



Encouraging Consumers to Provide Information on Race and Ethnicity when Completing Marketplace Applications



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Overview

- Demographic information on the Marketplace application includes:
 - Sex
 - Race
 - Ethnicity information
 - Language preference
- Using health care demographic information is important for developing programs to help improve health equity and address inequalities in Marketplace enrollment.
- It can help demonstrate the need for outreach programs to reach specific underrepresented populations.



Overview (Cont.)

- Collecting demographic, particularly racial and ethnic, information can be difficult considering the sensitivity and confusion regarding the topics.
- By explaining the need for the data, answering consumers' questions, and addressing their concerns, assisters can improve the amount and quality of the data collected and the outreach to consumers who are underrepresented.



Agenda

- Why Collecting Data is Important
- Where Demographic Questions are Located
- How to Address Consumer Concerns



Why Collecting Data is Important

- CMS collects consumer demographic data to help consumers from various backgrounds have equal access to care.
- More resources can be found in the CMS Inventory of Resources for Standardized Demographic and Language Data Collection at [CMS.gov/About-CMS/Agency-Information/OMH/Downloads/Data-Collection-Resources.pdf](https://www.cms.gov/About-CMS/Agency-Information/OMH/Downloads/Data-Collection-Resources.pdf).



Why Collecting Data is Important (Cont.)

- By explaining why demographic data collection is important, consumers are more likely to understand how their information can help CMS improve equity efforts and ensure resources are going towards populations that need them the most.
- Collected information can help CMS better reach underserved populations or tailor our services to better support the needs of certain populations—all with the goal to improve access to and utilization of the Marketplace.

Where Race and Ethnicity Questions are Located

- Race and ethnicity collection on the Marketplace application is set up in a two-question format.
 - First, an ethnicity question about Hispanic/ Latino/Spanish origin is asked (yes or no).
 - Second, a question about race is asked. Racial categories are listed as answer options with checkboxes, and consumers are allowed to select multiple boxes if applicable or select “another race not listed above” and input another option.



Where Race and Ethnicity Questions are Located (Cont.)

- The format of these questions and answer options are based on uniform data collection standards published by the Department of Health and Human Services in 2011, which advise use of race and ethnicity standards developed by the Office of Management and Budget.
- Collecting demographic data in a consistent format is important so that it can be accurately measured and compared across time and across programs.*

Office of the Assistant Secretary for Planning and Evaluation. (October 30, 2011). *HHS Implementation Guidance on Data Collection Standards for Race, Ethnicity, Sex, Primary Language, and Disability Status*, [ASPE.hhs.gov/datacncl/standards/ACA/4302](https://aspe.hhs.gov/datacncl/standards/ACA/4302).

*Department of Health & Human Services. (August 5, 2022). Form CMS-10440, *Data Collection to Support Eligibility Determinations for Insurance Affordability Programs and Enrollment through Health Benefits Exchanges, Medicaid and CHIP Agencies* (OMB control number: 0938-1191), [OMB.report/omb/0938-1191](https://omb.report/omb/0938-1191).

Ethnicity Questions

- If a consumer selects that they are of Hispanic, Latino, or Spanish origin, they will see a follow-up question about their ethnicity.
- If the consumer selects “An ethnicity not listed above,” they can input their own answer.

Gabriella's information

Selecting this person's race and ethnicity helps the U.S. Department of Health and Human Services improve service to all people using the Marketplace. We use this information to make sure everyone gets fair access to coverage. Providing this information won't impact eligibility, plan options, or costs.

Is Gabriella of Hispanic, Latino, or Spanish origin?

Optional

Yes

No

Clear your selection

What's Gabriella's ethnicity?

Optional

Cuban

Mexican, Mexican American, Chicano/a

Puerto Rican

An ethnicity not listed above

Specify an ethnicity.

Optional

Race Questions

- Consumers can select all race options that apply to them.
- If a consumer selects “Another race not listed above,” they can input their own answer.

What's Gabriella's race?

Optional. Select all that apply.

- American Indian or Alaska Native
- Asian Indian
- Black or African American
- Chinese
- Filipino
- Guamanian or Chamorro
- Japanese
- Korean
- Native Hawaiian
- Other Asian
- Pacific Islander
- Samoan
- Vietnamese
- White
- Another race not listed above

Specify a race.

Optional

Save & continue

How to Address Consumers' Concerns

- Be careful not to influence the consumer to respond in one way or another. Assisters also should not guess the answers based on the consumer's appearance, but rather should allow the consumer to self-identify.
- Clarifying questions should be answered with standardized answers such as “Answer as you feel fits best.”
- If you find it difficult to ask potential consumers about these questions, it may be helpful to share with them how this information can be used positively to benefit their communities.

How to Address Consumers' Concerns (Cont.)

- The application explains that race and ethnicity information is asked of every consumer and that providing it is voluntary.
- The voluntary nature of demographic information should also be explained so that consumers are aware that they can opt out during collection.



How to Address Consumers' Concerns (Cont.)



- The demographic information is confidential, and the data is only used in aggregation, meaning identifying information for individual consumers is removed. The collected data would only be used for research and quality improvement purposes.
- Consumer responses will not be shared with a consumer's insurance company and are protected information. It will not impact their eligibility for financial assistance or Marketplace coverage.