Connecting to Health Care and Coverage: Preliminary Results from Text4baby Medicaid/CHIP Module

Background

In February 2012, the Connecting Kids to Coverage initiative of the Centers for Medicare and Medicaid Services (CMS) partnered with Text4baby to drive enrollment in the Children's Health Insurance Program (CHIP), Medicaid and Text4baby. In addition to routine messages around Medicaid/CHIP, Text4baby launched a special set of interactive messages (hereafter referred to as "Medicaid Module") that provide participants with information on obtaining free/low-cost health insurance, accessing services covered by Medicaid/CHIP, and renewing Medicaid/CHIP coverage.

Module Design

The module asks participants to provide their health insurance type and delivers tailored responses based on their selection. Those who respond "Medicaid/CHIP" are sent information on how to renew Medicaid/CHIP coverage. Those who respond "No health insurance" are sent pertinent information on Medicaid/CHIP eligibility and how to enroll, and are then sent a second message seven days later asking if they applied for coverage. Participants who are tagged as Medicaid/CHIP recipients (including those who respond "Medicaid/CHIP" to the first question and those who respond "yes" that they applied for coverage to the second question) are sent a reminder to renew their coverage right before baby's first birthday. The questions that comprise the module are detailed in Figure 1.

Sample

Among self-identified pregnant and new mom Text4baby participants who enrolled between 12/24/12 and 3/24/14, 46% responded to the first question (90,165 of 198,062). Among self-reported uninsured respondents, 40% (4,752 of 11,877) responded to the second question sent one week later.
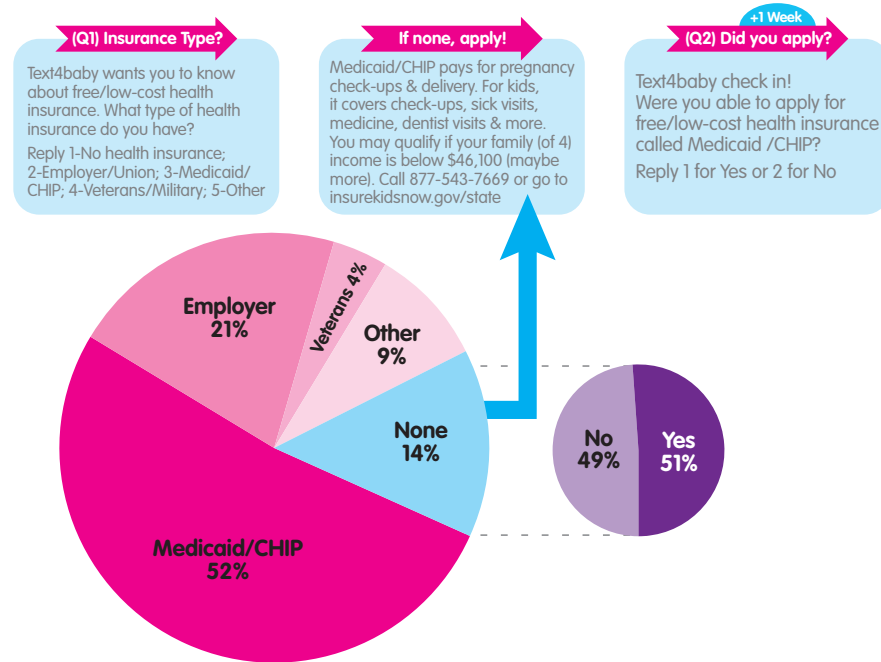
Results

Insurance Type

- **Majority of Text4baby respondents report they are Medicaid/CHIP recipients:** Over half (52%) of respondents report they are Medicaid/CHIP recipients and 14% report they are uninsured (see Figure 1).

- **Respondents who receive messages in Spanish (vs. English) are more likely to report they are uninsured:** Respondents receiving messages in Spanish were over 3.5 times more likely than respondents receiving messages in English to report they were uninsured (Odds Ratio 3.7, 95% Confidence Interval 3.5-3.9). Respondents receiving messages in English reported they were Medicaid/CHIP recipients more often than respondents receiving Spanish messages (OR 1.6, 95% CI 1.5-1.7, See Figure 2).

Applied for Medicaid/CHIP

- **Over half of uninsured respondents report they applied for Medicaid/CHIP:** Over half (51%) of uninsured respondents report they applied for Medicaid/CHIP one week after receiving a Text4baby message with information on eligibility and how to apply (see Figure 1).

- **Reported Medicaid/CHIP application higher among respondents who receive messages in English (vs. Spanish) and among pregnant women (vs. mothers):** Uninsured respondents who receive messages in English were over twice as likely to report they applied for Medicaid/CHIP than respondents who receive messages in Spanish (OR 2.1, CI 1.8-2.5, See Figure 2). Similarly, uninsured pregnant respondents were more likely to report applying for Medicaid/CHIP compared to mother respondents (OR 1.7, CI 1.5-1.9, See Figure 3).

(Q1) Insurance Type?

Text4baby wants you to know about free/low-cost health insurance. What type of health insurance do you have?

Reply 1-No health insurance; 2-Employer/Union; 3-Medicaid/CHIP; 4-Veterans/Military; 5-Other

If none, apply!

Medicaid/CHIP pays for pregnancy check-ups & delivery. For kids, it covers check-ups, sick visits, medicine, dentist visits & more. You may qualify if your family (of 4) income is below $46,100 (maybe more). Call 877-543-7669 or go to insurekidsnow.gov/state

+1 Week

(Q2) Did you apply?

Text4baby check in! Were you able to apply for free/low-cost health insurance called Medicaid /CHIP?

Reply 1 for Yes or 2 for No

Employer 21%

Veterans 4%

Other 9%

None 14%

Medicaid/CHIP 52%

No 49%   Yes 51%

(Q1) N = 90,165, Response Rate = 46%; (Q2) N = 4,752, RR = 40% Source: Text4baby Database 3/24/2014

Figure 2: Medicaid Module Results by Type of Text4baby Participant: Pregnant vs. Mother with Infants <1 year of age
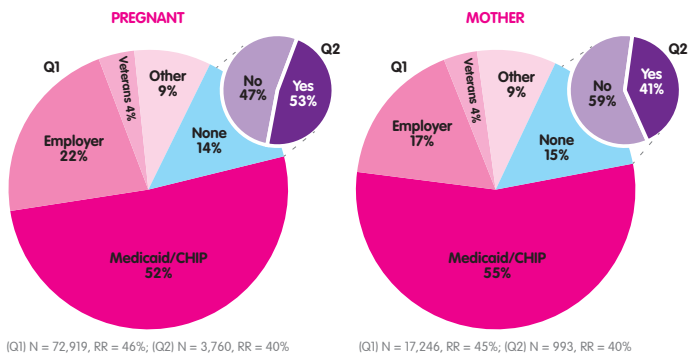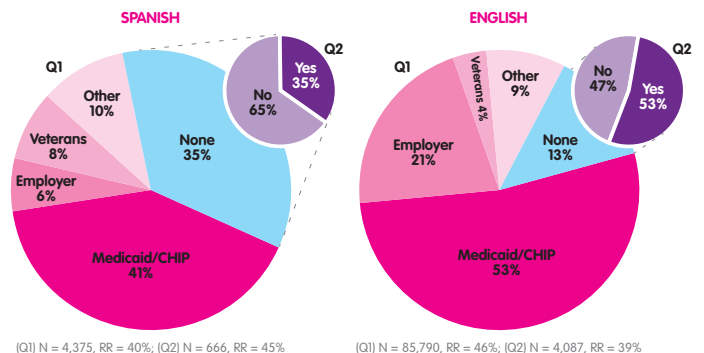
PREGNANT

Q1
Veterans 4%
Other 9%
Employer 22%
None 14%
Medicaid/CHIP 52%

Q2
No 47% Yes 53%

MOTHER

Q1
Veterans 4%
Other 9%
Employer 17%
None 15%
Medicaid/CHIP 55%

Q2
No 59% Yes 41%

(Q1) N = 72,919, RR = 46%; (Q2) N = 3,760, RR = 40%

(Q1) N = 17,246, RR = 45%; (Q2) N = 993, RR = 40%

Figure 3: Text4baby Medicaid Module Results by Language of Messages Received: English vs. Spanish

SPANISH

Q1
Other 10%
Veterans 8%
Employer 6%
None 35%
Medicaid/CHIP 41%

Q2
No 65% Yes 35%

ENGLISH

Q1
Veterans 4%
Other 9%
Employer 21%
None 13%
Medicaid/CHIP 53%

Q2
No 47% Yes 53%

(Q1) N = 4,375, RR = 40%; (Q2) N = 666, RR = 45%

(Q1) N = 85,790, RR = 46%; (Q2) N = 4,087, RR = 39%

Conclusions

- **Text4baby Is Reaching Core Target Population of Low-Income Women:** At least 66% of respondents likely represent the Text4baby core target audience of low-income women (52% Medicaid/CHIP, 14% uninsured). Additional respondents may also represent our target audience of young, African American, or Hispanic women.

- **Preliminary Findings Show Text4baby May Encourage Medicaid/CHIP Application Among Uninsured:** Preliminary results suggest messaging sent to uninsured women may encourage Medicaid/CHIP application among pregnant and new mother Text4baby participants. This effect is stronger for respondents receiving messages in English as compared to Spanish, and for pregnant women as compared to mothers.

Future Research

- Further research should investigate the accuracy of self-reported insurance coverage data for Text4baby participants to determine the validity of the data collected as part of the Medicaid Module, and to understand the isolated effect of Text4baby messaging on both Medicaid/CHIP application and successful enrollment.

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