

# Outreach, Communications and Marketing Work Group

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## *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](http://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](http://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](#)