

# Defining and Evaluating Consumer Self-Sufficiency Among Diverse Health Insurance Consumers

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### ◆ Grant Program

Blue Cross Blue Shield of Massachusetts
Foundation Connecting Consumers with Care

- 16 Grantees: community-based organizations, public health agencies, and federally qualified health centers
- Oct 2013-Sept 2015
- \$80K each



#### ◆ Goals

#### **DEVELOP STRATEGIES IN 2 KEY AREAS**

- Outreach & Enrollment (O&E)
   help consumers access publicly-funded health insurance
- Consumer Self Sufficiency (CSS)
  promote consumers' ability to choose & use insurance, navigate health care systems and manage their care

### Reporting

- Grantee definition of CSS
- Target population for CSS efforts
- CSS strategies
- Process Measures to evaluate strategies:
- Examples: # of consumers, # of workshops, # of materials distributed
- Outcome Measures to evaluate strategies:
- Examples: Consumer knowledge gain, confidence & ability; Ability to apply new knowledge & skills
- Data Collection:
  - Examples: Survey-paper, phone; Intake Form, Checklist
- Changes made to CSS strategies
- Especially effective CSS strategies

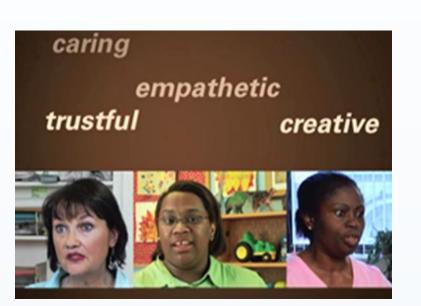
### ◆ Technical Assistance (TA) to Grantees

## STRENGTHS: CONSUMER FOCUS ON OUTREACH & ENROLLMENT

Staff are:

- Knowledgeable about health insurance policies & procedures
- Reflect the diversity of the community by race, ethnicity, culture, language
- Create community partnerships
- Meet with consumers at various sites

### **ISSUES**



## **CHALLENGES: REPORTING ON CONSUMER SELF-SUFFICIENCY**

- High consumer demand for assistance
- Complex, new insurance enrollment process
- New grant focus on CSS
- Difficult to develop process & outcome measures
- Barriers related to data collection

### ◆ Evaluation

- Assess progress made on select outreach and enrollment measures
- Characterize efforts and challenges in defining, promoting and evaluating CSS
- Mixed methods study design
  - Grantee reports
  - Semi-structured interviews

### Conclusion

- Grantees played a critical role in helping the uninsured gain health coverage
- Grantees provided strong evidence of effective grant program performance
- Challenges remained for some grantees:
  - no standard definition of CSS
  - difficulty operationalizing process and outcome measures
  - difficulty designing CSS measurement tool and collecting data

## TA RESPONSE

#### **LEARNING COMMUNITY**

- The BCBS of MA Foundation,
   MassAHEC TA team, and grantees
- Peer learning, share best practices, troubleshooting, and expert advice
- In-person meetings-statewide & regional
- Webinars
- Online (Groupsite)

#### INDIVIDUALIZED TA

- To increase grantee evaluation capacity
- Provided focused TA to 11 of the 16 grantees who needed to develop stronger outcome measures and/or data collection processes
- Site Visits

**BEFORE TA** 

5

Conference calls

## Looking Ahead

#### **New Grant Cycle: 2015-2017**

- Refocus key areas
  - Enrolling the remaining uninsured
  - Reducing 'churn' (consumers going in and out of health coverage)
  - Increasing health insurance literacy
- Reduce total number of reports and reporting variables
- Continue TA

## INDIVIDUALIZED TA OUTCOMES

# STATUS OF OUTCOME MEASURES & REPORTING

5 grantees had outcome measures not evident or not tied to CSS strategies, inconsistent or little data reported, received TA

6 grantees had outcome measures not strongly tied to CSS strategies, received TA

5 grantees had clear outcome measures tied to CSS strategies and reported data, no TA needed

# 5

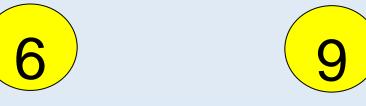


**AFTER TA** 

yellow status

3 grantees

improved to



6 grantees remained at yellow status

5

No TA needed

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