A Quantitative and Qualitative Analysis of Health Care Coverage and Concerns in Western Wisconsin

Faculty Contributors: Lois Taft, RN, DSNc, Nursing Systems
Eric Jamelske, PhD, Economics
Jennifer Johns-Artisensi, PhD, Health Care Administration
Student Contributors: Christine Eggers, RN (Graduate Nursing)
Kathy German, RN (Graduate Nursing)
Ian Hansen (Undergraduate Economics)
Carleigh Nelson (Undergraduate Health Care Administration)

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We will collect a blend of quantitative and qualitative data reflecting health care experiences of individuals with and without health insurance as well as those who identify themselves as underinsured.

**Abstract**

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**Method**

- Contact individuals who submitted a health care story
- Place a media announcement about the study in local newspapers and on television or radio spots
- Recruit at public places
- As needed use personal contacts and snowball sampling to recruit participants in the 3 groups: adequately insured, underinsured, uninsured
- This variety of recruitment procedures will be used to provide maximum diversity in each of the three categories

**Possible Applications**

- This information can be used to guide the policy debate on health care reform.
- In particular the Wisconsin Coalition of Health and the American Association for Retired People (AARP) have expressed interest in the results to assist in Wisconsin health care reform efforts.
- We hope to partner with these organizations in the future and use this regional pilot study as the foundation for a more comprehensive statewide evaluation of health care coverage and concerns.

We Need Your Voices!!

**Survey Sample**

**Funding Sources**

Differential Tuition
The Office of Research
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