

The Health Reform Monitoring Survey (HRMS)

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Objectives of the HRMS

- Rapid-cycle monitoring of changes in coverage and health care access and affordability under the Affordable Care Act (ACA)
 - Data for 2014 in early 2014, which is well before national survey data will be available
- Timely information to support state ACA design and implementation tasks, including outreach, education, and enrollment processes
 - Data to support implementation in 2013
- Rapid-cycle feedback on early implementation experiences with the Medicaid expansion and the health insurance exchanges across the states to support policy refinement
 - Data on early implementation experiences within 3-4 months

Overview of the HRMS

- Quarterly internet-based survey of a nationally-representative sample of nonelderly-adults age 18 to 64
 - Baseline survey began in Quarter 1 of 2013
 - Plan for quarterly data collection in 2013 and 2014
- Findings from each survey reported in the following quarter
 - For example, information collected in June 2013 reported in July, August, and September 2013
 - Will report on current circumstances and trends over time
- Core questions address coverage and health care access and affordability every quarter
- Supplemental questions added each quarter to address timely issues

Design of the HRMS

- Based on GfK's KnowledgePanel (formerly Knowledge Networks)
 - On-line survey research panel of 55,000 designed to be representative of the US population
 - Panel members drawn from probability-based sample of US households
 - Households who do not have Internet access are provided with laptop computers and internet service
 - Survey data available one week after survey completion
 - More information at: www.knowledgenetworks.com/ganp/index.html
 - Not a replacement for national surveys, but an important supplement that can support rapid-cycle monitoring
- HRMS sample drawn from GfK's KnowledgePanel
 - Stratified random sample of non-elderly adults 18 to 64 in the panel
 - Will support estimates for the nation, state subgroups and some large states, and income subgroups

Content of HRMS: Core Survey

- Insurance coverage:
 - Coverage at the time of the survey and over the past year; Satisfaction with current insurance coverage on various dimensions
- Access to and use of care:
 - Usual source of care; How long since routine checkup; Provider access problems; Unmet need for care (by type)
- Affordability of care:
 - Problems paying medical bills; Amount of annual deductible under current insurance; Amount of out-of-pocket health care spending
- Health status:
 - Physical and mental health status; health-related quality of life

Content of HRMS: Supplemental Information Available for GfK's KnowledgePanel Members

- GfK gathers information from panel members on a regular basis. Examples of information we will have for our sample members:
 - Demographic and socioeconomic characteristics: Age, sex, race/ethnicity, marital status, education achieved, household income, homeownership, etc.
 - Health status: Presence of a chronic condition, smoking status, excess care required by a health condition, BMI, exercise habits, alcohol use
 - Geographic information: State of residence

Content of HRMS: Quarterly Topical Modules

- Quarterly topical modules to address timely issues
 - June 2013 topics:
 - Health insurance literacy
 - Insurance coverage decision-making and trade-offs
 - Sources of information used in health plan decisions
 - Attitudes toward insurance coverage
 - Future topics likely to address:
 - Health insurance exchange
 - Medicaid expansion
 - Provider availability and access
 - Coverage availability in small firms
 - Health plan choice
 - Health care delivery issues and care management

Dissemination Plans

- Benchmark HRMS data to national surveys to document reliability of the HRMS (July 2013)
- Short, targeted policy briefs on key issues
 - Released within 1-3 months of survey fielding
 - Current goal is to obtain funding to support at least one policy brief per month
- Detailed tables and fact sheets
 - Quarterly summaries of trends over time for the nation and key subgroups (e.g., by income and state subgroups)
 - Potential to expand to include reporting for individual states, where sample size would support such estimates
- Public use file (PUF)
 - Some data will be suppressed to maintain the confidentiality of the sample and panel

Opportunities for Additional Investments Related to the HRMS - I

- Provide funds to support the preparation of additional policy briefs based on HRMS data (Cost estimate: ~\$100K and up)
 - Goal is to release at least one policy brief per month
- Provide funds to support expanded survey questions and analysis for key issues or population subgroups (Cost estimate: ~\$100K and up)
 - For example, support more in-depth questions to better understand the characteristics and circumstances of the remaining uninsured adults or support research into how to ask about health insurance exchanges

Example: Support for Expanded Survey Questions

- Added a Child Supplement in Quarter 2, 2013
 - With support from new funders, were able to add additional questions to the core survey that focus on children
 - Respondent of adult survey in a household with children asked to answer questions about a random child in his/her household
 - Questions are similar to the core questions for adults but designed to reflect particular health care needs and services of children, including additional questions on Medicaid/CHIP eligibility and enrollment
 - Will prepare policy briefs and analyses focused on children
 - Funding includes support for core project activities

Opportunities for Additional Investments Related to the HRMS - II

- Provide funds to expand the ability of the project to report on individual states
 - Expand the sample size for an individual state, including state-specific analyses and support for the core project (Cost estimate: ~\$100K to \$150K per year plus survey costs)
 - Products: State data file and PUF for national data, memo that benchmarks state data to national surveys, and a quarterly monitoring memo that compares trends in the state to the region and the nation. There is also the potential for state-specific policy briefs.
 - Acknowledged as contributing funder to the core project
 - Expand the sample size for an individual state, with no state-specific analyses and no contribution toward the core project (Cost estimate: ~\$32K to \$100K per year in survey costs)
 - Products: State data file and PUF for national data

Example: Support Expanded State Samples

- Three potential strategies to expand state sample sizes, in order of preference
 1. Draw additional sample from GfK's KnowledgePanel
 2. Draw additional sample from GfK's KnowledgePanel and supplement with opt-in sample
 - The opt-in sample differs from the KnowledgePanel in that it is convenience sample rather than probability-based sample. GfK has developed methods to combine KnowledgePanel sample and opt-in sample to take advantage of the stronger design of the KnowledgePanel.
 3. Base the state sample largely on opt-in sample
- The available option depends on the size of a given state and therefore the amount of sample available on the KnowledgePanel

Example: Support Expanded State Samples

- Projected state samples per quarter with current design:
 - Sample size >500: CA (810), IL (710), NY(580)
 - Sample size ~250-500: TX(450), MI (410), VA (360), FL (310), OR (280), MN (270)
 - Remaining states will have sample sizes <250
- Potential for expanded sample per quarter based on KnowledgePanel only:
 - ~1000 or more: CA (3300), FL (1500), NY (1200), OH (1000), TX (2000)
 - ~750 to 1000: PA, IL, MI
 - ~500-750: NC, GA, WA, WI, MN, AZ, NJ, VA, MO, MA
 - ~200-500: IA, TN, CO, OR, MD, IA, AL, KY, CT, SC, UT, OK, LA, KS, NV
 - <200: NM, NE, AR, MS, ID, WV, ME, NH, SD, MT, RI, DE, ND, HI, DC, VT, AK, WY
- Potential for expanded sample per quarter based on KnowledgePanel with opt-in sample supplement: Up to four times the KnowledgePanel sample size for states with at least 200 panel members
- Largely opt-in sample for states with less than 200 panel members
 - However, GfK can do custom recruitment to expand the KnowledgePanel in a state to support stronger data

Questions?

- Urban Institute
 - John Holahan
 - Genevieve Kenney
 - Sharon Long
- GfK (KnowledgePanel)
 - Jordon Peugh
- Robert Wood Johnson Foundation
 - Andy Hyman
 - Kathy Hempstead

Contacts for Follow-Up Questions

- General questions on the survey and methods?
 - Dana Goin, UI: dgoin@urban.org
 - We will compile a list of *Frequently Asked Questions*
- Interested in a state-specific supplemental sample?
 - Kathy Hempstead, RWJF: khempstead@rwjf.org
- Interested in contributing toward the broader study (with or without a state-specific supplemental sample)?
 - Sharon Long, UI: slong@urban.org
- Interested in the child supplement?
 - Genevieve Kenney, UI: jkenney@urban.org
- Interested in GfK's KnowledgePanel?
 - Jordon Peugh, GfK: jordon.peugh@gfk.com