Assessing Your Community Using the UDS Mapper

We Will Start at 2 Minutes After the Hour

- Slides for today’s webinar can be found in the Handouts section of the GoToWebinar attendee interface
- A link to today’s captions can be found in the Questions/Chat section of the GoToWebinar attendee interface
  - Submit a question if you require assistance
Assessing Your Community Using the UDS Mapper
Acknowledgements

This work is supported by the Health Resources and Services Administration under contract HHSH250201800033G
GoToWebinar Attendee Screen

- Open/close control panel with orange arrow
- Keep control panel open by clicking View and unchecking Auto-Hide the Control Panel
- Type questions into the question box (do not raise hand)
Today’s Slides

- Slides can be found in the Handouts section of the GoToWebinar attendee interface
- UDS Mapper webinars are recorded
  - Videos, captions, slides, and supporting materials (if any) will be available on the UDS Mapper website after the files have been processed.
Today’s Agenda

- UDS Mapper as a research tool for everyday projects
- Types of projects where the UDS Mapper is helpful
- Case Study
- Finding user support after the webinar
What is the UDS Mapper?

- An online mapping tool developed to provide access to maps, data, and analysis using Uniform Data System (UDS) and other relevant data to visualize service area information for Health Center Program (HCP) awardees and look-alikes

- Compares HCP awardee and look-alike data to community/population data and shows spatial relationships between the program, community attributes, and other resources
Who Can Use the UDS Mapper?

- The UDS Mapper is open to everyone, not just HCP awardees and look-alikes

- To begin using the UDS Mapper all you have to do is register for a user name and password at www.udsmapper.org

- More than one person from an organization can have a login for the UDS Mapper
Register for a New Account
UDS Mapper as a Research Tool

- Data source
  - Health center specific data
  - Population health data

- Visualization
  - Service areas (actual vs. funded; overlap; growth opportunities)
  - Thematic mapping
  - Threshold mapping

- Uploading your own data
Data Source

- Uniform Data System (UDS) data
  - Patients by insurance type by ZIP Code table
    - Aggregated to create Health Center Program (HCP) level analysis—what areas are served? Are they well-served?
    - Individual data available in the Explore Service Area tool in By Patient Origin mode
  - Other UDS data available for individual health centers in the Information Card deck

- Population data
  - American Community Survey demographic data
  - Population health data from multiple sources
Visualization

- **Service area**
  - HCP service area
  - Individual health center service area
    - Based on where patients came from in 2017
    - FUNDED service areas are not in the UDS Mapper

- **Thematic maps (Main Maps tool)**
  - Color in all areas based on a value/rate for the indicator selected

- **Threshold maps (Population and MAP for MAT Indicators tool)**
  - Maps color in only areas that meet a certain threshold
Uploading Your Own Data

- Put locations on the map that are not available in the Mapper via geocoding
- Color code locations based on categorical information (yes/no or low/medium/high vs. rate)
- Keep in mind address data are protected health information under HIPAA* so you need to check any geocoding system to make sure the process is HIPAA compliant

*HIPAA: Health Insurance Portability and Accountability Act of 1996 is United States legislation that provides data privacy and security provisions for safeguarding medical information
Types of Projects Where the UDS Mapper Is Helpful

- Strategic planning
- Community health needs assessment
- Grant writing
- Service area mapping
- Research
- Clinical planning
- Population health
Case Study Background

The ability of health centers to manage diabetic patients’ blood sugar, cholesterol, and blood pressure is critical for improving health, reducing complications, and keeping them out of the hospital. However, diabetics often lack health-supporting resources (such as access to care/health insurance, parks, and healthy foods) that can help manage their diabetes.
Case Study Plan

- **Objective:** The Chief Medical Officer at the health center wants to improve access to health-supporting resources for the diabetic patient population.

- **Goal:** Have community health workers target high-risk diabetic patients to link them to these resources.

- **Plan:** Use a geospatial approach employing the UDS Mapper.
Walkthrough of the UDS Mapper

Plan Outline

1. Gather benchmarks
2. Select health center core service area
3. Compare population data rates to health center benchmarks
4. Map potential health-supporting resources for target areas
Please Remember to Type in Questions

- Open/close control panel with orange arrow
- Keep control panel open by clicking **View** and unchecking **Auto-Hide the Control Panel**
- Type questions into the question box (do not raise hand)
Case Study Location

- This case study will focus on Cherry Street Services, Inc. in Grand Rapids, MI
- Aside from being a real health center, the scenario is hypothetical
- Data about community resources are made up for the purposes of the demonstration of the tools in the UDS Mapper
Gather Benchmarks

- How do our patients compare to the community as a whole in terms of
  - Diabetes prevalence
  - Insurance status
  - Poverty level

- We will gather benchmarks from health center’s UDS data in the Information Card Deck
Information Card Deck

- Contains data from UDS report that are not provided at the ZIP Code level
- Access it by clicking the stacked cards icon in the Explore Service Area tool
- Click on Health Center Administrative Location on map
- Scroll through Information Card for benchmarks
Select Health Center Core Service Area

- We will start by narrowing our focus to only those areas that are part of our core service area

- Your analysis may start with a different area
Identify the Core Service Area

- In the **Explore Service Area**, select By Patient Origin mode
- Click on **Health Center Administrative Location**
- Core service area will appear (diagonal lines over ZCTAs)
Core Service Area

- Isolate the areas where most of your patients reside
- Idea comes from business literature (Griffith Commitment Index)
  - Lets us see the areas that provide the most business to an organization
- Bureau of Primary Health Care has chosen 75% inclusion threshold to indicate a core service area
## What the Data Look Like

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<th>Cumulative %</th>
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**TOTAL** 4,174 100%
Adjust Patient Origin Service Area

If you would rather look at the full service area, adjust the % of patients included
Compare Population Data Rates to Health Center Benchmarks

- Turn on the Population Indicators tool
- Select an indicator
- Default threshold is national average
Benchmarks Table

- State averages are available on the UDS Mapper (in Tutorials and Resources section) as an alternate benchmark.
- Use your own – just be sure you can justify why that number is relevant for the indicator shown.

<table>
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<tr>
<th>State</th>
<th>% Poverty</th>
<th>% Low-Income</th>
<th>% Not Employed</th>
<th>% Limited English Proficiency</th>
<th>% Less than High School Education</th>
<th>% Uninsured</th>
<th>% Disability</th>
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</tbody>
</table>
Adjust Slider to Your Benchmark

You can adjust the threshold to any number along the range, but ideally that number should mean something:

- National average (default)
- State average
- Published number/goal
- Clinical rate
Compare Service Area to Areas That Meet the Threshold

- Once your slider is set to your benchmark, which ZCTAs are in your service area AND meet the threshold?
- Add other indicators to see additional overlap
What This Comparison Means

- Because this is your core service area, these are the areas where the majority of your patients reside.

- The colored-in areas have prevalence rates for the chosen indicators HIGHER than the prevalence rate at the health center (in this example, also higher than national and state averages).

- There is no direct connection between these two statistics. BUT, your patients who live in this area, and their neighbors, may have trouble accessing community-based supports to help them be successful in the treatment of their diabetes.
Where Are the Community Resources in Relation to These Areas?

- Community Health Workers are often a great source of knowledge about where there are supportive services in the community that our patients can access.
- Gather their information into a spreadsheet with addresses.
- Structure the spreadsheet so that each location is on its own row.
- Each location/row should have a full address.
- Address components should be in separate columns.
- RECOMMENDATION: Also include a column that has name of location and another that has type of location.
Prepare Dataset

Make sure the sheet with the addresses is the first one in the workbook, especially if you have multiple sheets.
Map Potential Health-Supporting Resources for Target Areas

- In Map My Data tool, select **Batch Entry**
- Browse for or drag and drop your file
- Make selections
Selections

- Color code point based on
  - Will color points based on a column of information in your spreadsheet (this is where the name and type columns come in handy)
  - Maximum of 8 different colors

- Information Card Items 1-3
  - All address components will already be added to the Information Card
  - Pick up to three additional columns that you would like to see as you select the added sites on your map

- Name the dataset
  - Give it a name even if you are not planning on saving it
Geocode Points

- Click **Geocode Addresses**
- If you want to save the points to re-add to a future map, click **Save**
Tutorials and Resources

UDS Mapper

Webinars & Presentations
Attending a webinar or in-person presentation is one of the best ways to learn how to properly and effectively use the UDS Mapper. View our list of upcoming webinars and presentations, and sign up for one today!

Tutorials
Find the slides and audio from the webinars and a variety of how-to materials are provided to help you use the UDS Mapper. Use these resources to teach yourself how to use the UDS Mapper at your own pace.

Knowledge Base
The Knowledge Base contains FAQs, a Glossary of terms used within the website, and Data Definitions. Type a keyword or phrase into the search bar to find related articles. If you cannot find what you are looking for, feel free to contact us.

Data Update Schedule
The various data sources in the UDS Mapper update on different schedules. Find the overall data update schedule to this section. Information about individual data points can be found in the Knowledge Base.

Data Extrapolation Methodologies
Read an explanation of our methodology for creating ZCTA-level data estimates.

Benchmarks for Population Indicators
Find a table of benchmarks you can use for the Population Indicators Tool.

ZIP Code to ZCTA Crosswalk
ZIP Codes and ZCTAs do not always perfectly align. To find which ZCTA a ZIP Code has been assigned to, please use this Crosswalk.

Articles & References
Want to learn more about the scientific background and significance of the UDS Mapper? View our list of related articles and references on community health centers and visits.
Thank You!

If you have additional questions or feedback after the conclusion of this webinar, please use the Contact Us form provided on the UDS Mapper Site:

https://www.udsmapper.org/contact-us.cfm

or contact the Bureau of Primary Health Care:

https://www.bphc.hrsa.gov

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