Outreach, Communications and Marketing Work Group

Audience Segment Research

General

Minnesota Department of Health-
Distribution of Health Insurance Coverage in Minnesota, 2008
Describes the distribution of coverage for 2008 and analyzes some of the recent trends

SHADAQ-
Health Insurance Coverage Estimates
Comprehensive demographic info on insured vs. uninsured and private vs. public coverage

Minnesota Profile

Kaiser Family Foundation, statehealthfacts.org-
Minnesota: Health Insurance Status by FPL
Demographics of health insurance status for several levels of FPL

Minnesota: Nonelderly With Employer Coverage
Demographics of non-elderly Minnesotans who receive employer provided health insurance

Individual Segment

Minnesota Department of Health-
Health Insurance Coverage in Minnesota, Early Results from the 2011 Minnesota Health Access Survey
Compares initial results of survey on insurance coverage with previous years

Access to Care and Health Status Among Uninsured Minnesotans, 2007
Compares health care access between insured and uninsured Minnesotans

Kaiser Family Foundation, statehealthfacts.org-
Minnesota: Non-Elderly Uninsured
Demographics of uninsured Minnesotans organized based on age, race, FPL, gender, and employment status

Medical Assistance Segment

Minnesota Departments of Health and Human Services-
Medical programs (including MNCare) eligibility CY 2011
County by county breakdown of those receiving public health benefits
Minnesota Insurance Distribution, 2008
Trends and variation in health insurance coverage

Centers for Medicare and Medicaid Services (CMS)-
Medicare-Medicaid Enrollee State Profile

Kaiser Family Foundation, statehealthfacts.org-
Minnesota: Non-Elderly With Medicaid Demographics
Demographics of Medicaid recipients organized based on age, race, FPL, gender, and employment status

Minnesota: A Study in Childless Adult Coverage, 2004
GAMC vs. MN Care

Small Business Segment

Minnesota Department of Health-
Small Group and Individual Health Insurance Market Survey
Tracks trends of health costs among those with small group of individual health insurance

Small Business Association –
Minnesota Small Business Profile

Main Street Alliance-
Policy Pulse: Small Businesses and Health Reform

Taking the Pulse of Main Street: Small Businesses, Health Insurance, and Priorities for Health Reform

DEED-
Minnesota Women Business Owners
December 2010 report on women-owned business trends

The White House-
Report on Small Business and Health Reform