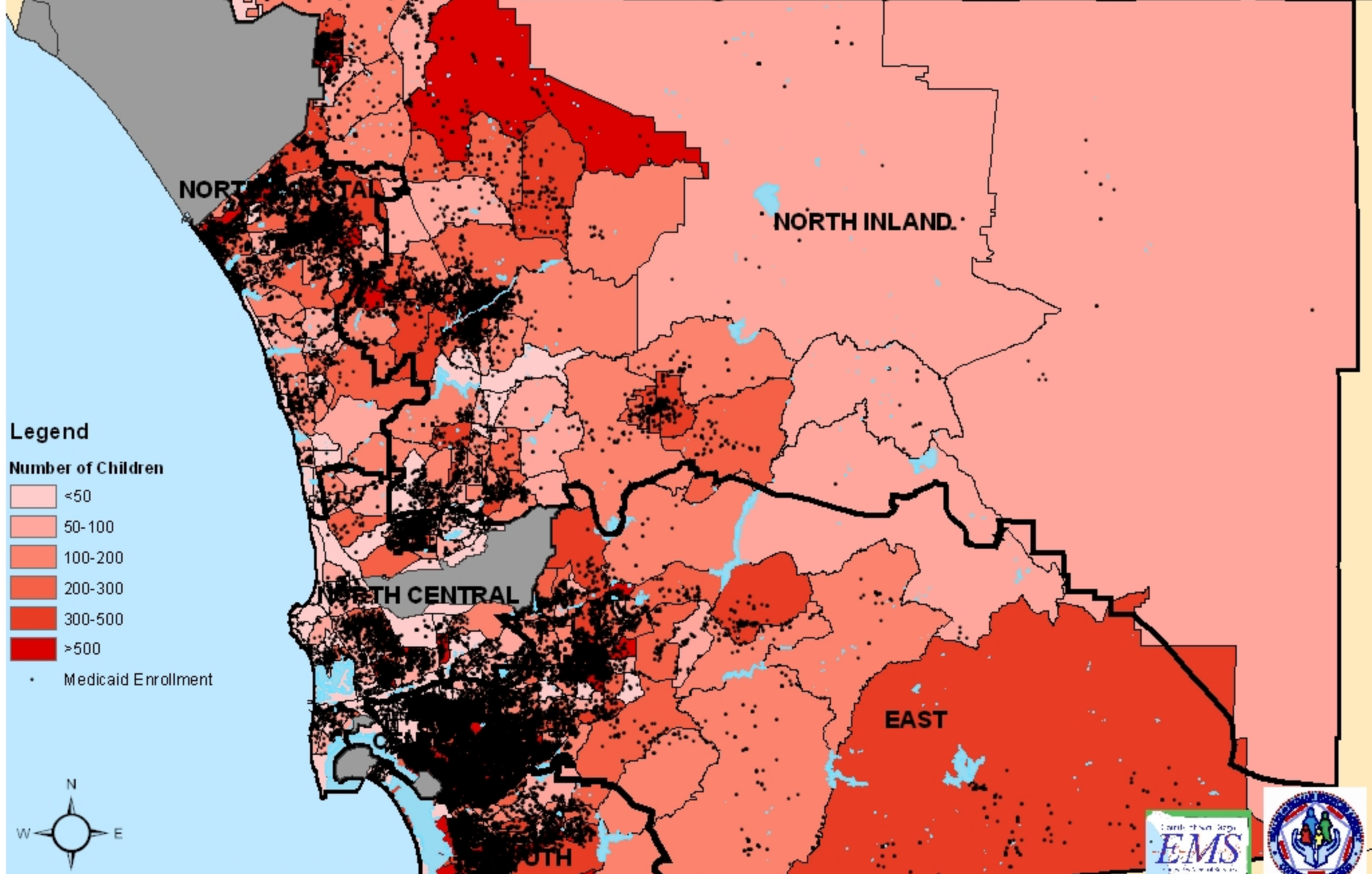
Legend

Number of ED Discharges

- 0 - 200
- 201 - 500
- 501 - 1000
- 1001 - 2000
- 2001 - 5000



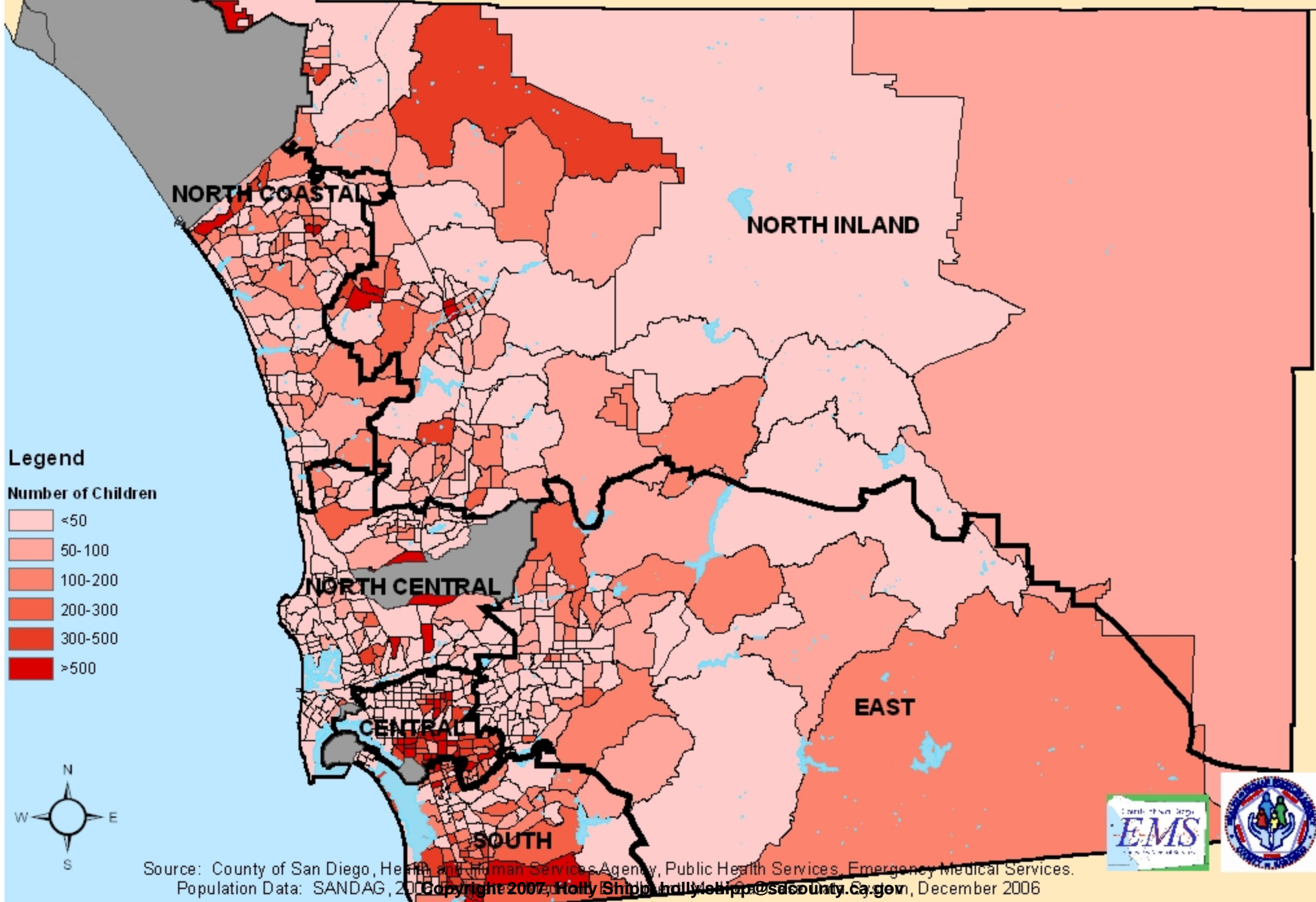
Number of Income Eligible Children by Census Tract December 2006 Medicaid Enrollment San Diego County



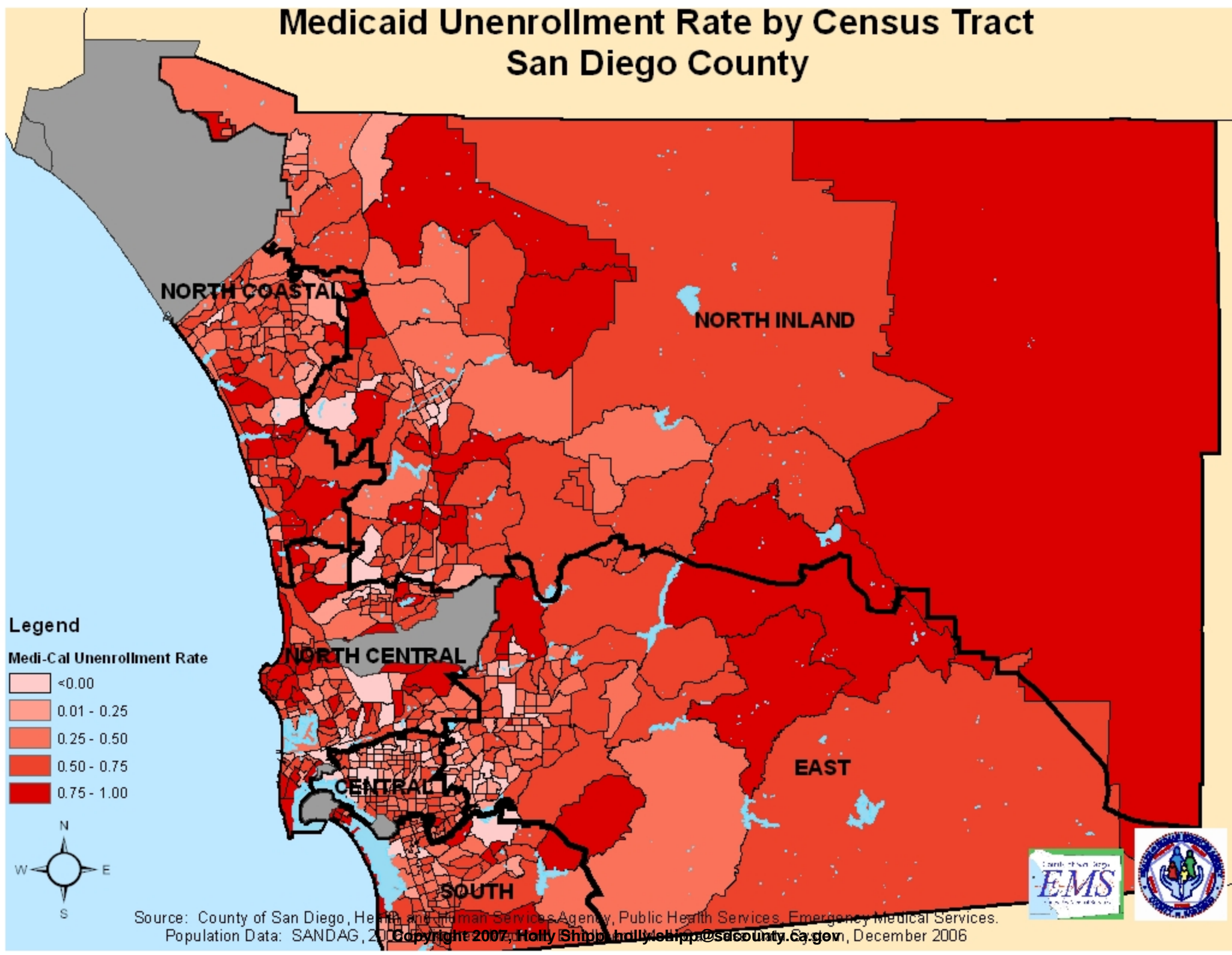
Source: County of San Diego, Health Services Agency, Public Health Services, Emergency Medical Services.
Population Data: SANDAG, 2006. Date: 2007; Holly Shipp, holly.shipp@sdcountry.ca.gov, December 2006



Number of Children Income Eligible but Not Enrolled by Census Tract, San Diego County



Medicaid Unenrollment Rate by Census Tract San Diego County



Source: County of San Diego, Health and Human Services Agency, Public Health Services, Emergency Medical Services.
Population Data: SANDAG, 2006. Copyright 2007, Holly Shipps, holly.shipps@csacounty.ca.gov, December 2006

Access to Care for Children Team (ACT)

Regional Forums - Objectives

1. Present gap analysis findings specific to each of the County's six regions
 - Share the results of the regionally focused data
 - Solicit input from community participants
2. Participants engage in active dialogue about regional barriers and potential solutions including:
 - Outreach
 - Enrollment
 - Retention
 - Utilization
3. Develop community-level actions to improve access
4. Create a comprehensive set of recommendations

Regional Forums Participants

- Children's Healthcare Providers
 - Community Health Centers/Clinics
 - Health Plans
 - Hospitals
- Stakeholders
 - Elected Officials' Representatives
 - Health and Human Services Agency (HHS)
- Community Based Organizations
 - First 5 Healthcare Access
 - OERU contractors
- A “team approach” was encouraged
 - To reflect the diverse roles staff members play & their respective areas of expertise
 - Exec Director, Certified Application Assistor, Community Health Worker, etc..

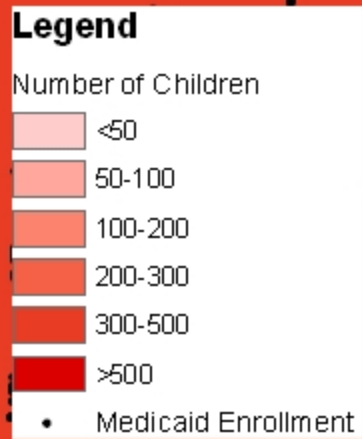


Regional Forums Gap Analysis Presentation

- Methodology of gap analysis
- Identification of approximately three target communities per region
 - Medicaid Unenrollment Rate
 - Number of kids who were income eligible but not enrolled
- Within each target community, we identified:
 - Community resources and assets
 - Demographic characteristics
 - Known challenges
 - Cultural differences



Number of Children Who Were Income Eligible but Not Enrolled by Census Tract With December 2006 Medicaid Enrollment Target Community, San Diego County



Source: County of San Diego, Health and Human Services Agency, Public Health Services, Emergency Medical Services. Medicaid Enrollment: Medi-Cal, Copyright 2007, Holly Shipp, holly.shipp@sdcounty.ca.gov DAG, 2006 Estimates



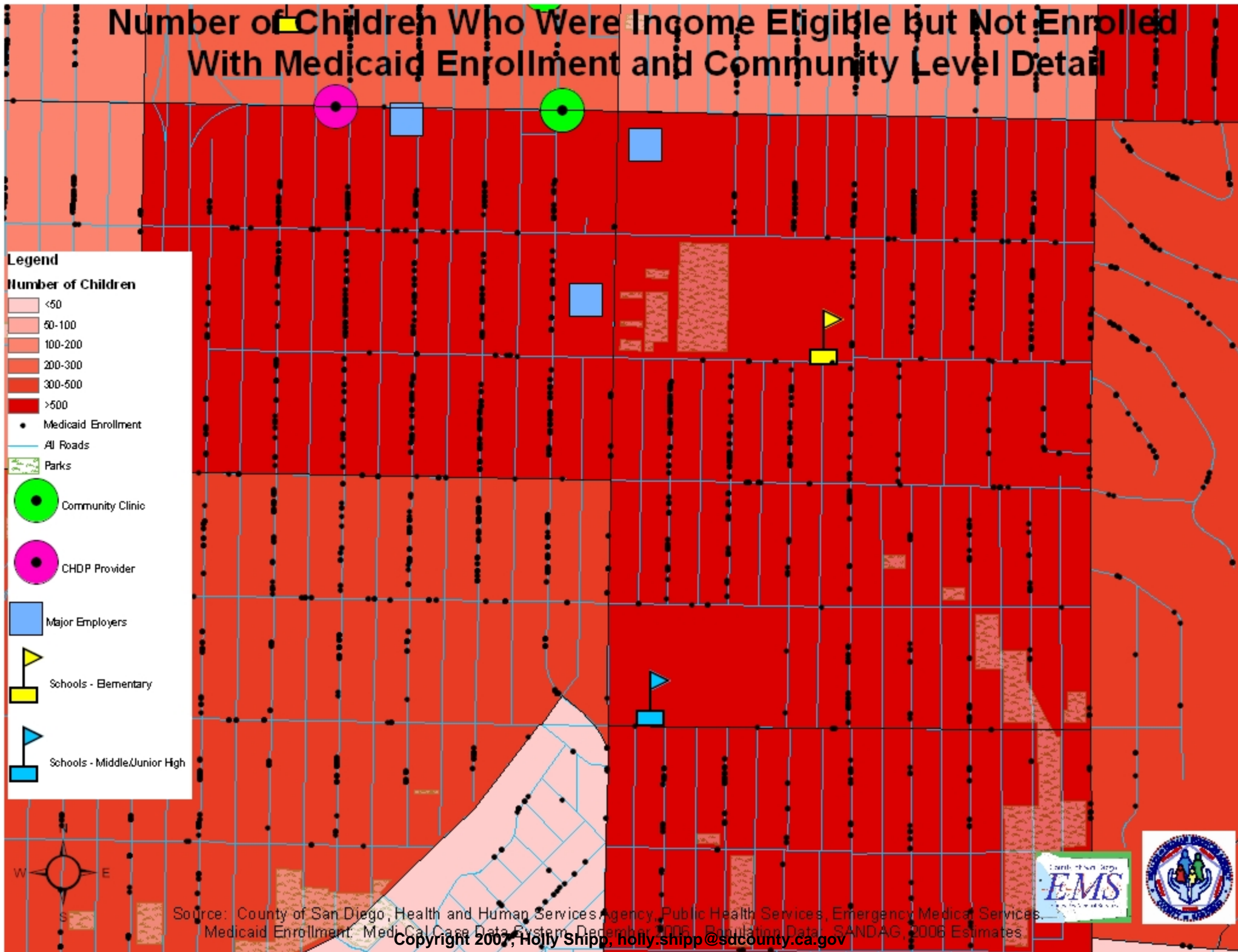
Number of Children Who Were Income Eligible but Not Enrolled With Medicaid Enrollment and Community Level Detail

Legend

Number of Children

-  <50
-  50-100
-  100-200
-  200-300
-  300-500
-  >500

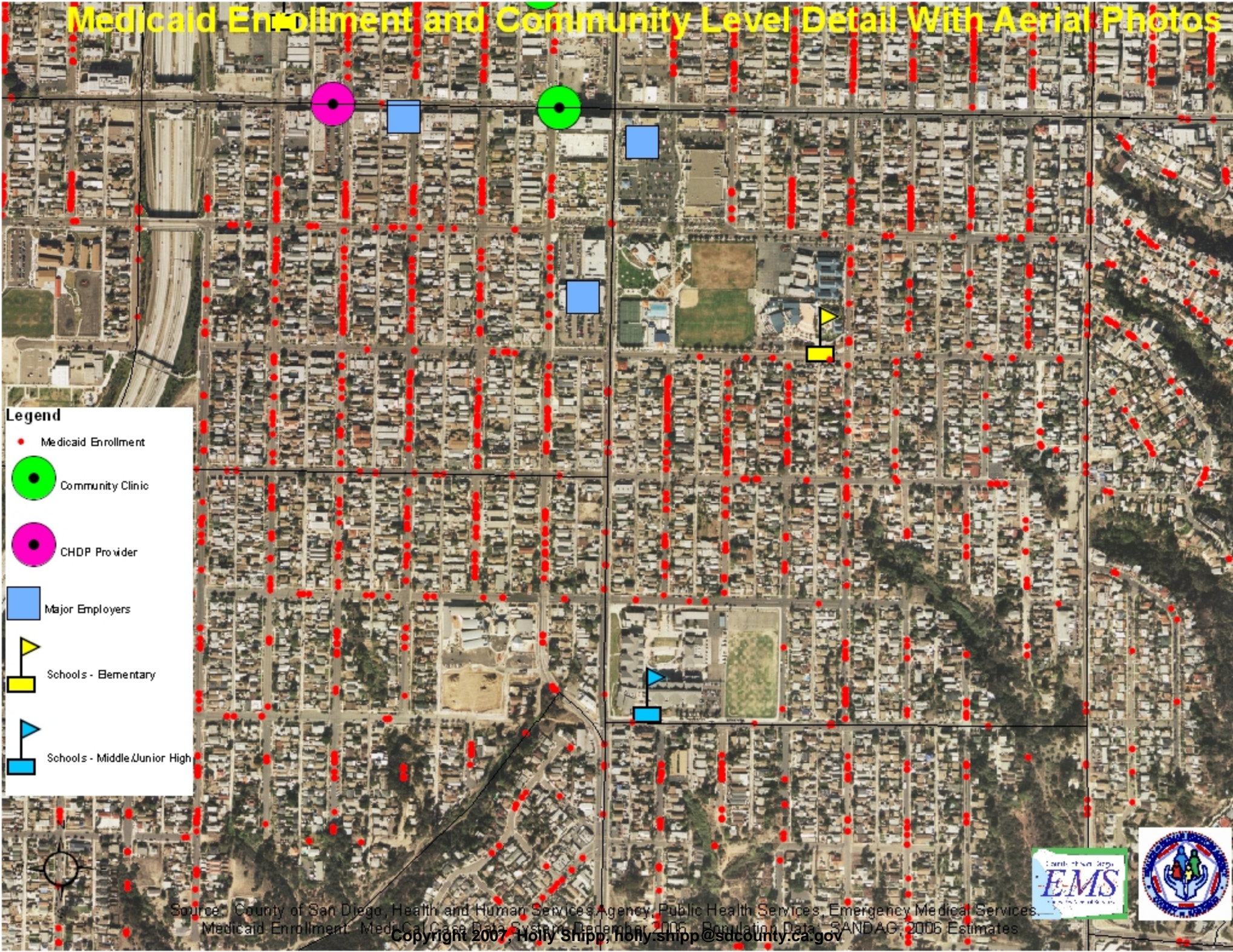
-  Medicaid Enrollment
-  All Roads
-  Parks
-  Community Clinic
-  CHDP Provider
-  Major Employers
-  Schools - Elementary
-  Schools - Middle/Junior High



Source: County of San Diego, Health and Human Services Agency, Public Health Services, Emergency Medical Services, Medicaid Enrollment, Medi-Cal Case Data System, December 2006, Population Data, SANDAG, 2006 Estimates.

Copyright 2007, Holly Shipp, holly.shipp@sdcounty.ca.gov

Medicaid Enrollment and Community Level Detail With Aerial Photos



Legend

- Medicaid Enrollment
- Community Clinic
- CHDP Provider
- Major Employers
- ▲ Schools - Elementary
- ▲ Schools - Middle/Junior High

Source: County of San Diego, Health and Human Services Agency, Public Health Services, Emergency Medical Services.
Medicaid Enrollment: Medical Case Data System, December 2006. Population Data: SANDAG, 2006 Estimates

Demographic Profile (2006 Estimates)		
Total Population, All Ages 6,384		
Median Age (Years)	30.8	
Total Population, 0-17 Years 1,701		
0 to 4 years	590	34.7%
5 to 9 years	301	17.7%
10 to 14 years	464	27.3%
15 to 17 years	346	20.3%
Race/Ethnicity, 0-17 Years		
White	162	9.5%
Black	22	1.3%
Hispanic	1,278	75.1%
Asian	137	8.1%
Other	102	6.0%

Occupation and Industry (2000 Census)		
Total All Workers 2,342		
Occupation		
Manmnt Professional & Related	440	18.8%
Service	461	19.7%
Sales and Office	743	31.7%
Farming, Fishing, & Forestry	0	0.0%
Constctn, Extraction, & Maintenance	287	12.3%
Product'n, Transpn, & Mtrl Mving	411	17.5%
Industry		
Agriculture, Forestry, Mining	0	0.0%
Utilities	11	0.5%
Construction	121	5.2%
Manufacturing	329	14.0%
Wholesale trade	50	2.1%
Retail trade	408	17.4%
Transportation & Warehousing	71	3.0%
Information & Communications	60	2.6%
Finance, Insurance, & Real Estate	158	6.7%
Prof'l, Scientific, Mgmt, Admin	205	8.8%
Educational, Social & Health Svcs	407	17.4%
Arts, Entertainment, Recreation, Accommodations, Food Services	208	8.9%
Other Services	106	4.5%
Public Administration	208	8.9%

Household (HH) Income (2006 Estimates)		
Household Income Categories		
< \$15,000	167	9.7%
\$15,000 - \$30,000	370	21.5%
\$30,000 - \$45,000	360	20.9%
\$45,000 - \$60,000	283	16.4%
\$60,000 - \$75,000	197	11.4%
\$75,000 - \$100,000	189	11.0%
\$100,000 - \$125,000	86	5.0%
\$125,000 - \$150,000	39	2.3%
>\$150,000	33	1.9%
Total Households	1,724	
Median Household Income	\$39,214	
Persons Per Household	3.66	

Primary Language Spoken at Home (2000 Census)		
Total Population 5+ Years 5,685		
English	1,768	31.1%
Spanish	3,072	54.0%
Asian/Pacific Islander	756	13.3%
Other Language	89	1.6%

Completed Education (2000 Census)		
Total Population 25+ Years 3,610		
< High School Graduate	1,372	38.0%
High School Graduate	877	24.3%
Some College or AA	1,033	28.6%
Bachelor Degree	252	7.0%
Graduate Degree	76	2.1%

Vehicle Availability (2000 Census)	
No Vehicle Available	
Percent of Total Households	2.2%

School Enrollment Estimate (2000 Census)		
Total Public School Enrollment 1,443		
Pre-School	61	4.2%
Grades K - 8	938	65.0%
Grades 9 - 12	444	30.8%
Total Private School Enrollment 85		
Pre-School	30	35.3%
Grades K - 8	42	49.4%
Grades 9 - 12	13	15.3%

Household Poverty Estimates	
Total Households (2006 Est) 1,724	
<100% of FPL	290
<150% of FPL	537
<200% of FPL	778
Household Population (2000 Census)	
Percent Below Poverty	18.8%

Households With Children <18 Poverty Estimates	
Total Households (2006 Est) 929	
<100% of FPL	156
<150% of FPL	289
<200% of FPL	419
Families With Children <18 (2000 Census)	
Percent Below Poverty	21.4%

Medi-Cal Eligibility and Enrollment	
Number of Children Enrolled During Month	
November 2004	269
December 2006	350
Percent Change in Enrollment	30.1%
Number of Income Eligible but Unenrolled Children	
2006 Estimates (<200% FPL)	>500
Medi-Cal Unenrollment Rate	
2006 Estimates (<200% FPL)	0.50 to 0.75



Root-Cause Determination

CAUSES

PEOPLE

ENVIRONMENT

MATERIALS

METHODS

EFFECTS

Outreach Barriers

Low Enrollment

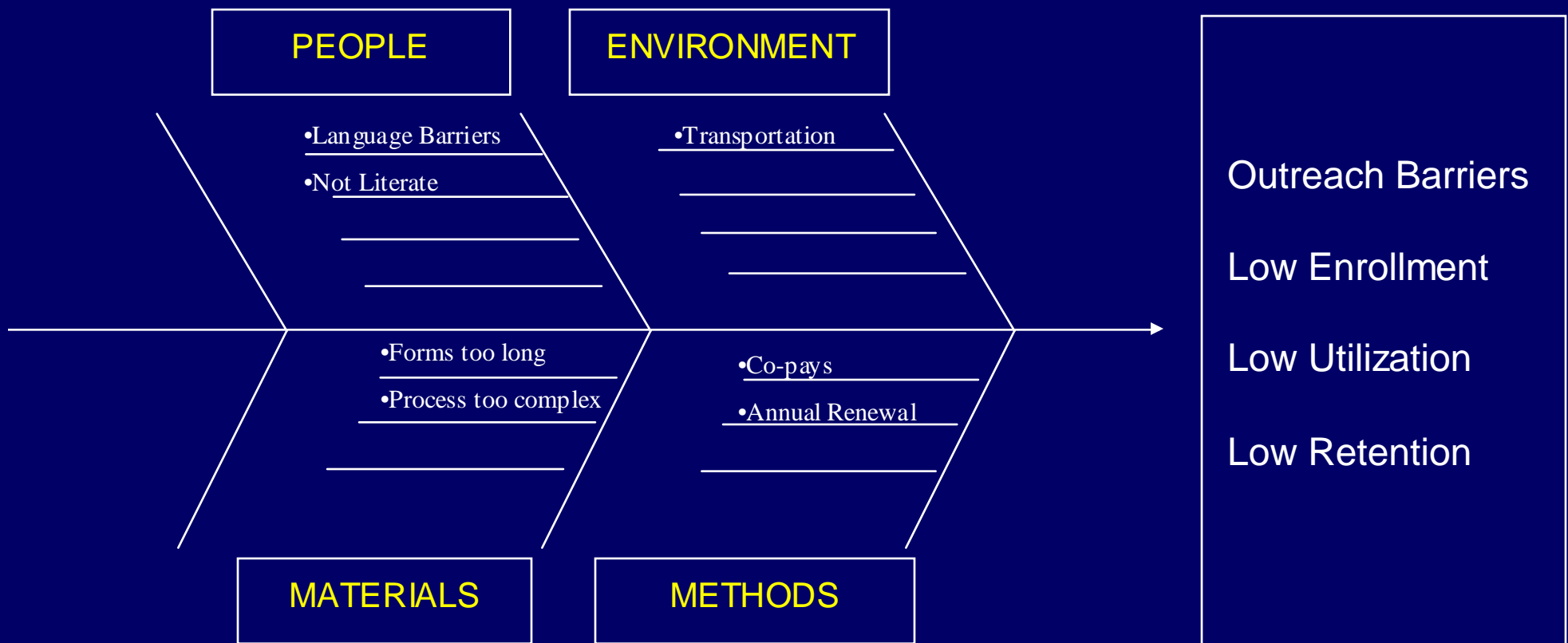
Low Utilization

Low Retention

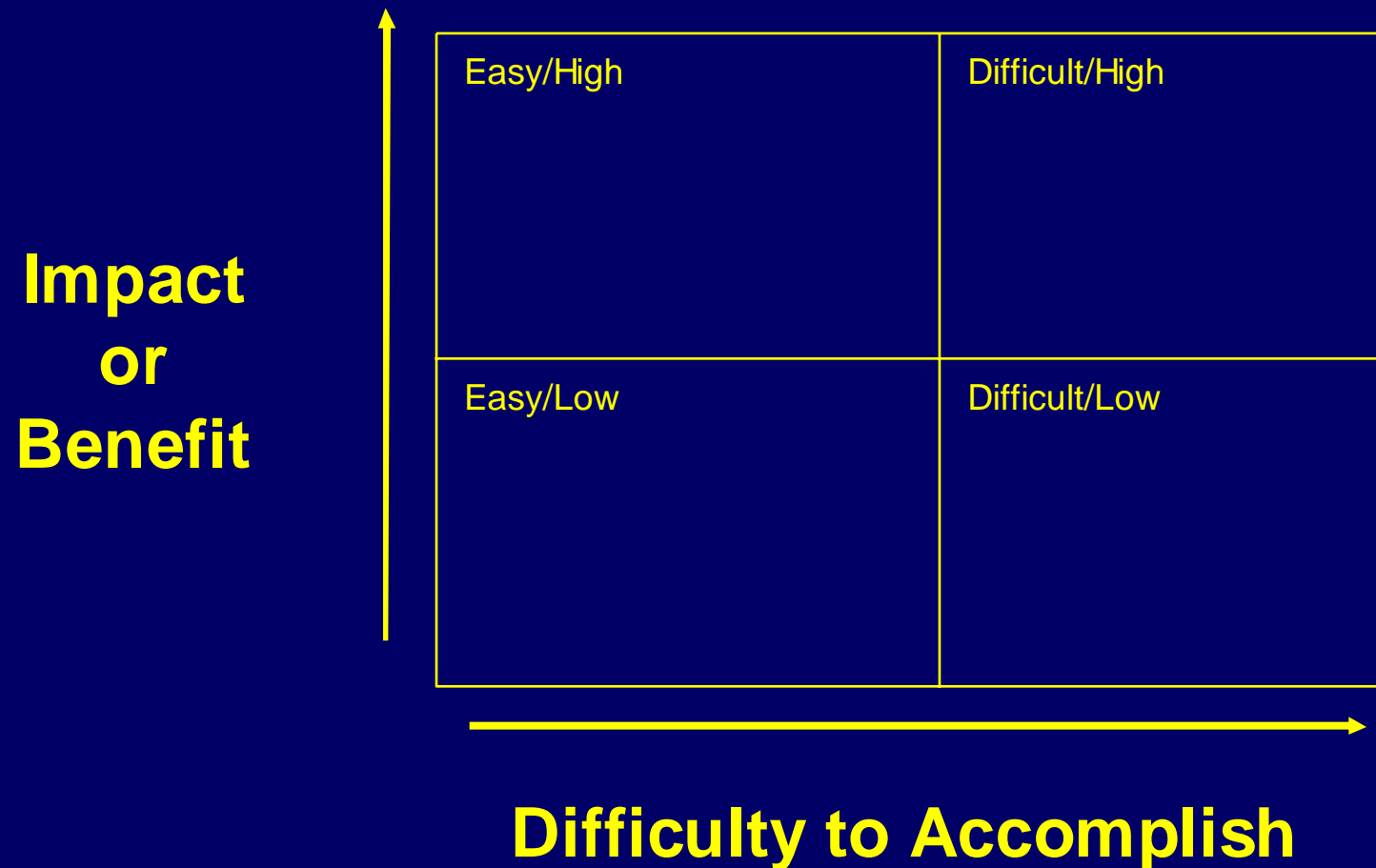
Root-Cause Determination

CAUSES

EFFECTS

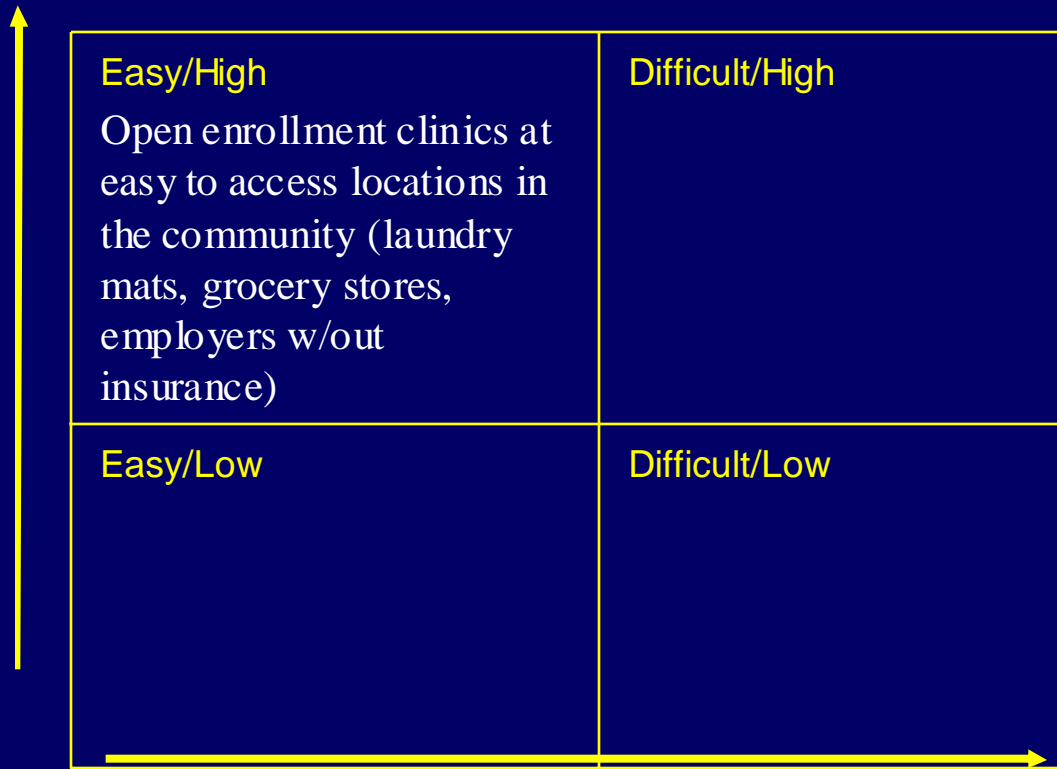


Impact/Effort Decision Grid



Impact/Effort Decision Grid

**Impact
or
Benefit**



The diagram is a 2x2 grid with a vertical arrow on the left pointing upwards and a horizontal arrow at the bottom pointing to the right. The grid is divided into four quadrants by a vertical and a horizontal line. The top-left quadrant contains the text 'Easy/High' and 'Open enrollment clinics at easy to access locations in the community (laundry mats, grocery stores, employers w/out insurance)'. The top-right quadrant contains the text 'Difficult/High'. The bottom-left quadrant contains the text 'Easy/Low'. The bottom-right quadrant contains the text 'Difficult/Low'.

Easy/High Open enrollment clinics at easy to access locations in the community (laundry mats, grocery stores, employers w/out insurance)	Difficult/High
Easy/Low	Difficult/Low

Difficulty to Accomplish

Results of ACT Gap Analysis

- The use of data and GIS technology gave participants new insight into the enrollment characteristics of each community.
- Forums provided a unique opportunity for experts to come together and use existing resources to develop solutions.
- While common barriers and solutions were present, community-level data revealed specific results by target area, including issues surrounding language, communication, education, culture, transportation, crime and clinic hours.

Recommendations from Forums

- Develop outreach presentations for small businesses, church groups, and apartment associations to focus on increasing the awareness of program benefits.
- Distribute simple, easy-to-read and understand information brochures to churches, schools, small businesses and other non-traditional locations describing coverage benefits.
- Include Saturday enrollment at locations such as grocery stores, schools and churches in the target community.

Next Steps

- Information from each regional forum is being combined into a comprehensive report
- Report will be presented to the County Board of Supervisors as well as to the general public
- Location specific data will be directed back to local organizations to target efforts to increase enrollment and retention
- Local enrollment data will be monitored for evaluation purposes

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