GIS Mapping as a Policy Tool in Support of Capacity Planning for the Kansas Association for the Medically Underserved, (KAMU)

William Venable, MBA, MPA
2nd Year PhD Student
University of Kansas
School of Medicine
Department of Health Policy and Management
Fall 2012
Executive Summary

- The Kansas Association for the Medically Underserved (KAMU) is expecting capacity related challenges in the next three to five years based on the expansion of Medicaid in 2014.

- The Kansas Health Institute (KHI) October 2011 report on the Impact of Health Reform on Insurance Benefits and Mandates in Kansas provides estimates that KAMU member organizations will face a significant strain on current resources due to impact of the Affordable Care Act (ACA) to reduce the number of uninsured Americans.

- Estimated numbers for the newly covered will be: Newly eligible for Medicaid: +130,000.

- This report provides a comparison of demographics for 39 KAMU member organizations and graphic representation of target counties that have the highest propensity for increased capacity needs.

- This analysis also identified 3,562 health businesses that focus on seven areas related to the KAMU mission.

- These entities could include targets for membership recruitment or education and promotion efforts throughout the state to advance the mission and vision of the organization and to improve the visibility of insurability issues for all Kansans.
Methods

- Methods included the integration of data from disparate sources including:
  - KAMU
  - U.S. Census
  - U.S. Department of Agriculture
  - Dun & Bradstreet

- Thematic mapping using MAPinfo® provided results that project more than 130,000 residents, newly eligible for Medicaid in Kansas.

- Geocoding and plotting KAMU member organizations, and 3,562 health care businesses that focus on seven areas related to the KAMU mission.
Results and Analysis

Where are the uninsured who would effect capacity planning to serve the community need?

Where are current KAMU beneficiaries?
Results and Analysis

What counties will experience strain on current resources?

Where will the total impact of the ACA have the most significant effect on KAMU members?
Recommendations and Conclusions

- This analysis identified 3,562 health businesses that focus on areas related to the KAMU mission
- Targets for membership recruitment
- Education and promotion efforts
- Improve the visibility of insurability issues in the State of Kansas

Is the burden from the ACA mandate the sole responsibility of KAMU?
Future Growth and Services

- Know your customers
- Develop policy based on integration of data from internal and external sources

KU Health Partners - Silver City Health Center
1428 S 32nd St - Kansas City, Kansas 66106
Project Summary

- Importance of this research question –
  Thousands of Kansas adults who today do not qualify for Medicaid will become eligible for the program by the expansion as mandated by the Affordable Care Act (ACA).
  Members of the Kansas Association for the Medically Underserved (KAMU) can formulate policy and develop programs now, with the support of GIS technologies.

- Personal experience in the GIS field –
  This project was an opportunity to apply my experience and ability in mapping, geocoding, and database marketing and analysis to a new field - health care policy.

- GIS and Health Policy and Management at KU and beyond –
  This project led to providing maps for one of my professors for his research in Wyandotte County, and mapping support for teams in a graduate case competition. More HP&M students could benefit from seeing how GIS can enhance their research efforts, this is new to the department.

- Links to literature and additional research –
  Health care currently contributes to 17.9% of U.S. GDP, it’s a big business in need of innovative tools such as GIS. This project presents opportunities for additional research in public policy, social welfare programs, economic and business development, and government legislation.