

## Parents' Views of CHIP and Medicaid

### Snapshot of Findings from a Survey of Low-Income Parents

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The last comprehensive survey on Medicaid and CHIP among low-income parents was conducted in 2000.

Much has changed. Enrollment methods. Preferences. CHIP growth. State budget cuts. Recession.

Reconnect with Medicaid/CHIP target audience in 2011 survey:

- Awareness of Medicaid and CHIP
- Barriers to enrollment
- Motivations for enrollment
- Preferences for enrollment modes
- Feedback on messengers and outreach vehicles
- Satisfaction and views toward experiences with Medicaid and CHIP coverage

Survey of 1,936 parents of children under 19 in households below 250% FPL.

- 1,507 conducted in English
- 429 conducted in Spanish
- 628 parents of uninsured child
- 638 with a child in Medicaid or CHIP
- 611 with a child in employer coverage

Fielded April 22 through June 10, 2011.

Margin of error on total results:  $\pm$  2.2 percentage points.

10 Key Findings

# #1 Most Are Aware of and Feel Positive Toward Medicaid/CHIP

Of parents never having a child in Medicaid or CHIP:

- 88% have heard of “Medicaid”
- Name other than “Medicaid” (e.g., “Medi-Cal”): 62%
- Unique CHIP name (e.g., “Healthy Families”): 74%

Seven in ten say Medicaid/CHIP programs are very or somewhat good.

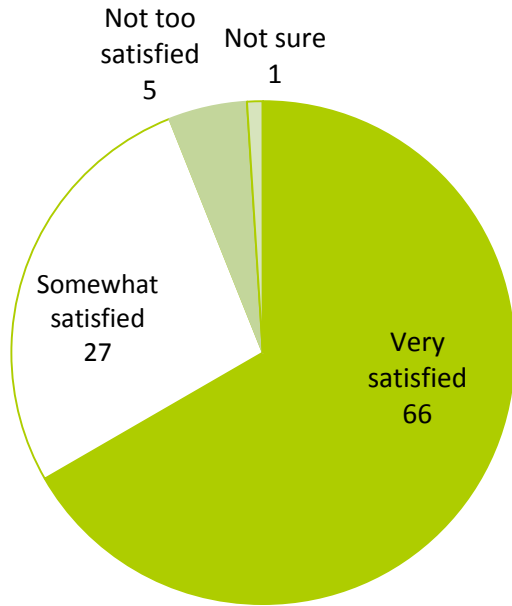
Those who are most favorable include:

- Parents who have experience with the program
- Spanish-speaking parents
- Lower-income (<150% FPL) parents
- Less-educated parents

#2

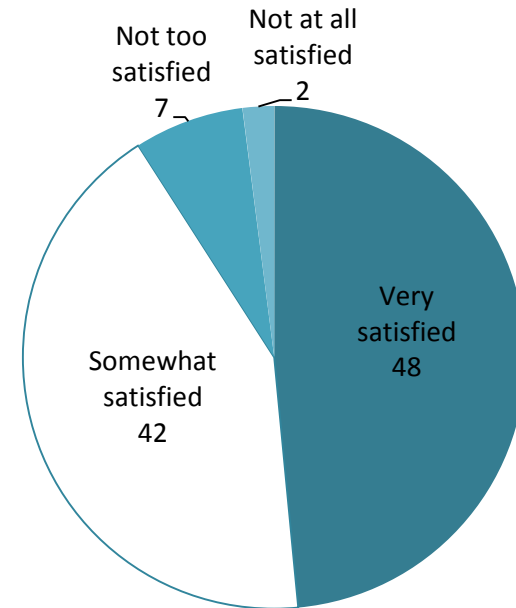
## Majority Very Satisfied with Medicaid/CHIP Coverage

Parents' satisfaction with  
Medicaid/CHIP coverage



66% Very satisfied

Parents' satisfaction with  
employer coverage



48% Very satisfied

## #2 Majority Very Satisfied with Medicaid/CHIP Coverage (cont.)

	Medicaid / CHIP Percent (%)		Employer Coverage Percent (%)	
	Very satisfied	Very or somewhat satisfied	Very satisfied	Very or somewhat satisfied
General coverage	66	93	48	91
Quality of health care	66	93	55	93
Ease of finding a doctor who takes child's insurance	62	87	58	95
How quickly can get an appointment to see MD	57	89	53	93
Range of services insurance covers	59	88	45	87
How affordable coverage is	68	86	28	66
Ease of finding a specialist who takes child's insurance	50	77	48	83
Ease of finding a dentist who takes child's insurance	51	77	45	77
Base Size	638		611	

## #3 Top Motivations to Enrollment

Getting peace of mind (71% very motivating)

Child having:

- Regular doctor (70%)
- Access to prescription drugs (69%)
- Access to dental care (68%)
- Access to vision care (65%)
- Access to mental health services (56%)

A top motivator for those with a child currently enrolled in Medicaid/CHIP was finding out the coverage was something they could afford (70% very motivating).



## #4 Top Barriers to Enrollment

Think enrollment process would be hard (51% very or somewhat hard)

- Including 43% of those who have enrolled in past

My families' income is too high (42% agree)

- 150% - 250% FPL (52%)
- 100% - 150% FPL (37%)
- <100% FPL (21%)
- English-speakers (48% vs. 19% of Spanish-speakers)

I could afford Medicaid/CHIP (16% disagree)

- Spanish-speakers disagree (35% disagree vs. 11% of English-speaking parents)

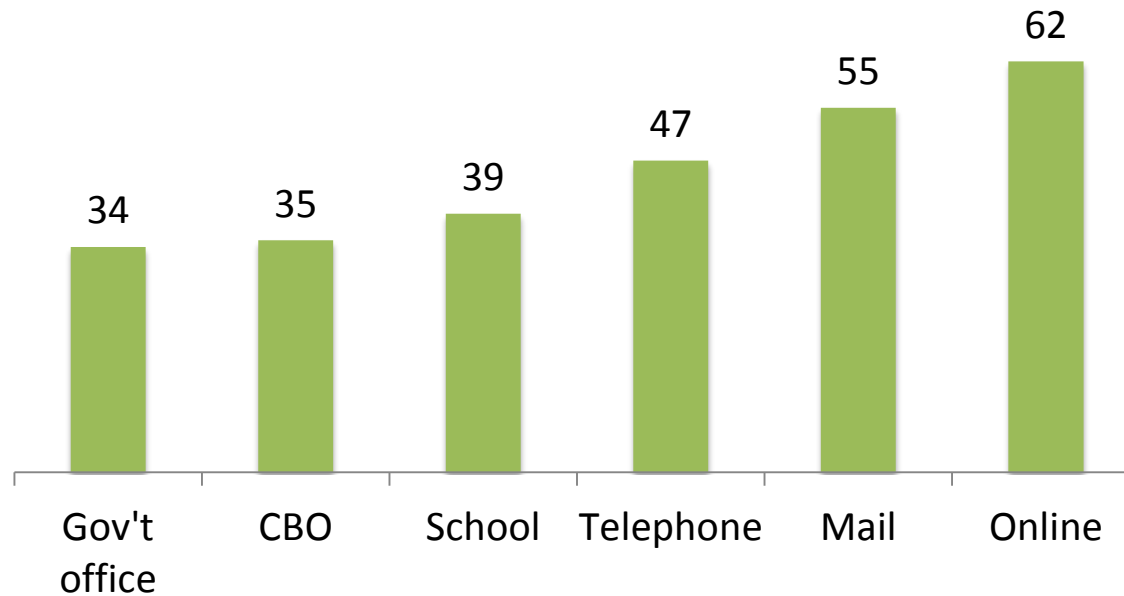
Do not know where to find information about Medicaid or CHIP

- Employer coverage (45%)
- Uninsured (34%)
  
- Do not know where to apply
- Employer coverage (51%)
- Uninsured (33%)

## #5

# Overall Enrollment Preferences

Percent saying they would be much or somewhat more likely to apply if it meant doing so by...

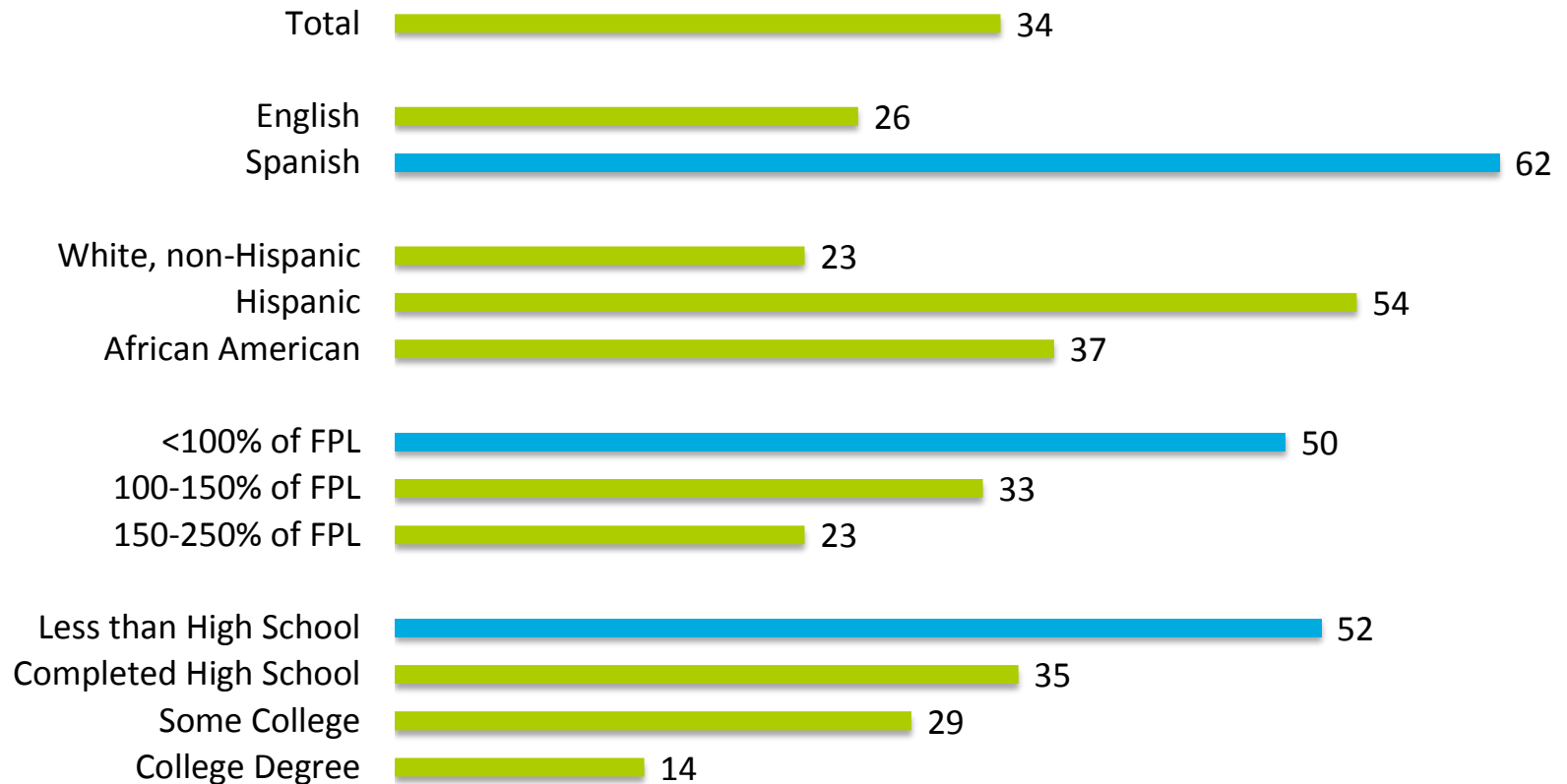


**However, there are big differences among subgroups....**

# #5

## Enrollment Preferences: Gov't Office

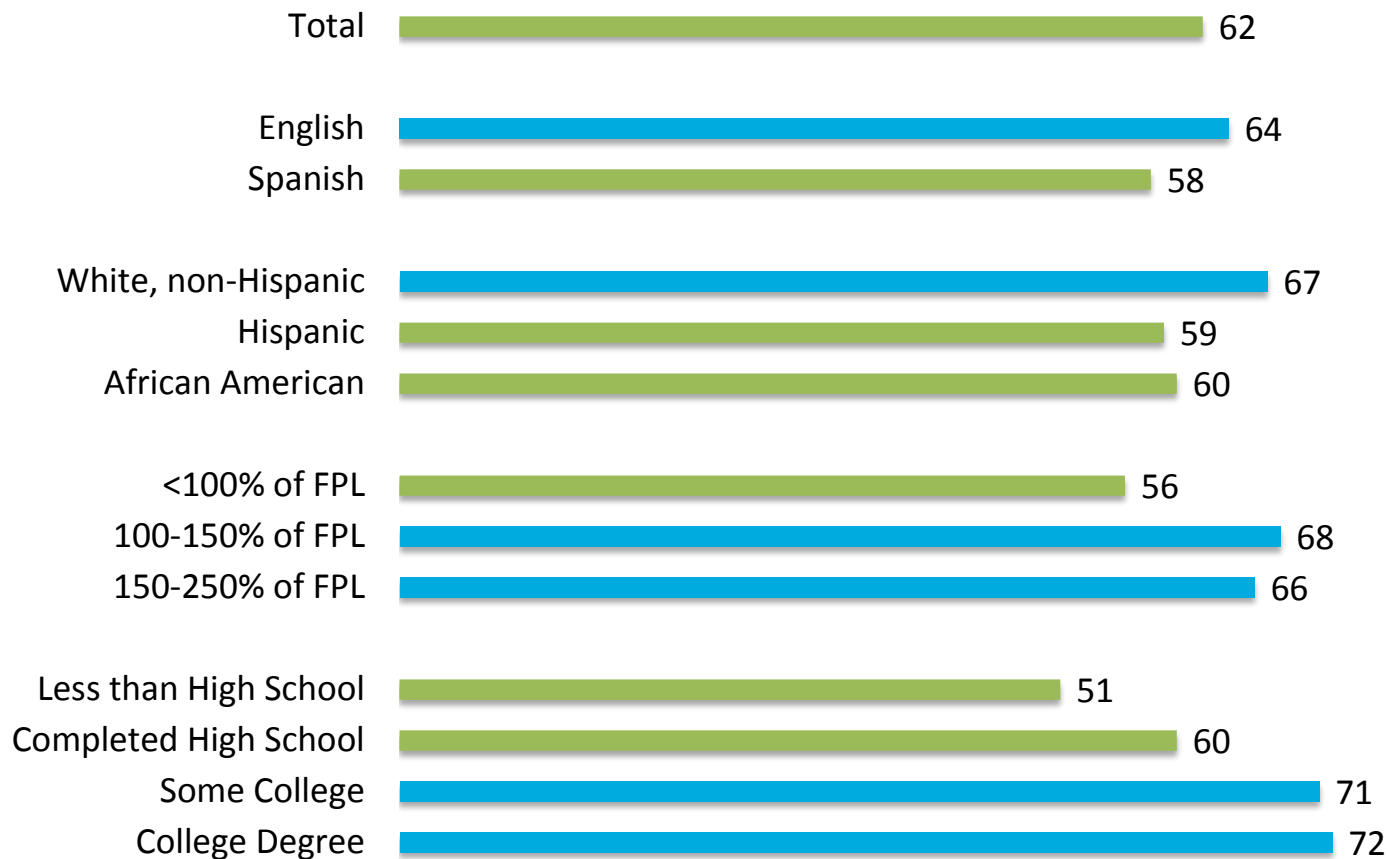
Percent saying much or somewhat more likely to apply if it meant doing so at a government office



# #5

## Enrollment Preferences: Online

Percent saying much or somewhat more likely to apply if it meant doing so online



## #5

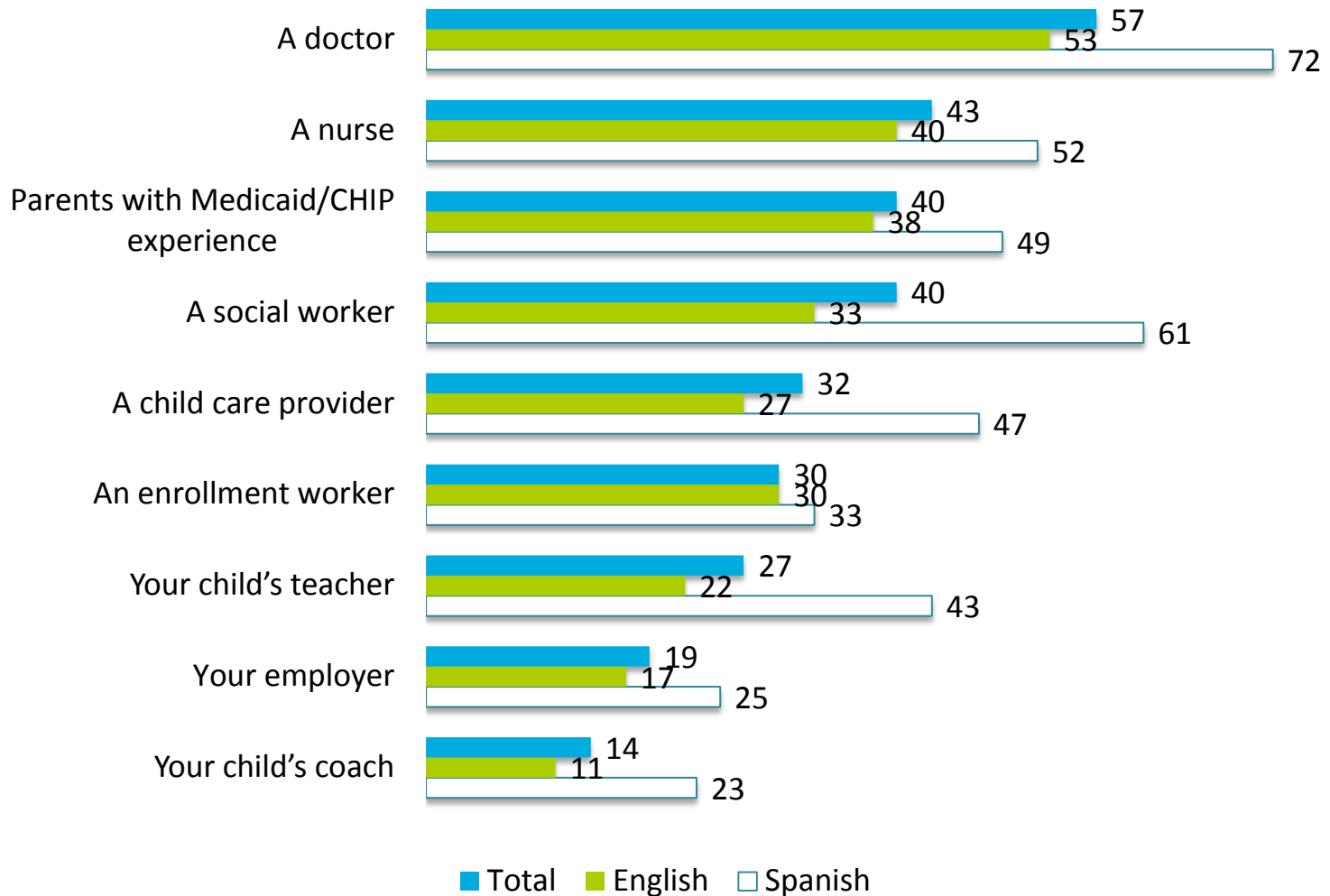
## Enrollment Preferences: School and CBOs

	Percent (%)	
	Child's school	Community group
Total	39	35
English	32	27
Spanish	60	62
<100% of FPL	48	47
100-150% of FPL	36	31
150-250% of FPL	32	27
Less than High School	50	48
Completed High School	36	36
Some College	36	29
College Degree	28	23

# #6

## Trusted Messengers

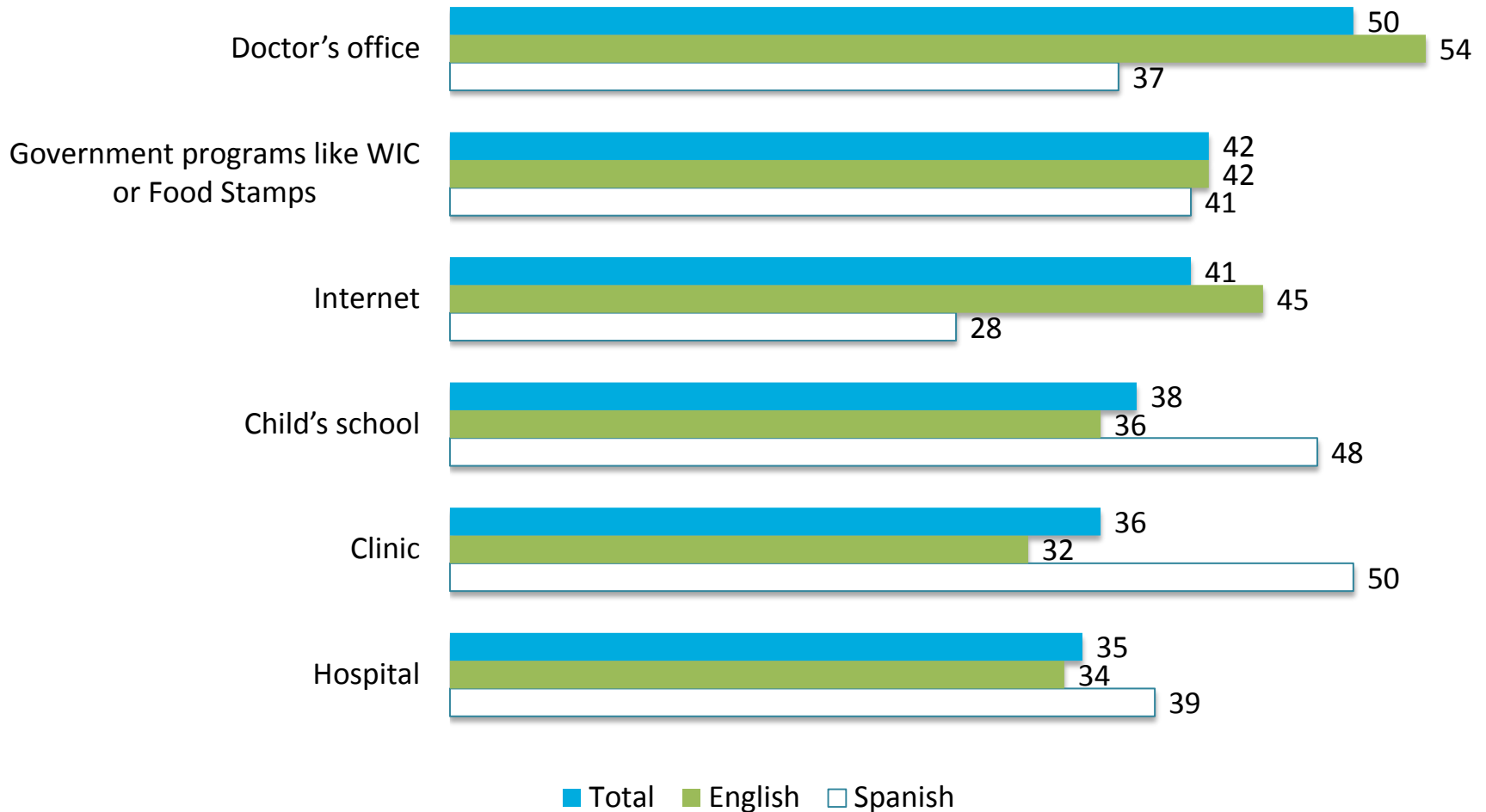
Would trust “a lot” about whether to sign up for Medicaid or CHIP



#7

# Preferred Outreach Vehicles

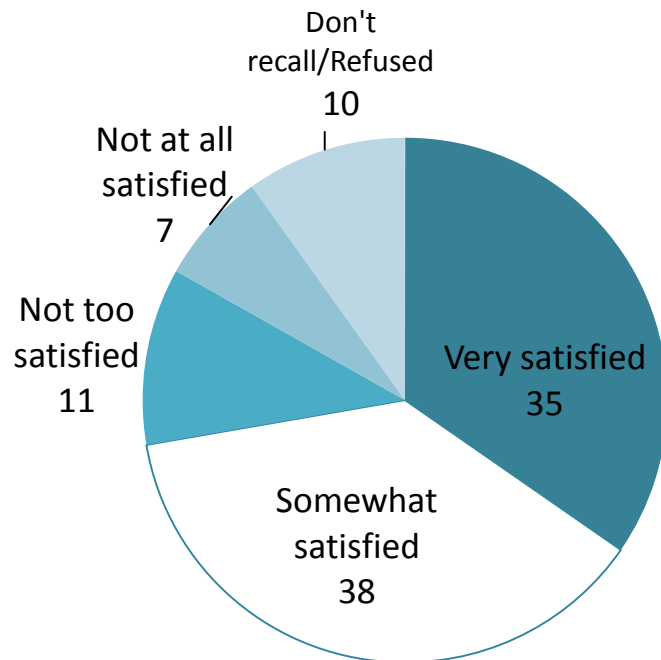
Where would you want to get information about Medicaid or CHIP  
(Select all that apply)



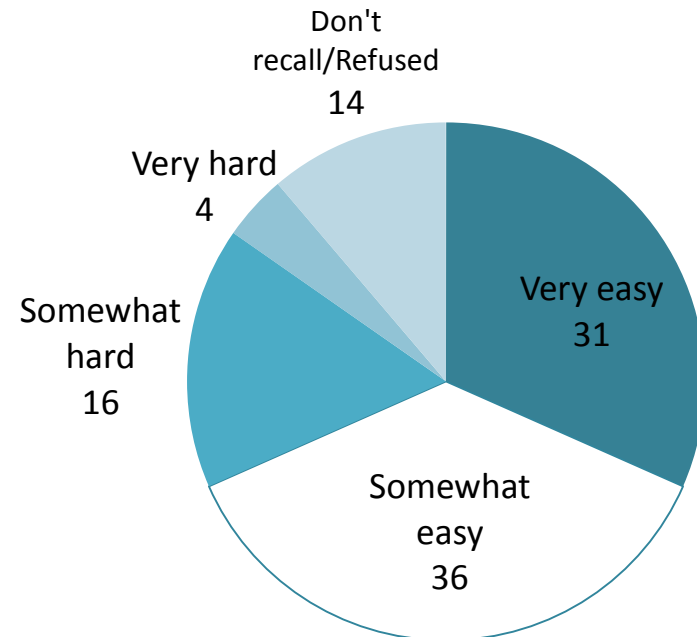
## #8

# Perceptions of enrollment

### Satisfaction with enrollment process



### Ease of enrollment

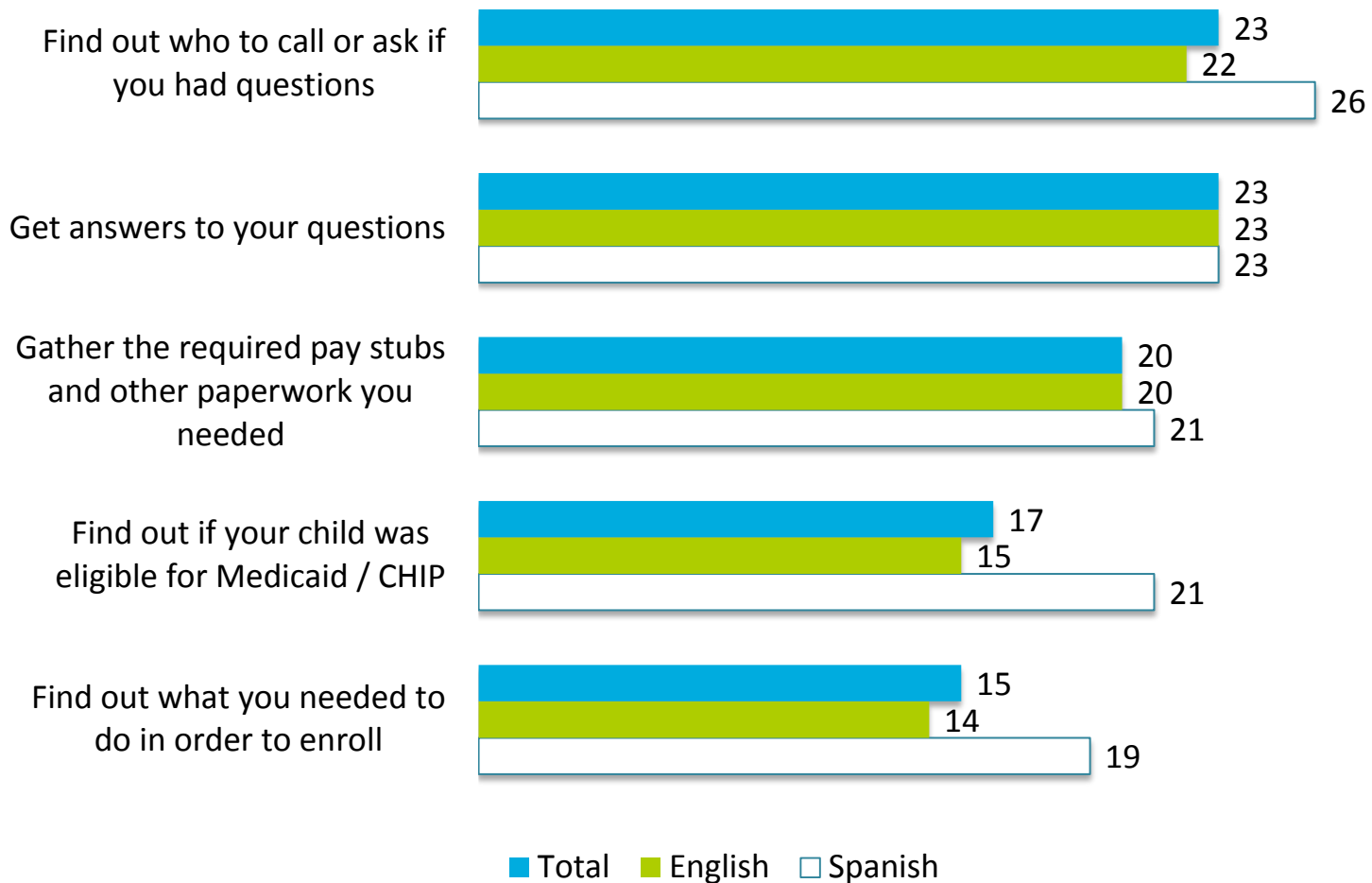




# #9

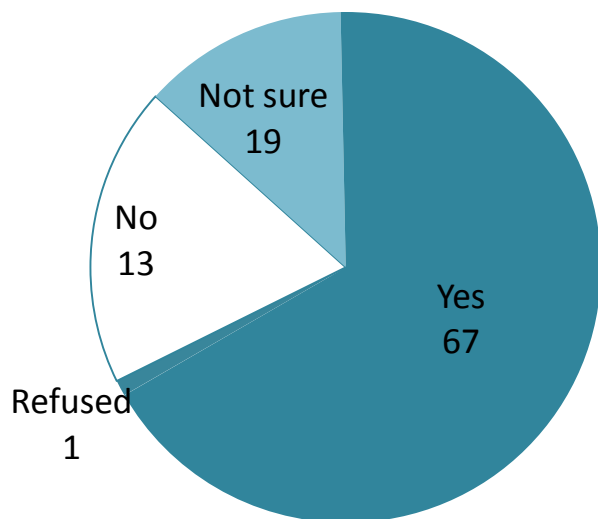
## Difficulty with enrollment

Difficulty with aspects of enrollment  
(% saying very or somewhat hard)



## #10 Perceptions and Experiences with Renewal

Do you have to do something to renew your child's Medicaid/CHIP insurance every so often?



Least likely to know about renewal:

- Parents 150% to 250% FPL (57% vs. 72% <150% FPL)
- English speakers (64% vs. 76% of Spanish speakers)
- Has not received help from other public programs (59% vs. 71%)

#10

# Perceptions and Experiences with Renewal (cont.)

Do you know....

N = 871 parents aware of having to renew Medicaid/CHIP

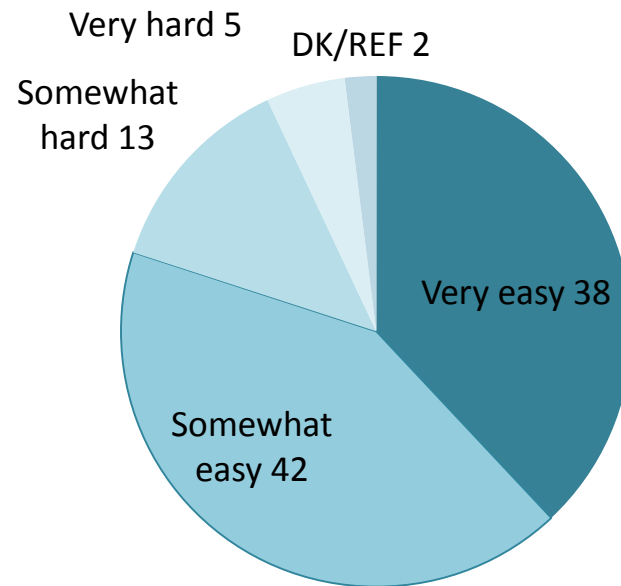


# #10

## Perceptions and Experiences with Renewal (cont.)

How easy or hard was it to renew your child in Medicaid/CHIP?

N=792 parents who have renewed coverage

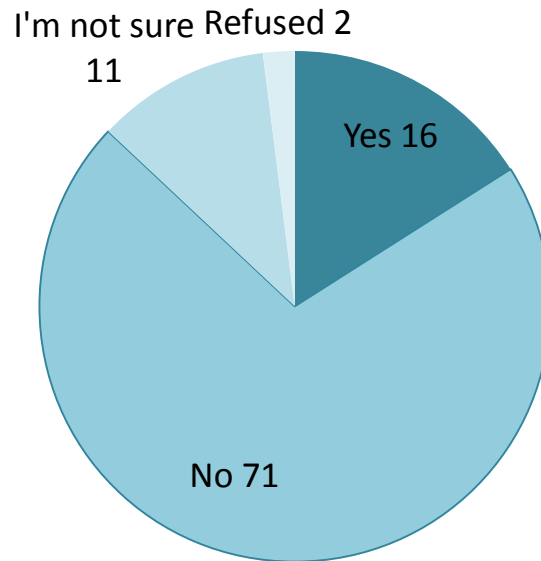


## #10

# Perceptions and Experiences with Renewal (cont.)

Has your child ever lost coverage through Medicaid/CHIP because you didn't have the information you needed to renew?

N=1264 parents who have had child with Medicaid/CHIP coverage



Most likely to have lost coverage due to renewal:

- Spanish speakers (22%)
- <100% FPL (22%)
- Less than high school education (22%)