

Impact of Insuring Good Health

A multi-media intervention to increase health insurance navigation in racially and ethnically diverse communities

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**No Conflicts of
Interest to Disclose**

Affordable Care Act: Michigan

2014

**Health insurance
marketplaces**

**Medicaid
Expansion- Healthy
Michigan Plan**



After 2014

**Sharp decreases
in uninsured,
especially in
Wayne County**

Gaps

Instability in coverage

Remaining uninsured

Low-income working families

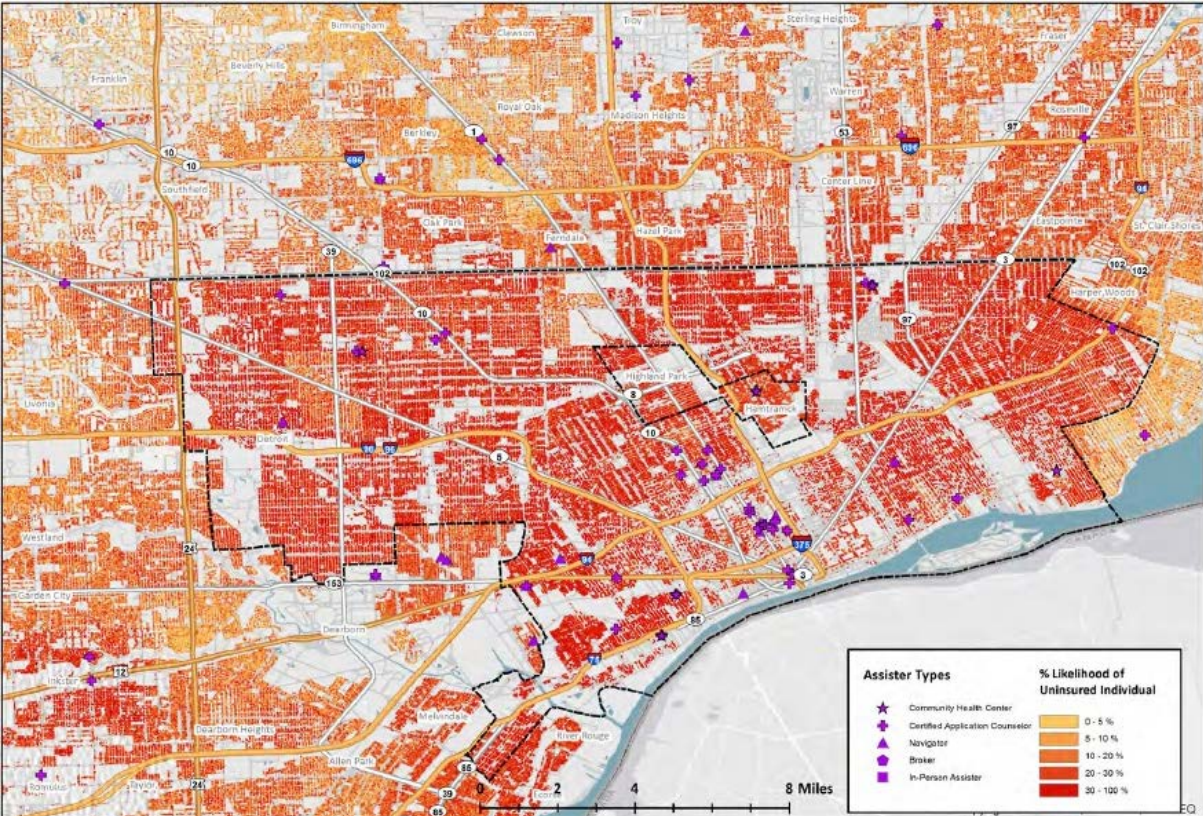
Historically marginalized racial/ethnic groups

Adults

Cost of coverage

***Existing interventions do not emphasize skills training in navigating coverage**

Detroit: Uninsured Population & Enrollment Assisters





2015 Insure Detroit Partnership



Intervention Goals

**Improve knowledge,
beliefs, confidence,
behavioral intention
with health insurance
navigation**



**Lead
community
members to
enrollment
assisters**



WATCH OUR VIDEOS

Find out how you can get affordable coverage and care for your family today!



Characters



Captain Quick: If seeing your current doctor is not working for you, an enrollment assister can help you find a new one.

Marvelous Man: Even recent immigrants to the United States can get health insurance.



Ms. Chill: If you already have an illness or injury, health insurance can help you cover the cost.

Characters

Kid Cartwheel: Getting health insurance can help prevent trips to the emergency room and protect you from large bills.



Mr. Move-It: If you lose your job, you might also lose your health insurance. Luckily, there are many options to get health insurance outside of your job.

Ms. Magnificent: You may qualify for Medicaid coverage even if you did not in the past.



Evaluation

Data Collection

Baseline

6 month follow-up

9 month follow-up



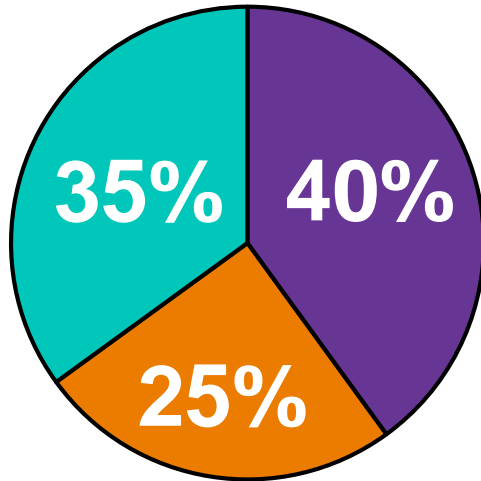
86% 9-month retention rate

Hypotheses

1. Engaging with Insuring Good Health will result in **improved self-efficacy, knowledge, beliefs and intention** with health insurance navigation behaviors compared to existing resources
2. **Behavioral outcomes** from Insuring Good Health will be **more pronounced** for those who engaged with the web resource for 9 months
3. **No racial differences will be observed** in behavioral outcomes resulting from Insuring Good Health

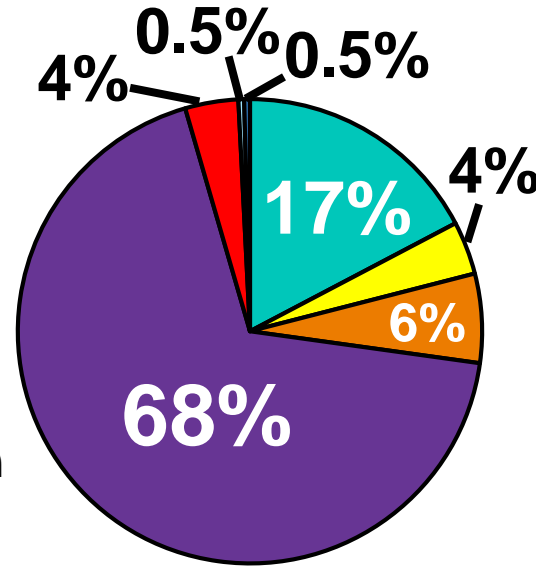
Participant Demographics

RACE



- Hispanic, Latino/a or Spanish Origin
- Arab American/Middle Eastern Descent
- Black or African American

INSURANCE STATUS



- No Insurance
- Parent's Plan
- Employer Plan
- Medicaid
- Private
- Other
- Medicare

Other Characteristics

43.4 Years

73% Female

73% Diagnosed chronic disease

65% Income <\$20,000/year

63% U.S. citizen

Differences in Outcomes at Baseline by Racial/Ethnic Group

Latino/Hispanic vs. African American and Arab American

-lower baseline knowledge on eligibility ($p < 0.01$), confidence in both understanding their insurance plan ($p < 0.03$) and navigating coverage ($p < 0.01$), and intention to seek help with insurance navigation and care ($p < 0.01$)

Arab American vs. Latino/Hispanic and African American

-lower beliefs on care seeking ($p < 0.001$)

Intervention Effects on Behavioral Outcomes at 6 and 9-Month Follow-Up

6- month follow-up

-no differences in behavioral outcomes between intervention and lagged-control

9- month follow-up

-intervention group demonstrated stronger beliefs about preventive care ($p < 0.001$), and greater intention to seek help with health insurance navigation and care ($p < 0.01$), compared to the lagged-control group

Differences in Outcomes by Racial/Ethnic Group at 9-Month Follow-Up

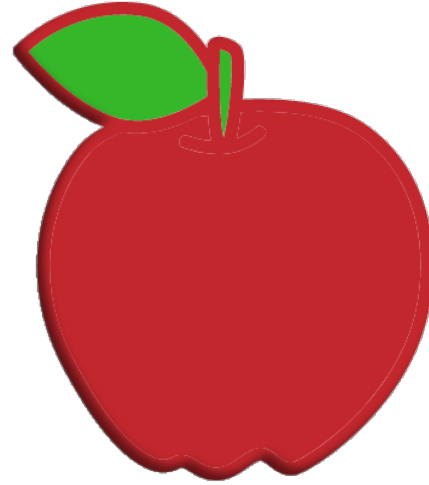
Latino/Hispanic participants reported greater gains in:

- Knowledge of eligibility requirements**
- Confidence in navigating provision of insurance**
- confidence in understanding their insurance plan**

**What did people think of
Insuring Good Health?**



**Learned
something
useful**



**Some stated a
health behavior they
wanted to change**



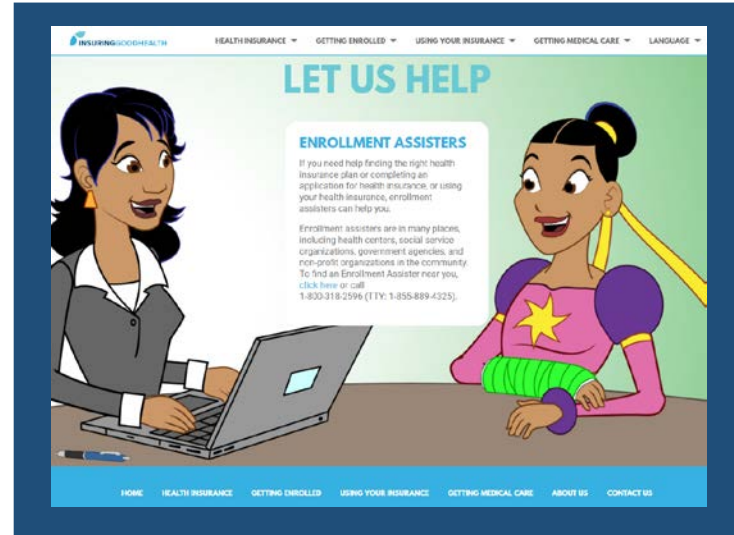
**Animation and characters
- found them relatable**



**Plain language
and reading level**



**Design and
format of the
website**



Testimonials

“The information that you get out of the video is stuff that you really need to know. Making it cartoon characters is very easy to learn.”



“It’s a really helpful resource for better understanding for myself or pass along to others. Since it’s in multiple languages more people can take advantage of it.”



Limitations

Intervention dose

Reliance on behavioral and psychosocial self-report outcomes

Missed opportunity to ask about follow-up with enrollment assisters

Lack of balanced groups precluded some racial/ethnic comparisons in outcomes

Sample derived from clinics for low-income people in one geographic location

Implications

**Useful tool to
augment outreach
efforts**

**Bring people to
services**



Insuring Good Health Outreach Toolkit

Uptake of Insuring Good Health

Massachusetts

Community Catalyst/In the Loop

Colorado

Patient Navigator Training

Michigan

Collaborative Michigan Asian Pacific American Affairs Commission

Healthy Flint Research Coordinating Center

Greater Detroit Area Health Council



The screenshot shows the first page of the 'Insuring Good Health Outreach Toolkit'. At the top right, there is a logo for 'INSURINGGOODHEALTH' and a page number '1'. The main title is 'Insuring Good Health Outreach Toolkit'. Below the title, there are three sections: 'What is Insuring Good Health?', 'Who Created Insuring Good Health?', and 'How Can Insuring Good Health Benefit Your Organization?'. The first section explains that the website provides information on navigating health insurance and care through six superhero characters. The second section states that the toolkit was created by the 'Insure Detroit Partnership' in 2015, in affiliation with the 'Detroit Community Academic Urban Research Center'. The third section lists three benefits: learning the importance of health insurance, learning about the benefits of getting regular health care, and improved understanding of health insurance options. At the bottom, there is a link to see the next page for how to share the toolkit. Logos for various partner organizations are displayed at the bottom of the page.

INSURINGGOODHEALTH 1

Insuring Good Health Outreach Toolkit

What is Insuring Good Health?
Insuring Good Health is a website with a series of short videos that provide information on navigating health insurance and care. The videos use storytelling techniques and convey learning points through six, superhero characters. Insuring Good Health is available in Arabic, English, and Spanish, and in a format suitable for all literacy levels. The website can be accessed at <http://insuringgoodhealth.org/>

Who Created Insuring Good Health?
Insuring Good Health was created by the Insure Detroit Partnership, a community-based participatory research (CBPR) partnership formed in 2015 in affiliation with the Detroit Community Academic Urban Research Center. With collaboration from the University of Michigan School of Public Health and several Detroit-area community organizations and health centers (**shown below**), Insuring Good Health was developed with the primary goal of enhancing health insurance literacy of community residents of Detroit.

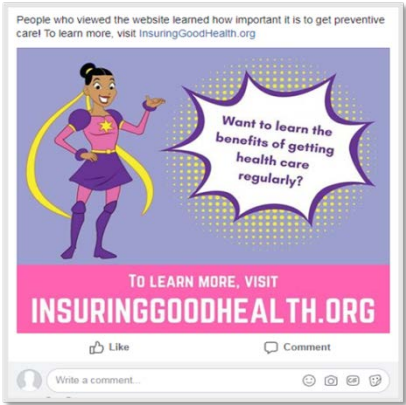
How Can Insuring Good Health Benefit Your Organization?
People who have used Insuring Good Health have:

- Learned the importance of health insurance
- Learned about the benefits of getting regular health care
- Improved their understanding of health insurance options
- Increased their confidence in signing up for and using health insurance

See the [next page](#) for how to share Insuring Good Health!

Logos: Primary Care, CHASS, ACCESS, MDHHS, COVENANT, ENROLL AMERICA, M, PUBLIC HEALTH UNIVERSITY OF MICHIGAN, MERCY PRIMARY CARE CENTER, DETROIT COMMUNITY ACADEMIC URBAN RESEARCH CENTER (URC)

Materials



Social Media Posts



Stickers

HOW INSURING GOOD HEALTH CAN HELP YOU!

PEOPLE WHO USED THE WEBSITE HAVE:

- Gained confidence getting and using health insurance
- Improved understanding of their health insurance options
- Wanted to use their health insurance to better meet their needs

PEOPLE LEARNED:

- The benefits of getting regular health care
- The importance of health insurance in their life

TO LEARN MORE, VISIT: [INSURINGGOODHEALTH.ORG](https://insuringgoodhealth.org)

This informational handout provides a summary of user feedback and key takeaways from the website.

Informational Handouts

Toolkit Organization

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bit.ly/InsuringGoodHealth

Acknowledgements

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Research Participants

