

Race & Ethnicity Data: Improving Response Rate

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MHBE Board of Trustees

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Race & Ethnicity Data Basics

- Data is transmitted to insurers at enrollment and used for:
 - Tracking enrollment trends
 - Setting targets
 - Informing outreach
- Important for tracking progress towards health equity goals
- OMB and HHS set data collection [standards](#)
 - How to report detailed data by “rolling up” to main race categories
 - Consumer must not be forced to disclose race/ethnicity data

2021 MHBE Health Equity Workgroup Recommendation

- Recommendation to revise the race & ethnicity questions on the MHC application
 - Race and ethnicity questions were optional
 - ~35% did not respond or selected “other”
 - Low response rate limits ability to meaningfully analyze data
 - Response rates vary by consumer assistance type (e.g. broker-assisted had a rate of nonresponse and “other” of 78%)
- MHBE consulted with the New York SBM (NY State of Health), received technical assistance from the State Health Access Data Assistance Center (SHADAC)

Best-Practice Revisions

- The new questions align with the following best practices:
 - All applicants now must answer the questions, but they may answer with “prefer not to say.”
 - “Read more” text explains why consumers are being asked to provide race and ethnicity information.
 - More answer subcategories are listed so consumers are more likely to find an option with which they identify. The subcategories are informed by Maryland Census data.
 - Consumer assistance workers and call center staff were briefed on the goal for the new question and instructed on how to ask it.
- New questions launched at the end of April 2022

Original Race & Ethnicity Questions

Ethnicity (Optional)

Is Tracy Adkins of Hispanic, Latino, or Spanish origin?

YES

NO

Race (Optional)

Please check all that apply

American Indian or Alaska Native

Chinese

Japanese

Other Asian

Vietnamese

Asian Indian

Filipino

Korean

Other Pacific Islander

White

Black or African American

Guamanian or Chamorro

Native Hawaiian

Samoan

Other

NEXT

New Questions - Implemented End of April 2022

[Read more](#)▼

Hispanic/Latino Origin

Is Mary Doe of Hispanic/Latino or Spanish origin? *

Yes No Do not know Prefer not to say

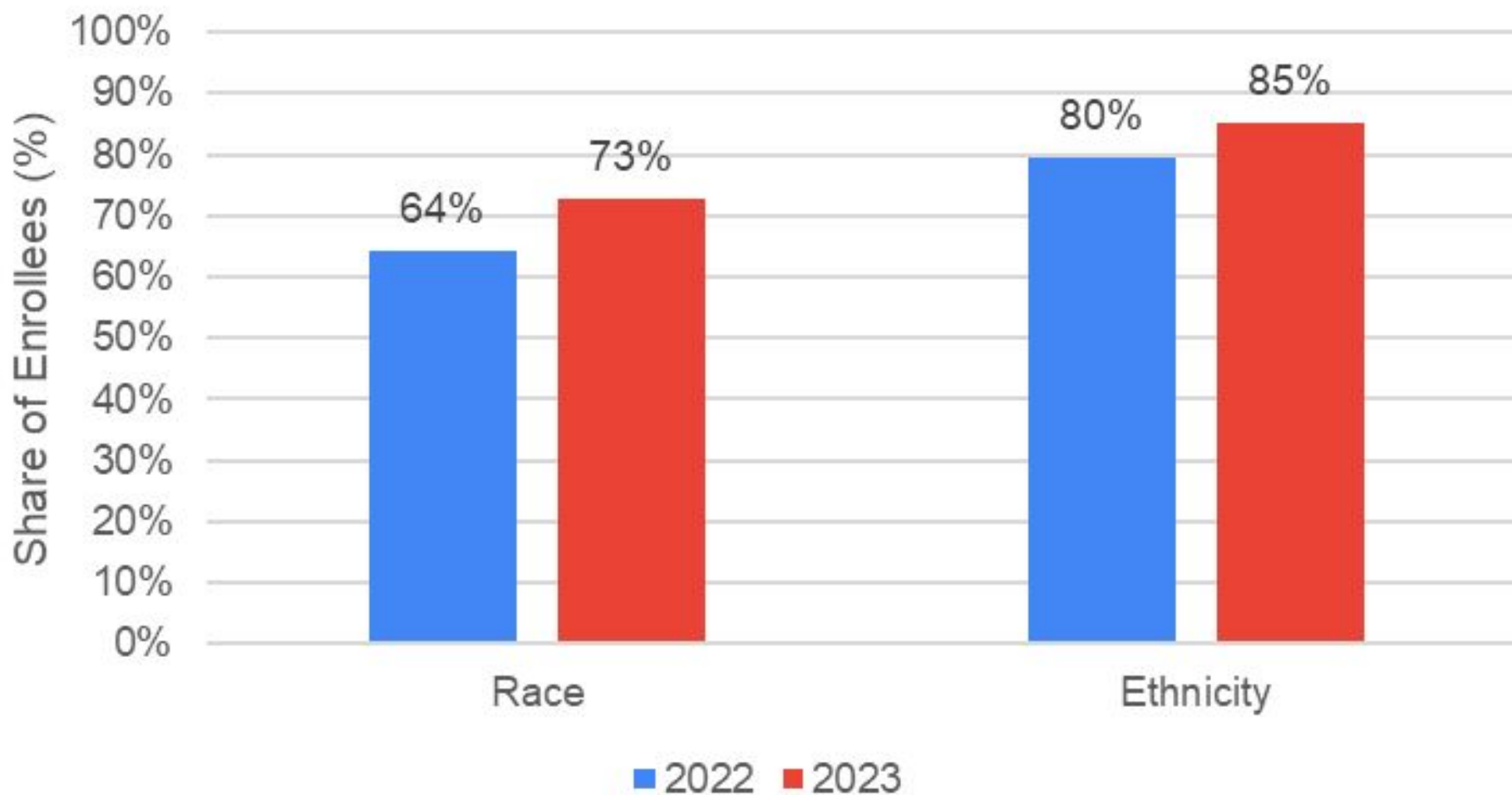
Race *

I only identify as Hispanic or Latino Do not know Prefer not to say

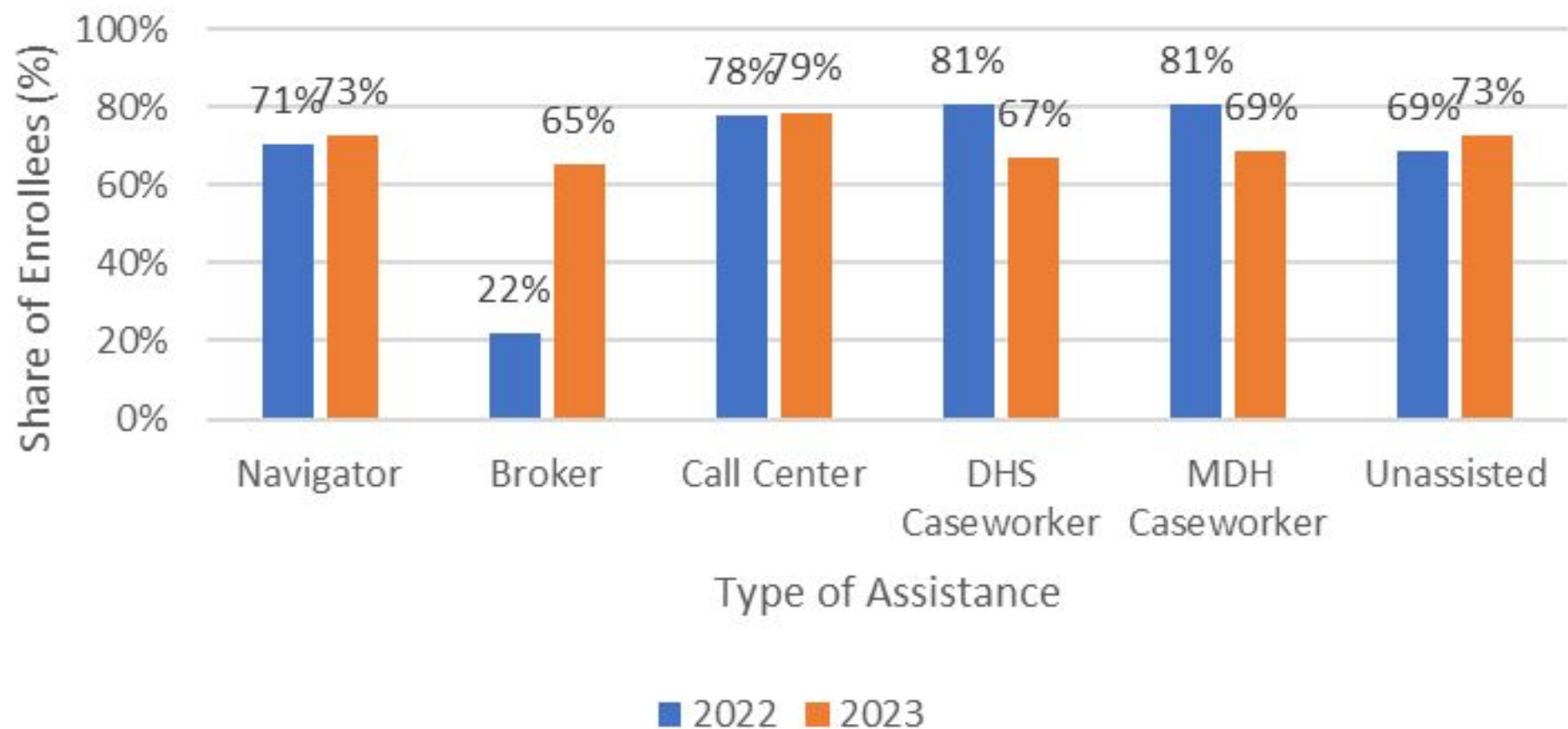
Please check all that apply

<input type="checkbox"/> American Indian / Alaska Native	<input type="checkbox"/> Asian	<input type="checkbox"/> Black / African American
<input type="text" value="Select all that apply"/>	<input type="text" value="Select all that apply"/>	<input type="text" value="Select all that apply"/>
<input type="checkbox"/> Middle Eastern / North African	<input type="checkbox"/> Native Hawaiian / Pacific Islander	<input type="checkbox"/> White
<input type="text" value="Select all that apply"/>	<input type="text" value="Select all that apply"/>	<input type="text" value="Select all that apply"/>
<input type="checkbox"/> Other		

Race/Ethnicity Response Rate, 2022 vs 2023



Race Response Rate by Assistance Type and Year (QHP & Medicaid)



Next Steps

- Evaluate opportunities for additional consumer assistance worker training
- Establish a procedure for adding/changing response options
- Continue exploring establishing an agreement with CRISP, Maryland's Health Information Exchange, to further improve race and ethnicity data completeness
- Continue tracking enrollment progress over time by race and ethnicity
- Expand how we use this data to drive outreach and enrollment efforts

Appendix



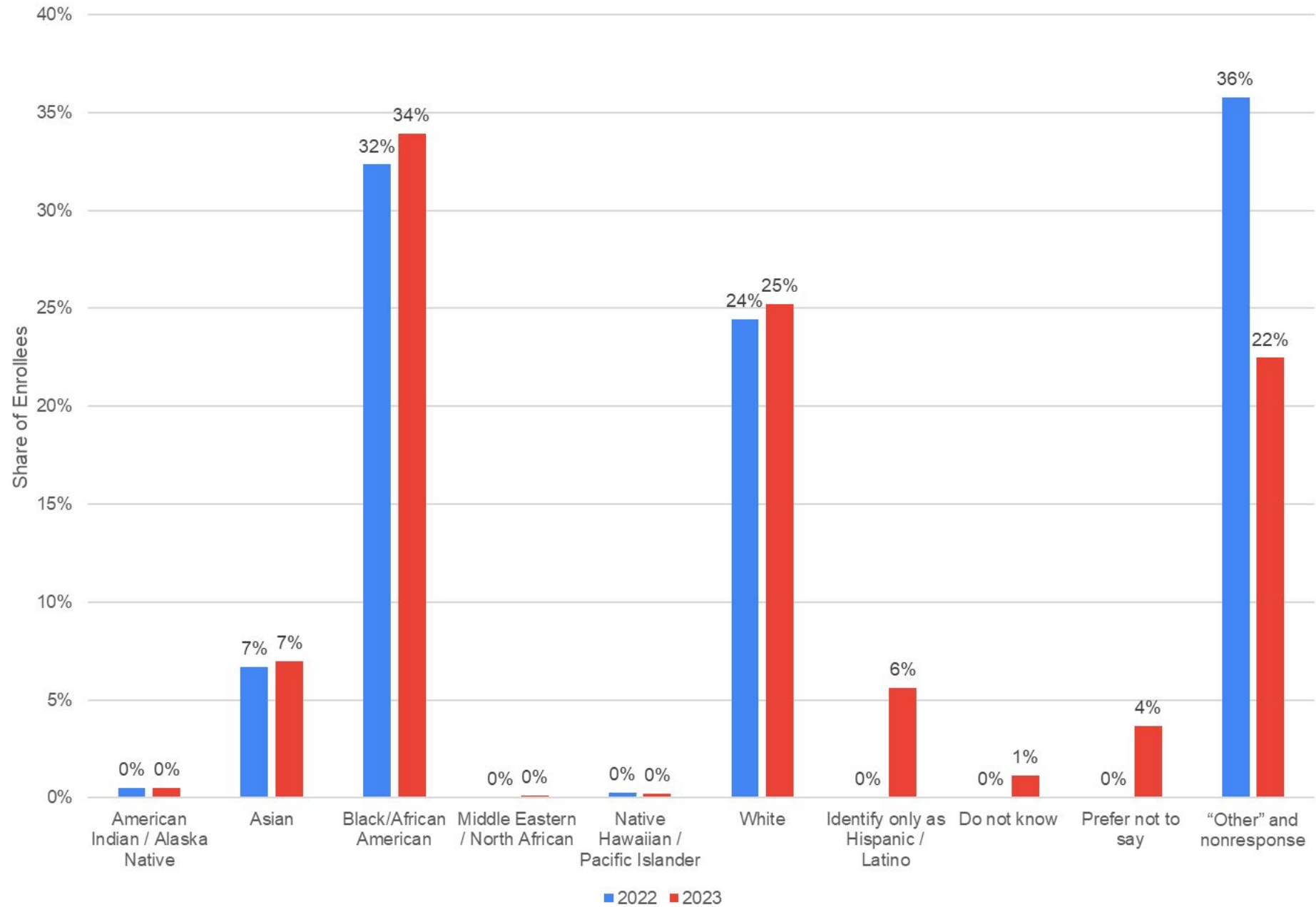
Race Responses by Category (1/2)

- 5-6% of consumers identify only as Hispanic/Latino, a larger share than the three smallest categories combined (AIAN, NHPI, MENA) and a worthwhile addition to the response options
- About 0.25% of QHP consumers and 0.12% of Medicaid consumers selected the new Middle Eastern/North African category
- Asian and White QHP consumer categories had the largest increases, with increases of 8.88% and 8.08%, respectively
- Asian and Black Medicaid categories increased by 4.15% and 4.73%, respectively
- American Indian/Alaska Native QHP consumers and Native Hawaiian/Pacific Islanders of both coverage groups were the only categories to see a decrease
 - Small population sizes make these changes complex to interpret

Race Responses by Category (2/2)

Race Answer Category	Coverage Type	Share of Enrollees (%)		Change (percentage points; rounded)	Change (%)
		April 30, 2022	March 31, 2023		
American Indian / Alaska Native	QHP	0.32	0.21	-0.11	-34.38%
	Medicaid	0.52	0.53	0.01	1.92%
Asian	QHP	12.95	14.10	1.15	8.88%
	Medicaid	5.78	6.02	0.23	4.15%
Black/African American	QHP	16.27	16.62	0.35	2.15%
	Medicaid	34.64	36.28	1.64	4.73%
Middle Eastern / North African	QHP	0.00	0.25	0.25	n/a
	Medicaid	0.00	0.12	0.12	n/a
Native Hawaiian / Pacific Islander	QHP	0.30	0.25	-0.05	-16.67%
	Medicaid	0.24	0.22	-0.01	-8.33%
White	QHP	33.78	36.51	2.73	8.08%
	Medicaid	23.13	23.69	0.56	2.42%
Identify only as Hispanic / Latino	QHP	0.00	4.93	4.93	n/a
	Medicaid	0.00	5.86	5.86	n/a

Race Responses by Category, 2022 vs 2023



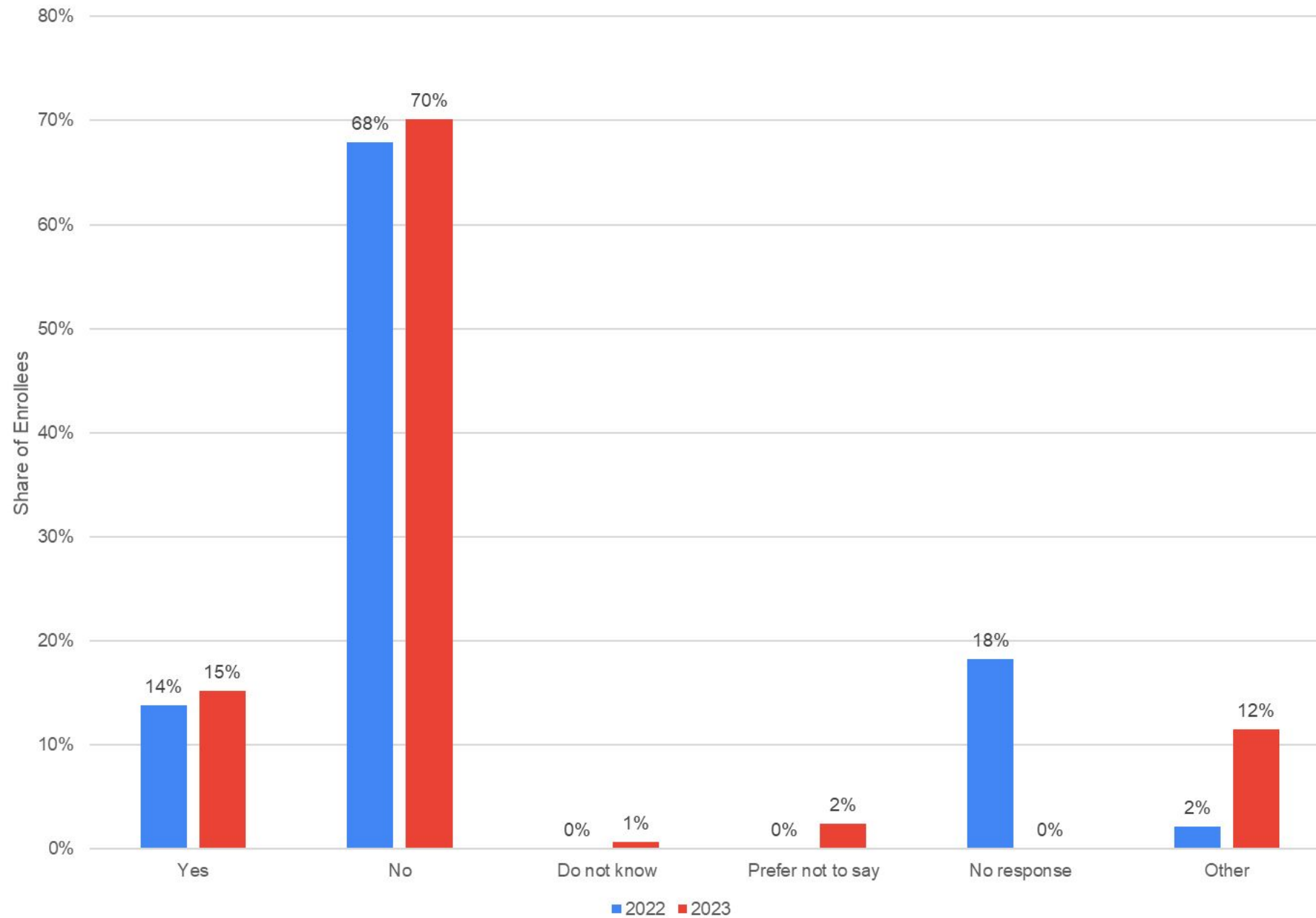
Ethnicity Responses by Category (1/2)

- Larger increase in response rate among those reporting “yes,” they are of Hispanic, Latino, or Spanish origin (nearly 10% in both Medicaid & QHP coverage groups)
- Respondents answering “no” also increased (~4% for QHP consumers and ~3% for Medicaid enrollees)

Ethnicity Responses by Category (2/2)

Ethnicity Answer Category (“Is [consumer] of Hispanic, Latino, or Spanish origin?”)	Coverage Type	Share of Enrollees (%)		Change (percentage points; rounded)	Change (%)
		April 30, 2022	March 31, 2023		
Yes	QHP	11.17	12.25	1.08	9.67%
	Medicaid	14.22	15.59	1.37	9.63%
No	QHP	69.23	72.01	2.78	4.02%
	Medicaid	67.76	69.85	2.09	3.08%

Ethnicity Responses: "Is [consumer] of Hispanic, Latino, or Spanish origin?"



Original Race & Ethnicity Questions (full screenshot)

Build Your Household

← Back DISCARD CHANGES X

Member Info Ethnicity Relationship SSN

Ethnicity (Optional)

Is Tracy Adkins of Hispanic, Latino, or Spanish origin?

Race (Optional)

Please check all that apply

<input type="checkbox"/> American Indian or Alaska Native	<input type="checkbox"/> Asian Indian	<input type="checkbox"/> Black or African American
<input type="checkbox"/> Chinese	<input type="checkbox"/> Filipino	<input type="checkbox"/> Guamanian or Chamorro
<input type="checkbox"/> Japanese	<input type="checkbox"/> Korean	<input type="checkbox"/> Native Hawaiian
<input type="checkbox"/> Other Asian	<input type="checkbox"/> Other Pacific Islander	<input type="checkbox"/> Samoan
<input type="checkbox"/> Vietnamese	<input type="checkbox"/> White	<input type="checkbox"/> Other

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New Questions - Implemented End of April 2022 (full screenshot)

The screenshot shows the 'Build Your Household' section of the Maryland Health Benefit Exchange application. The navigation bar includes 'Español', 'Get Help', and 'Mary D.'. The main navigation menu has icons for 'Build Your Household', 'Individual Details', 'Tax Information', 'Income & Deductions', 'Other Health Coverage', 'Special Enrollment', and 'Eligibility Determination'. The 'Build Your Household' progress bar shows 'Member Info' as completed, 'Ethnicity' as the current step, and 'SSN' as the next step. A 'CANCEL APPLICATION X' button is visible in the top right.

Hispanic/Latino Origin

Is Mary Doe of Hispanic/Latino or Spanish origin? *

Yes No Do not know Prefer not to say

Race *

I only identify as Hispanic or Latino Do not know Prefer not to say

Please check all that apply

<input type="checkbox"/> American Indian / Alaska Native	<input type="checkbox"/> Asian	<input type="checkbox"/> Black / African American
<input type="checkbox"/> Middle Eastern / North African	<input type="checkbox"/> Native Hawaiian / Pacific Islander	<input type="checkbox"/> White
<input type="checkbox"/> Other		

Each checkbox is followed by a 'Select all that apply' dropdown menu.

New York's Race and Ethnicity questions

Race & Ethnicity

You do not have to answer any questions about race or ethnicity, but answering them can help us serve your community better. Giving us this information will not affect your eligibility, plan choices, or access to programs.

Race (Check all that apply):

- | | | |
|---|---|---|
| <input type="checkbox"/> American Indian/Alaskan Native | <input type="checkbox"/> Asian Indian | <input type="checkbox"/> Black / African American |
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Filipino | <input type="checkbox"/> Guamanian or Chamorro |
| <input type="checkbox"/> Japanese | <input type="checkbox"/> Korean | <input type="checkbox"/> Native Hawaiian |
| <input type="checkbox"/> Other Asian | <input type="checkbox"/> Other Pacific Islander | <input type="checkbox"/> Samoan |
| <input type="checkbox"/> Vietnamese | <input type="checkbox"/> White | <input checked="" type="checkbox"/> Other |

Please Specify:

Is Jack Hispanic or Latino/a?

- Yes No

Ethnicity (Check all that apply):

- Cuban Mexican, Mexican American or Chicano/a Puerto Rican Other

Please Specify: