



The Pulse

The newsletter of the Ohio Family Health Survey

2008 OFHS survey kicks off

Ohio Department of Insurance

Ohio Department of Job and Family Services

Ohio Department of Health

Ohio Department of Mental Health

Ohio State University

Health Policy Institute of Ohio

Macro International, Inc.

It is with great anticipation and pride that we announce the start of the 2008 Ohio Family Health Survey. This is the third in a series of statewide health surveys. The most recent OFHS, in 2004, was one of the largest and most comprehensive state-level health and insurance surveys ever conducted in the United States, with nearly 40,000 households interviewed. Because of the size and scope of the OFHS, the survey has taken on national significance.

The OFHS provides data that is essential to understanding health care and insurance issues in Ohio—and to creating informed strategy for health care reform. Thus, the OFHS supplies policy makers with information about the health insurance coverage, health status, health care utilization and health care access of Ohioans.

We thank our sponsors: the Ohio Department of Job and Family Services, the Ohio Department of Insurance, the Ohio Department of Health and the Ohio Department of Mental Health.

A major goal of the 2008 OFHS is to provide data that will be comparable to the 2004 data for trend and “change over time” analysis. The 2008 OFHS will help policy-makers assess the impact of recent changes in the

health care marketplace and government programs, such as Medicaid eligibility expansions.

The OFHS also will help policy-makers evaluate individual and group perspectives about continuing needs, problems and solutions. Another major goal of the 2008 OFHS is to collect new information and improve the quality and usefulness of the information collected in 2004. To that end, several new questions have been added to the 2008 survey.

To best take advantage of this rich dataset, we are sponsoring eight to 10 research projects covering a variety of topics that involve the survey dataset. As much as \$300,000 is available for the funding of these projects. We look forward to what these studies show about the health status and access of Ohioans in 2008.

The important work of selecting and pre-testing of the OFHS survey questions is complete, enabling the work of conducting the telephone surveys to begin in the field. The survey work is being done by Macro, a wholly owned subsidiary of infoUSA, a market research and survey research services company. Macro has extensive experience in conducting sophisticated surveys, including the last OFHS survey, done in 2004.

OFHS vendor brings jobs to Ohio

In part to fulfill needs for the 2008 Ohio Family Health Survey, Delaware-based Macro International opened its newest tele-research facility in Springfield on April 1.

The company conducts telephone surveys and has been contracted to conduct the 2008 OFHS survey. The initial round of hiring included about 140 telephone interviewers, 10 supervisors and six quality assurance positions. Managerial positions also are being recruited.

“We looked all over the country and selected Springfield due to its large available workforce,” said Mike McCarns, vice president with Macro. “We found Springfield

residents to have a high level of education and a strong work ethic.”

Macro was first incorporated in 1972 and is now a wholly-owned subsidiary of Omaha, Neb.-based infoUSA, a provider of business and consumer information products, database marketing services, data processing services and sales and marketing solutions.

Macro’s research practice includes collecting data on uninsurance, underinsurance and health care access among diverse respondents, including low-income, minority and midwestern populations.

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Please send comments regarding “The Pulse” or the Ohio Family Health Survey to Barry Jamieson at Barry.Jamieson@osumc.edu

\$300,000 to be given for OFHS research projects

The OFHS project got underway in earnest in June when 60 researchers gathered at the Columbus Health Department to learn the requirements and expectations of OFHS proposals submitted for grant funding. Approximately eight to 10 awards will be granted totaling up to \$300,000.

Al Dembe, OFHS Research Advisory Chair, led the presentation and subsequent question-and-answer period. Grants may be awarded either to exemplary proposals that address a priority research topic or a researcher initiated topic.

Proposals will be reviewed by a team of policy makers and researchers who are not submitting OFHS proposals. Selection criteria will include the qualifications of the investigators and strength of the proposed research plan.

For a complete reference of the selection criteria and proposal submission process, please refer to the Request for Application document on the OFHS Web site (<http://jfs.ohio.gov/ohp/reports/FamHlthSurv.stm>).

2008 OFHS Priority Research Areas

- Impact of Medicaid
- Potentially eligible Medicaid population without Medicaid coverage
- Uninsured and underinsured populations
- Children with special health care needs
- Chronic health conditions, poor mental health and domestic partner violence
- Ethnic and racial disparities in health status, and access to care
- Health insurance coverage of working poor families
- Adults with chronic health conditions
- Obesity

Employer Health Survey in the works

The Ohio Family Health Survey project team is planning a companion survey of employers, the Ohio Employer Health Survey. The OEHS will have sufficient sample size to allow state level estimations, including comparisons between firms of different sizes. It will:

- Create a baseline for assessing the effects of state and federal health policy initiatives and current market forces.
- Create a baseline to assess the implementation of wellness and other health-related programs by employers.
- Allow for estimating the extent of crowd-out from public expansion programs.
- Allow for refinement of estimates on the potential number of people who could enroll through various health reform proposals and the cost of those proposals.
- Give insight into the health benefits issues faced by employers of different sizes.

Financial support is being sought for implementation of the Ohio Employer Health Survey. The survey development, data collection, analysis and reporting of findings is projected to cost between \$700,000 and \$900,000. The Ohio State University will serve as the fiscal agent for the project, allowing for the possibility of drawing matching federal funds on private contributions. Contact Bill Hayes at 614-307-1714, Tim Sahr at 614-224-4950 x 307, or Jerry Friedman at 614-292-3856 for more information.

Looking back at the 2004 OFHS

The 2004 OFHS has provided vital information for many different policy development activities including:

Estimating the number of uninsured and costs associated by different coverage reform proposals

- Child expansion in 2008/2009 budget
- Parent expansion proposal in 2008/2009 budget
- Recently released recommendations from the Ohio Department of Insurance led State Coverage Institute team
- Legislative proposals from Representative Raussen, Representative Budish, Representative Sandra Williams
- Reform proposals developed by consumer coverage coalitions

Providing county level population estimates used by local planning efforts, such as

- Montgomery County Uninsured Task Force
- AccessHealth Columbus and Optimal Health initiatives in Franklin County
- Stark County

Assessing the size and nature of problems related to uninsured, underinsured, unmet needs, and access to care

- Ohio Business Roundtable system diagnostic
- Ohio Department of Health Dental Taskforce
- HPIO reports

Users of the 2004 Ohio Family Health Survey include:

- Legislative Services Commission
- Ohio Department of Health
- Ohio Department of Job and Family Services (Medicaid)
- Ohio Department of Insurance
- Ohio Department of Mental Health
- Representative Raussen
- Representative Budish
- Representative Williams
- Ohio Business Roundtable
- Montgomery County Uninsured Task Force
- AccessHealth Columbus
- Optimal Health Columbus
- Stark County