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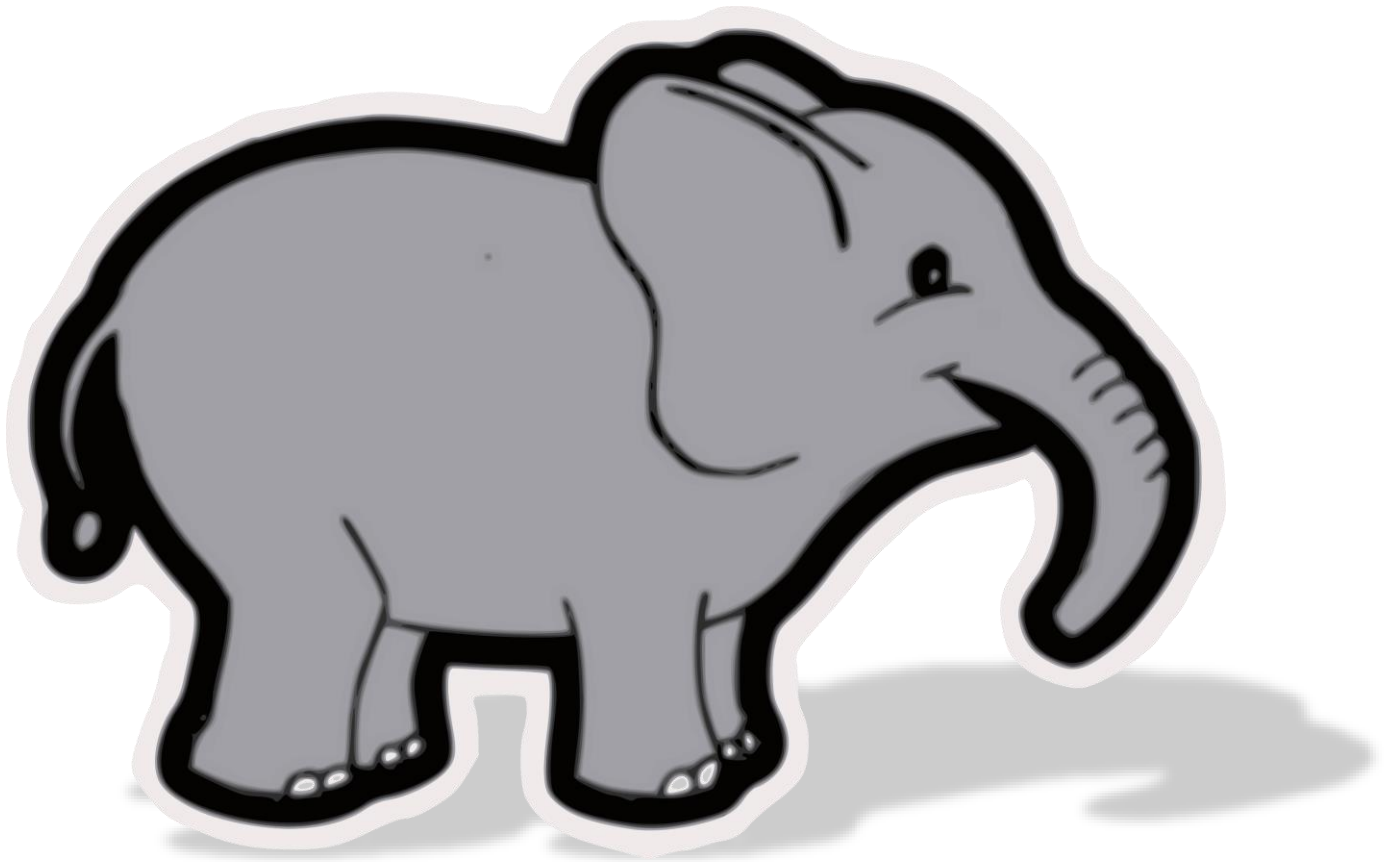


# Telling the Whole Story of Your Program

**Inna Rubin**

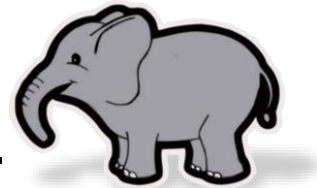
*Manager, Health Access Initiatives*

# 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”

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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

# Collecting & Connecting Data

## 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

# The “Who”

## Demographic Survey Questions

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

- **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”

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“An unexamined program metric is not worth collecting.”

- *Socrates*

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# 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

# The “How”

## 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

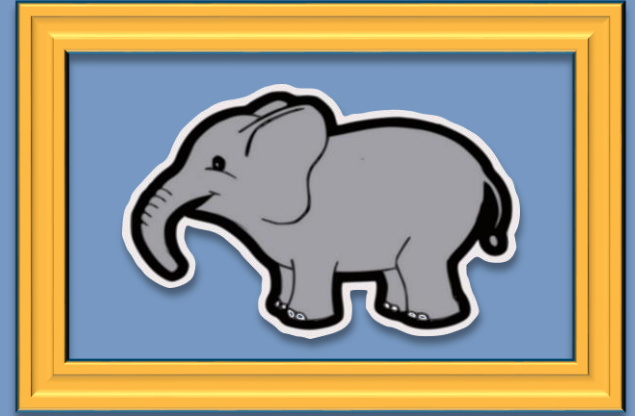
# The “How”

## 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 “Why”

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Connecting Data  
to Tell Our Story  
to Funders

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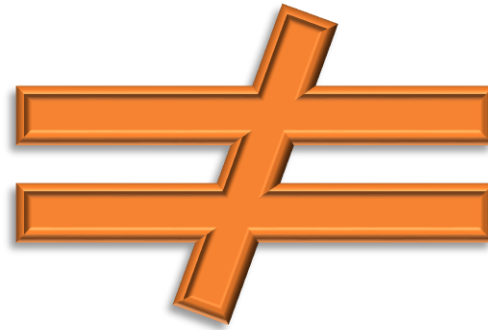


- 46% individuals surveyed were uninsured

**Uninsured** Since September 2016, Medicaid  
our Navigators have helped  
Almost half of that group were eligible for  
Medicaid and uninsured for less than 1 year  
3,023 people apply for Medicaid  
and 2,309 people complete  
their renewal paperwork to  
keep their coverage.  
➤ Illinois data shows that, on average,  
**40% of all Medicaid enrollees** lose the  
coverage every year as a result of not

Letter  
Mailed

# Health Insurance Enrollment



# Health Care Access

- Chinese is the primary language for 70% of uninsured in Asian community

How do you

say *co-insurance* in Chinese?

How do you say *co-insurance* in Spanish?

- Spanish is the primary language for 55% of uninsured in Hispanic community

Enrollment  
isn't the  
last step,  
it's just  
the first

In last the 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**

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# Thank you!

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