WE WILL START 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
USING THE UDS MAPPER FOR RESEARCH
ACKNOWLEDGEMENTS

This work is supported by the Health Resources and Services Administration under contract HHSH250201800033G
Open/close control panel with orange arrow

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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

- Introduction to the UDS Mapper
- General information about using the UDS Mapper for research
- 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

- Accounts are necessary to allow you to save data that you upload to the UDS Mapper
- Complete all required fields
- Type the text you see in the image
- Submit
UDS MAPPER AS RESEARCH TOOL

- Understanding the UDS Mapper as a data source
- Mapping and overlaying data
- Uploading your own data
UDS MAPPER AS A DATA SOURCE

- **Health center data**
  - Penetration rates
  - Unserved populations
  - Health center characteristics

- **Population data**
  - Census data from the American Community Survey (ACS)
    - Poverty, low-income, race/ethnicity, insurance status
  - Population health data from the Centers for Disease Control and Prevention (CDC)
    - Behavioral Risk Factor Surveillance System (BRFSS)
    - Vital Statistics
MAPPING AND OVERLAYING DATA

- Service area research

- Thematic maps
  - UDS Data
  - Population Data

- Threshold map overlays
SERVICE AREA MAP
RESEARCH QUESTIONS

- Where is my service area in relation to other health centers? Is there overlap?

- What does population health look like for my service area?

- If we open a new health center in X location, what will my potential service area look like?
UPLOADING YOUR OWN DATA

- Where is my health center in relation to other facilities?
  - Gather and add data on other facilities (free clinics, private doctors, pharmacies, etc.)

- What services are out there to support my patients’ health goals?
  - Gather and add data on resources (parks, grocery stores, farmer’s markets, etc.)
CASE STUDY

Finding ideal locations for new school-based health centers in Baltimore: A geospatial approach using the UDS Mapper

Background: Local healthcare advocates have been improving access by funding school-based health centers (SBHCs) throughout the Baltimore region. While 17 SBHCs are currently located in Baltimore City, thousands of students across the region still need access to healthcare.
Local funders are looking to open new SBHCs in the Baltimore region and must identify areas of greatest potential need.
WALKTHROUGH OF THE UDS MAPPER

1. Identify areas of potential need

2. Map existing SBHCs and schools that are not yet SBHCs

3. Identify potential partners (i.e., Health Center Program awardees)
Using the UDS Mapper for Research

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)
APPROACH: STEP 1

Identify areas of potential need based on low-income penetration rates for ZCTAs

- Explore additional measures to further prioritize areas of potential need such as ZCTA-level rates of:
  - Low-income
  - Poverty
  - Access to usual source of care

- Use the Main Maps, Explore Service Area, and Population Indicators tools
APPROACH: STEP 2

Map existing SBHCs and schools that could become new SBHC sites

- Rank potential SBHC schools by percent of students eligible for free or reduced-price lunch

- Use Map My Data tool
APPROACH: STEP 3

Identify potential partners (health centers)

- Use the UDS Mapper to identify health centers that are already providing services in or near the areas of greatest potential need

- Use Information Cards in the Explore Service Area tool
DATA FOR CASE STUDY

- **ZCTA-level data in UDS Mapper**
  - Poverty and low-income data from the American Community Survey (2014-2018)
  - Low-income penetration rates from the UDS Mapper (2018)
  - Usual source of care estimates from BRFSS (2017)

- **Sites**
  - SBHCs in Baltimore from the Maryland Department of Education or local organization
  - Public school data from the National Center for Education Statistics
    - Free and reduced-price lunch estimates are hypothetical data
  - Health center sites to serve as potential partners from UDS Mapper
STEP 1. THEMATIC MAPS TO IDENTIFY AREAS OF POTENTIAL NEED

1. Use Main Maps to explore Low-Income Penetration rates

2. Use Explore Service Area tool to select 24 ZCTAs with <40% Low-Income Penetration rates
STEP 1. OVERLAY POPULATION INDICATORS

1. Based on data from the benchmarks table, use Population Indicators to identify ZCTAs with > 10% Poverty and > 17% without Usual Source of Care

2. Use Explore Service Area tool to deselect ZCTAs that do not meet the criteria (8 ZCTAs remain)
STEP 2. OVERLAY EXISTING SBHCS

1. Create spreadsheet with list of existing SBHCs in Baltimore with address information (from outside data source)

2. Use Map My Data tool to overlay existing SBHCs

3. Use Explore Service Area tool to deselect ZCTAs with existing SBHCs (4 ZCTAs remain)
STEP 2. OVERLAY ELIGIBLE PUBLIC SCHOOLS THAT ARE NOT SBHCS

1. Create spreadsheet with list of potential SBHCs in Baltimore with address information (from outside data source)

2. Use Map My Data tool to overlay potential SBHCs and stratify by hypothetical free or reduced lunch rates > 90% (purple squares)

3. Use Information Card to identify schools (in purple) that are also located in priority ZCTAs
STEP 2. RANK SCHOOLS BY NEED AND IDENTIFY PRIORITY SCHOOLS

1. Create spreadsheet with list of five priority schools in Baltimore with address information (from outside data source)

2. Use Map My Data tool to overlay five priority schools and rank based on % free or reduced lunch rates
STEP 3. IDENTIFY POTENTIAL PARTNERS

1. Use Drawing Tools to label school(s)
2. Use Information Card to identify health centers already working in priority ZCTAs
ANALYSIS SUMMARY

1. Created thematic maps of low-income penetration rates to identify areas of potential need [HCP Low-Income Penetration rate]
2. Used Population Indicators tool to further prioritize areas of potential need [poverty and usual source of care]
3. Overlaid existing SBHCs to eliminate areas already served
   • Removed ZCTAs with existing SBHCs
4. Overlaid schools that are not SBHCs and created categorical map of schools based on free and reduced-price lunch rates
   • Rates greater than 90%
5. Ranked schools in highest need that are also in priority areas based on step 3
6. Identified potential partners that are working near schools based on step 5
CONCLUSIONS

The results include a ranked list of priority schools to become SBHCs matched to potential partner health centers and a map showing their distribution in the region.
User support is available throughout the UDS Mapper site.

Most of the help resources are found in the Tutorials & Resources section of the site.
THANK YOU!

If you have additional questions or feedback after the conclusion of this presentation, 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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