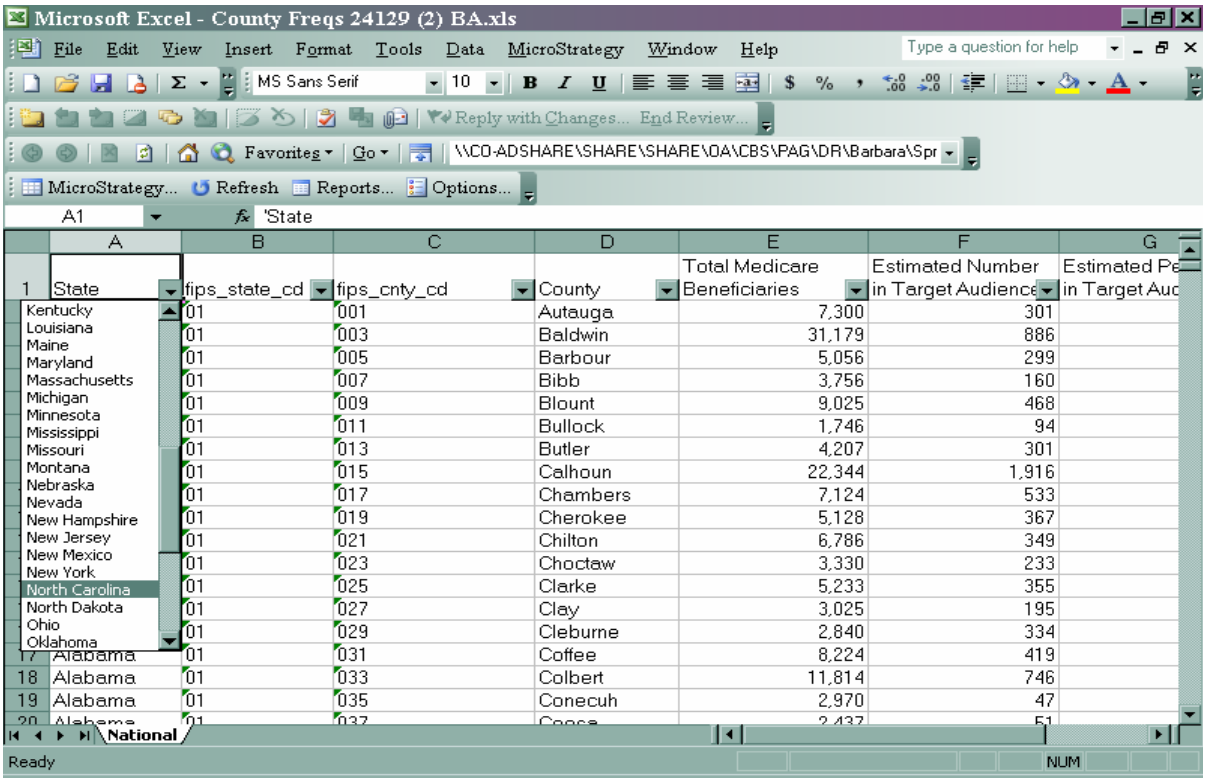
**Low Income Subsidy (LIS) Targeting Spreadsheets:**
**An Example of How the Spreadsheets Can Be Utilized**

To aid local outreach efforts in targeting their resources, CMS has provided two excel spreadsheets, one at the county level and the other at the zip code level. These spread sheets contain the total number of Medicare beneficiaries, the estimated number of beneficiaries in the target audience, and the estimated percentage of the Medicare population in the target audience. The estimated number of beneficiaries in the target audience allows users to view the counties or zip codes that have the highest number of people estimated in the target audience. Outreach in these areas may reach the most beneficiaries. The estimated percentage of the Medicare population allows users to view areas with the highest density of people in the target audience. Outreach in these areas may be more efficient in that beneficiaries reached would be more likely to qualify for the low-income subsidy. Here we provide examples of how the data filters can be used to narrow the amount of data one looks at to target their efforts. A description of how the data was developed is at the end of this document.

The spreadsheets have seven columns including, State, two fips codes that allow use of the data with mapping software, county, total Medicare beneficiaries, estimated number in target audience, and estimated percent in target audience. The zip code spreadsheet has an additional column for the zip code. Each column has a filter which allows for a quick and easy analysis to find areas to target outreach. A filtered range displays only the rows that meet the criteria that are specified for a column. Figure 1 demonstrates how to filter for one state, in this case, North Carolina.

**Figure 1: Filtering for A Particular State**

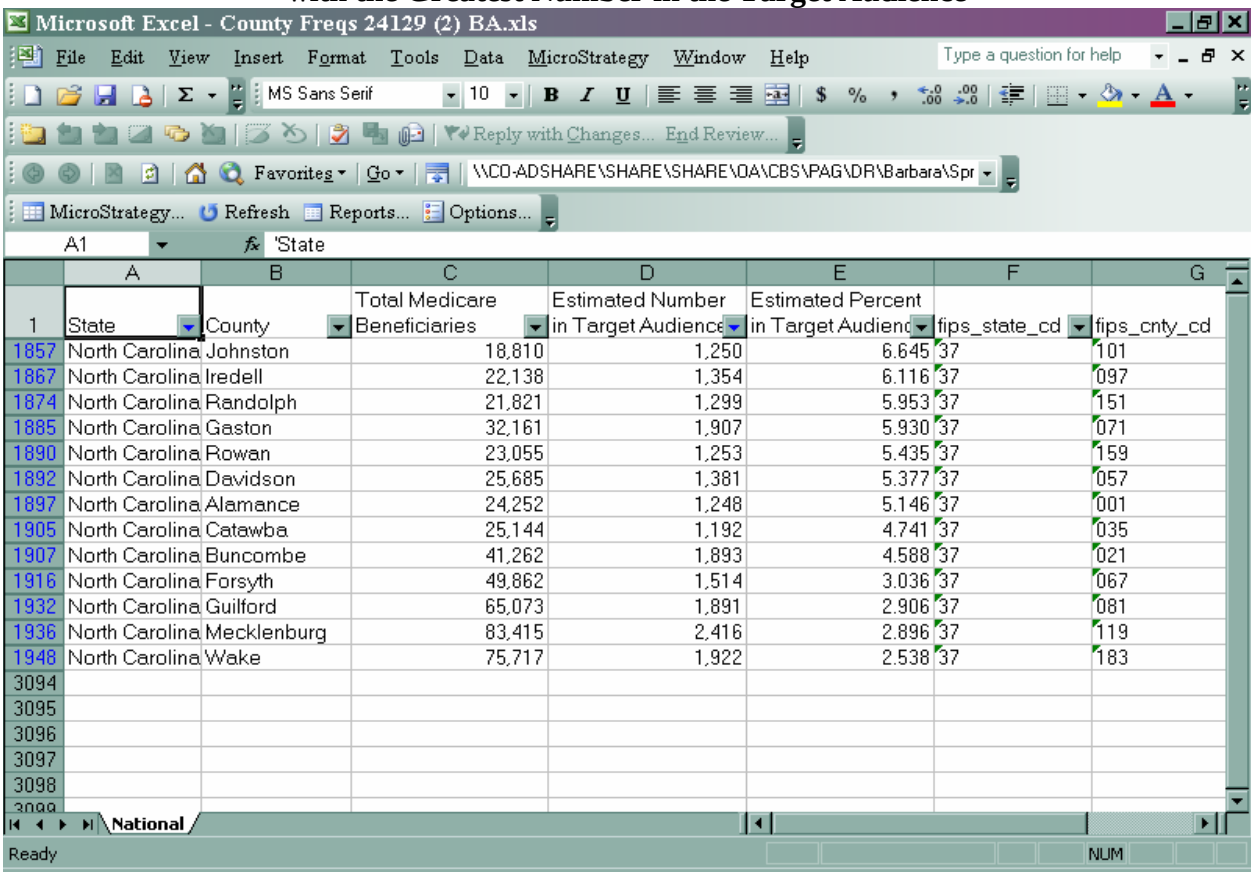



| State | fips_state_cd | fips_cnty_cd | County | Total Medicare Beneficiaries | Estimated Number in Target Audience | Estimated Pe in Target Aud |
|---|---|---|---|---|---|---|
| Alabama | 01 | 001 | Autauga | 7,300 | 301 | |
| Alabama | 01 | 003 | Baldwin | 31,179 | 886 | |
| Alabama | 01 | 005 | Barbour | 5,056 | 299 | |
| Alabama | 01 | 007 | Bibb | 3,756 | 160 | |
| Alabama | 01 | 009 | Blount | 9,025 | 468 | |
| Alabama | 01 | 011 | Bullock | 1,746 | 94 | |
| Alabama | 01 | 013 | Butler | 4,207 | 301 | |
| Alabama | 01 | 015 | Calhoun | 22,344 | 1,916 | |
| Alabama | 01 | 017 | Chambers | 7,124 | 533 | |
| Alabama | 01 | 019 | Cherokee | 5,128 | 367 | |
| Alabama | 01 | 021 | Chilton | 6,786 | 349 | |
| Alabama | 01 | 023 | Choctaw | 3,330 | 233 | |
| Alabama | 01 | 025 | Clarke | 5,233 | 355 | |
| Alabama | 01 | 027 | Clay | 3,025 | 195 | |
| Alabama | 01 | 029 | Cleburne | 2,840 | 334 | |
| Alabama | 01 | 031 | Coffee | 8,224 | 419 | |
| Alabama | 01 | 033 | Colbert | 11,814 | 746 | |
| Alabama | 01 | 035 | Conecuh | 2,970 | 47 | |

Now that we've narrowed our analysis to North Carolina, we can filter the counties to meet our needs. We've decided to identify the counties with the greatest number of beneficiaries in the target audience and then sort them so those with the highest percentage of beneficiaries in the target audience are at the top. The result, Figure 2, was accomplished by filtering for the top 10% in the Estimated Number in Target Audience column and then filtering in descending order in the Estimated Percentage column. Figure 2, shows that in Johnston County, North Carolina there are approximately 1,250 Medicare Beneficiaries in the target audience, representing 6.6% of all beneficiaries in that county. Figure 2 also shows that Mecklenburg county has the largest estimated number in the target audience, but that number represents only 2.9% of the total Medicare beneficiaries within the county.

People in North Carolina will tell you Johnston and Mecklenberg counties have different characteristics that would be important to understand when targeting outreach. For example, Johnston County, North Carolina is smaller with a population of approximately 121,965 people, is geographically located near the center of North Carolina and has ten towns, including: Smithfield (county seat), Clayton, Selma, Benson, Kenly, Four Oaks, Pine Level, Princeton, Wilson's Mills, and Micro. In contrast, Mecklenburg County, is the most populace county in the state with approximately 827,445 people. Mecklenburg County contains seven municipalities including the City of Charlotte and the towns of Cornelius, Davidson, and Huntersville to the north; and the towns of Matthews, Mint Hill, and Pineville to the south and east.

**Figure 2: Narrowing Analysis to North Carolina Counties with the Greatest Number in the Target Audience**

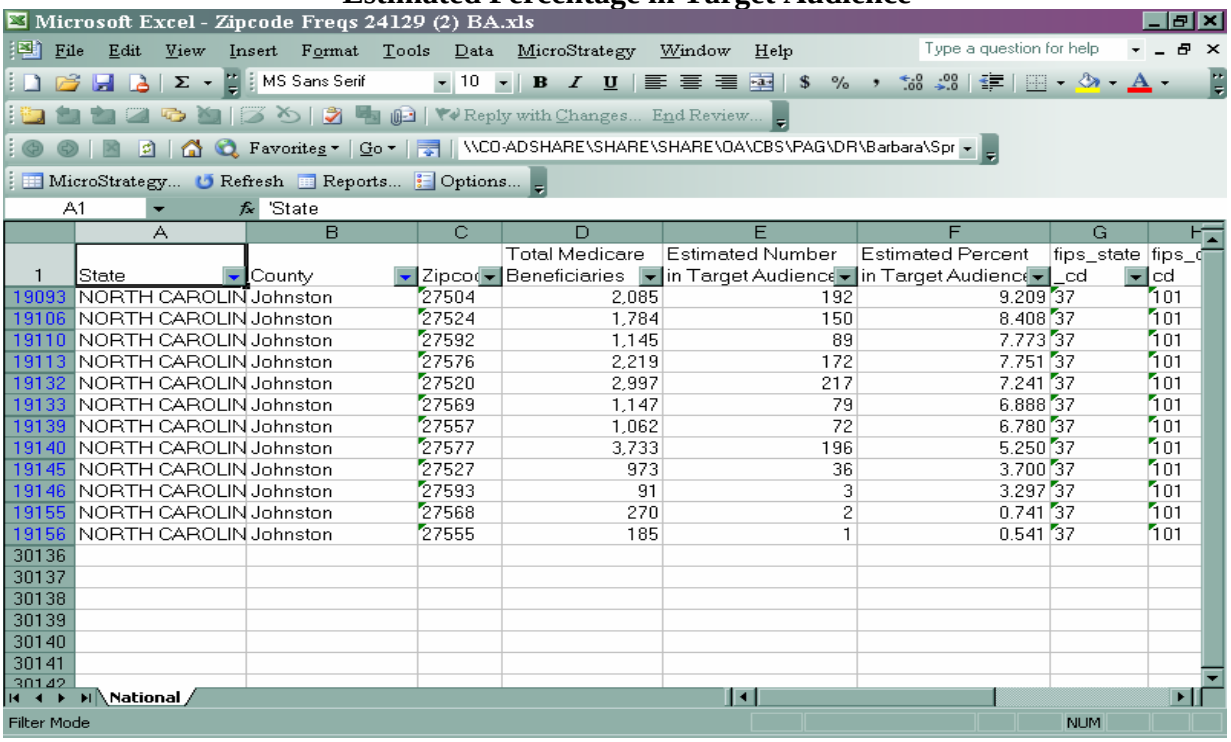



| | A | B | C | D | E | F | G |
|---|---|---|---|---|---|---|---|
| 1 | State | County | Total Medicare Beneficiaries | Estimated Number in Target Audience | Estimated Percent in Target Audienc | fips_state_cd | fips_cnty_cd |
| 1857 | North Carolina | Johnston | 18,810 | 1,250 | 6.645 | 37 | 101 |
| 1867 | North Carolina | Iredell | 22,138 | 1,354 | 6.116 | 37 | 097 |
| 1874 | North Carolina | Randolph | 21,821 | 1,299 | 5.953 | 37 | 151 |
| 1885 | North Carolina | Gaston | 32,161 | 1,907 | 5.930 | 37 | 071 |
| 1890 | North Carolina | Rowan | 23,055 | 1,253 | 5.435 | 37 | 159 |
| 1892 | North Carolina | Davidson | 25,685 | 1,381 | 5.377 | 37 | 057 |
| 1897 | North Carolina | Alamance | 24,252 | 1,248 | 5.146 | 37 | 001 |
| 1905 | North Carolina | Catawba | 25,144 | 1,192 | 4.741 | 37 | 035 |
| 1907 | North Carolina | Buncombe | 41,262 | 1,893 | 4.588 | 37 | 021 |
| 1916 | North Carolina | Forsyth | 49,862 | 1,514 | 3.036 | 37 | 067 |
| 1932 | North Carolina | Guilford | 65,073 | 1,891 | 2.906 | 37 | 081 |
| 1936 | North Carolina | Mecklenburg | 83,415 | 2,416 | 2.896 | 37 | 119 |
| 1948 | North Carolina | Wake | 75,717 | 1,922 | 2.538 | 37 | 183 |
| 3094 | | | | | | | |
| 3095 | | | | | | | |
| 3096 | | | | | | | |
| 3097 | | | | | | | |
| 3098 | | | | | | | |
| 3099 | | | | | | | |

So far, the analysis suggests that outreach in Johnston county could be the most efficient and outreach to Mecklenburg as a whole would be considerably less efficient. However, Mecklenburg has so many members in the target audience, we would want to work there as well. Therefore, it would be useful if targeting could be narrowed even further to the zip code level. Figures 3 and 4 provide examples of zip code data for Johnston and Mecklenburg counties respectively. Figure 3 contains all the zip codes in Johnston County sorted by percentage in the target audience in descending order. This spreadsheet shows that the highest estimated percentage of Medicare beneficiaries in the target audience reside in zip code 27504 and the highest estimated number of the target audience in Johnston County, North Carolina reside in zip code 27520.

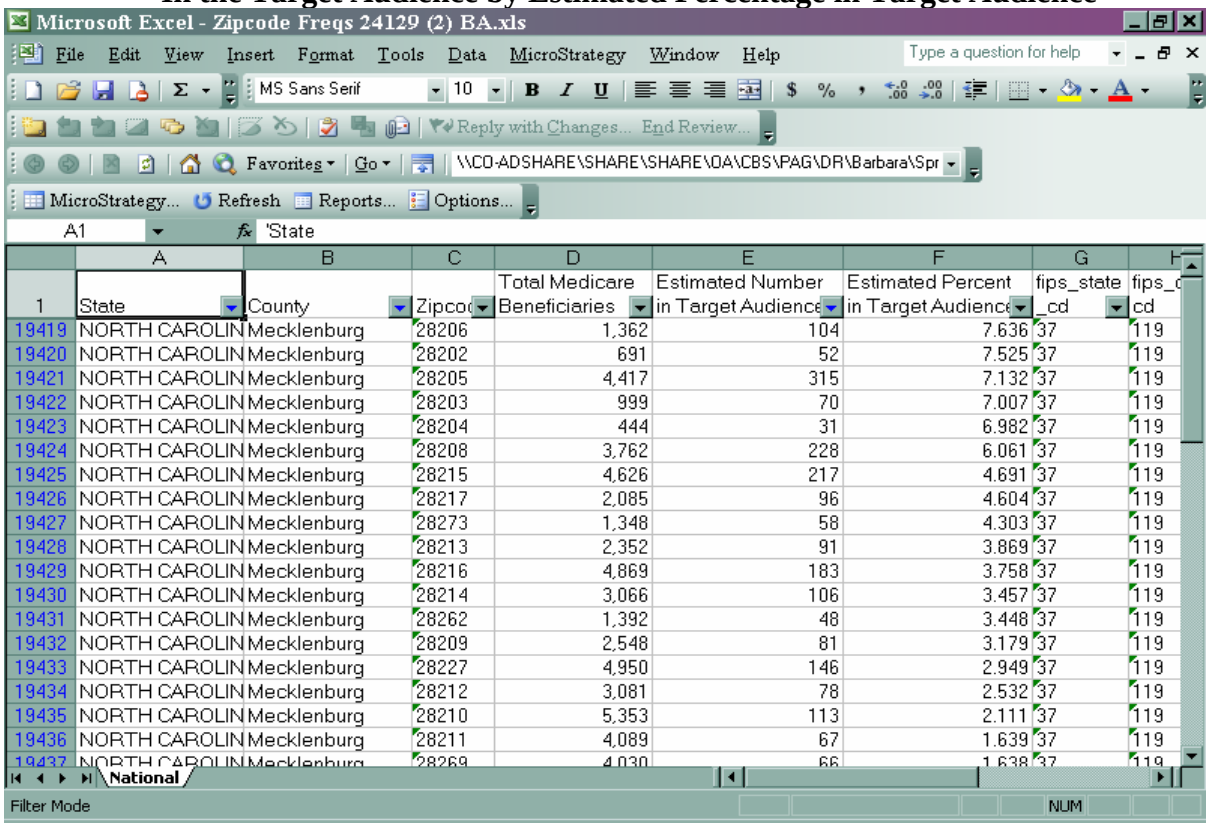
Figure 4 is a snapshot from the zip code spreadsheet where a filter limited analysis to zip codes with at least 30 in the estimated target audience. We filtered out counties with less than 30 in the target audience. As was done with Johnston County, the estimated percentage in the target audience by zip code is displayed in descending order. This spreadsheet shows that the highest estimated number of the target audience in Mecklenburg County, North Carolina reside in zip code 28208 and after the filters the highest estimated percent reside in zip code 28206.

**Figure 3: All Johnston County Zip Codes by Estimated Percentage in Target Audience**




| | A | B | C | D | E | F | G | H |
|---|---|---|---|---|---|---|---|---|
| 1 | State | County | Zipcod | Total Medicare Beneficiaries | Estimated Number in Target Audience | Estimated Percent in Target Audience | fips_state _cd | fips_c cd |
| 19093 | NORTH CAROLIN | Johnston | 27504 | 2,085 | 192 | 9.209 | 37 | 101 |
| 19106 | NORTH CAROLIN | Johnston | 27524 | 1,784 | 150 | 8.408 | 37 | 101 |
| 19110 | NORTH CAROLIN | Johnston | 27592 | 1,145 | 89 | 7.773 | 37 | 101 |
| 19113 | NORTH CAROLIN | Johnston | 27576 | 2,219 | 172 | 7.751 | 37 | 101 |
| 19132 | NORTH CAROLIN | Johnston | 27520 | 2,997 | 217 | 7.241 | 37 | 101 |
| 19133 | NORTH CAROLIN | Johnston | 27569 | 1,147 | 79 | 6.888 | 37 | 101 |
| 19139 | NORTH CAROLIN | Johnston | 27557 | 1,062 | 72 | 6.780 | 37 | 101 |
| 19140 | NORTH CAROLIN | Johnston | 27577 | 3,733 | 196 | 5.250 | 37 | 101 |
| 19145 | NORTH CAROLIN | Johnston | 27527 | 973 | 36 | 3.700 | 37 | 101 |
| 19146 | NORTH CAROLIN | Johnston | 27593 | 91 | 3 | 3.297 | 37 | 101 |
| 19155 | NORTH CAROLIN | Johnston | 27568 | 270 | 2 | 0.741 | 37 | 101 |
| 19156 | NORTH CAROLIN | Johnston | 27555 | 185 | 1 | 0.541 | 37 | 101 |
| 30136 | | | | | | | | |
| 30137 | | | | | | | | |
| 30138 | | | | | | | | |
| 30139 | | | | | | | | |
| 30140 | | | | | | | | |
| 30141 | | | | | | | | |
| 30142 | | | | | | | | |

**Figure 4: Mecklenburg County Zip Codes with at Least 30 In the Target Audience by Estimated Percentage in Target Audience**



Microsoft Excel - Zipcode Freqs 24129 (2) BA.xls

| | State | County | Zipco | Total Medicare Beneficiaries | Estimated Number in Target Audience | Estimated Percent in Target Audience | fips_state_cd | fips_cd |
|---|---|---|---|---|---|---|---|---|
| 19419 | NORTH CAROLIN | Mecklenburg | 28206 | 1,362 | 104 | 7.636 | 37 | 119 |
| 19420 | NORTH CAROLIN | Mecklenburg | 28202 | 691 | 52 | 7.525 | 37 | 119 |
| 19421 | NORTH CAROLIN | Mecklenburg | 28205 | 4,417 | 315 | 7.132 | 37 | 119 |
| 19422 | NORTH CAROLIN | Mecklenburg | 28203 | 999 | 70 | 7.007 | 37 | 119 |
| 19423 | NORTH CAROLIN | Mecklenburg | 28204 | 444 | 31 | 6.982 | 37 | 119 |
| 19424 | NORTH CAROLIN | Mecklenburg | 28208 | 3,762 | 228 | 6.061 | 37 | 119 |
| 19425 | NORTH CAROLIN | Mecklenburg | 28215 | 4,626 | 217 | 4.691 | 37 | 119 |
| 19426 | NORTH CAROLIN | Mecklenburg | 28217 | 2,085 | 96 | 4.604 | 37 | 119 |
| 19427 | NORTH CAROLIN | Mecklenburg | 28273 | 1,348 | 58 | 4.303 | 37 | 119 |
| 19428 | NORTH CAROLIN | Mecklenburg | 28213 | 2,352 | 91 | 3.869 | 37 | 119 |
| 19429 | NORTH CAROLIN | Mecklenburg | 28216 | 4,869 | 183 | 3.758 | 37 | 119 |
| 19430 | NORTH CAROLIN | Mecklenburg | 28214 | 3,066 | 106 | 3.457 | 37 | 119 |
| 19431 | NORTH CAROLIN | Mecklenburg | 28262 | 1,392 | 48 | 3.448 | 37 | 119 |
| 19432 | NORTH CAROLIN | Mecklenburg | 28209 | 2,548 | 81 | 3.179 | 37 | 119 |
| 19433 | NORTH CAROLIN | Mecklenburg | 28227 | 4,950 | 146 | 2.949 | 37 | 119 |
| 19434 | NORTH CAROLIN | Mecklenburg | 28212 | 3,081 | 78 | 2.532 | 37 | 119 |
| 19435 | NORTH CAROLIN | Mecklenburg | 28210 | 5,353 | 113 | 2.111 | 37 | 119 |
| 19436 | NORTH CAROLIN | Mecklenburg | 28211 | 4,089 | 67 | 1.639 | 37 | 119 |
| 19437 | NORTH CAROLIN | Mecklenburg | 28269 | 4,030 | 66 | 1.638 | 37 | 119 |

**How were estimations derived?**

We used multiple sources of data and some approximations to estimate these numbers. First, we created a file of beneficiaries with no known source of prescription drug coverage. This file was created using Medicare Part D enrollment data, data reported by employers receiving retiree drug subsidies, and enrollment information about creditable drug coverage from other federal, state, and employer sources.

Next, we attempted to identify low income beneficiaries who might be eligible for the LIS. CMS does not have income information for beneficiaries. Therefore we needed to approximate. We geo-coded each beneficiary's address into a census block group. We then assigned the median household income for the population age 65 and over for the block group (provided by the Census Bureau) to the beneficiary. Earlier CMS estimates indicate that up to 30 percent of beneficiaries may be eligible for the LIS. Using this as a guide, we created a file containing the 30 percent of beneficiaries with the lowest assigned incomes.

We then combined the two files above to create a file of beneficiaries with no known source of prescription drug coverage living in the lowest income areas. Counts of beneficiaries were aggregated to the zip code and county level. Zip codes and counties with fewer than 10 beneficiaries were excluded for confidentiality purposes. The county and zip-level files will be provided to partners to guide their LIS outreach efforts. While not the actual numbers of LIS

eligible individuals, the data in these files can be used identify geographic areas with large numbers of beneficiaries who might be eligible for the low income subsidy and who have no other drug coverage.