

CAPITAL LINK

Market Snapshot

XYZ Health Center

Introduction

The Market Snapshot is a preliminary assessment tool used to visually communicate the demographic characteristics of a health center's target market. This document is intended to provide a strategic framework for the health center as it considers opportunities for service area expansion. This report contains information for your health center on:

- Patient Origin
- Percentage of Low-Income Residents by Zip Code
- Number of Low-Income Residents by Census Tract
- Percent Penetration of Low-Income Population by FQHCs
- Unserved Low-Income Population
- About the Sources

The maps were generated using data from the following sources:

Map #	Type	Data Source/Year
1	Patient Origin by Zip Code	2019 HRSA UDS Report
2, 4, 5	Low Income Populations by Zip Code	UDSMAPPER
3	Federal Poverty Level by Census Tract	American Community Survey 2016

Primary Service Area

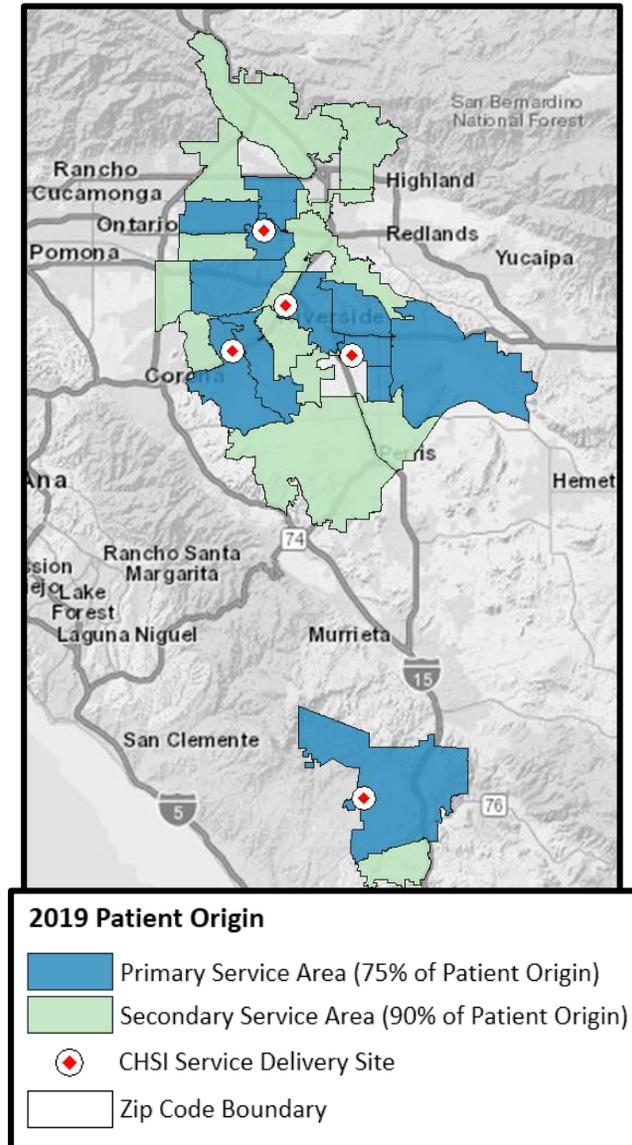
XYZ Health Center draws its patients from approximately 90 zip codes in the state of California. The health center's primary service area is geographically defined by the zip codes from which it draws the majority of its patients. The table below lists the 12 zip codes where 75% of the health center's patients reside:

Zip Code	Patients	Percent
92028	5,302	20%
92553	2,986	11%
92316	2,847	11%
92507	1,667	6%
92503	1,466	5%
92557	1,023	4%
92335	979	4%
92551	969	4%
92376	798	3%
92509	763	3%
92555	685	3%
92504	626	2%
Total:	20,111	75%

Map 1: Patient Origin

The following map illustrates XYZ Health Center's patient origin based on the health center's 2019 Uniform Data System (UDS) report. The Health Resources and Services Administration (HRSA) typically defines the primary service area based on the origin of approximately 75 percent of the center's patients, with the secondary region outlining further dispersion of approximately 90%, as displayed here.

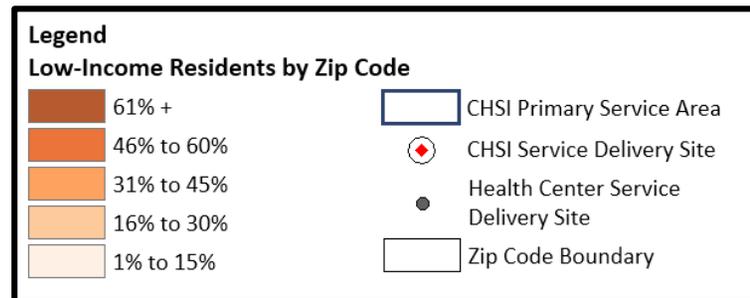
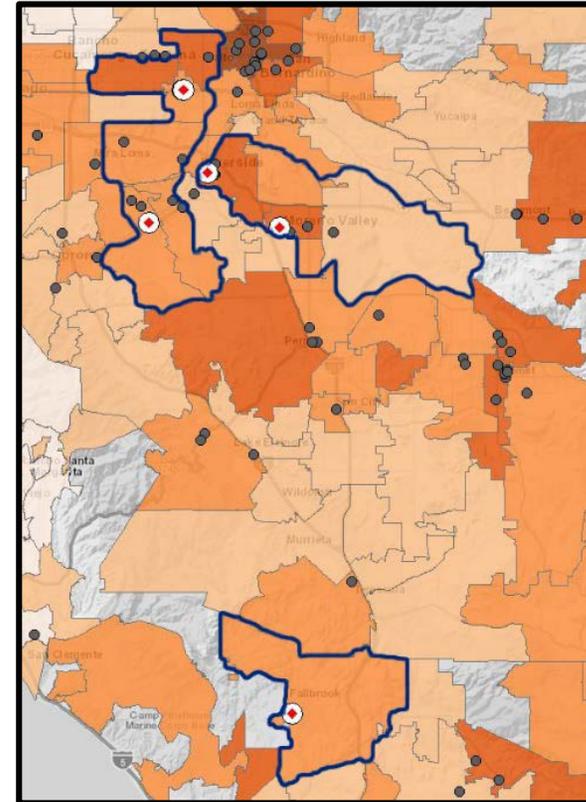
The primary service area includes 12 zip codes where 20,111 patients reside, representing 75 percent of patient origin. The remaining light green shaded area represents the next 15 percent of patients indicating the secondary service area which includes 14 zip codes where 3,951 patients reside. Collectively, the primary and secondary service areas represent 90 percent of total patients. As stated on the previous page, XYZ Health Center draws its patients from approximately 90 zip codes within the state of California.



Map 2: Percentage of Low-Income Residents by Zip Code

To better assess the existing demand for safety net services throughout the service area, it is important to understand the concentration of low-income populations within the community, or those with incomes at or below 200% of the Federal Poverty Level (FPL).¹

This map highlights the predominance of low-income populations in XYZ Health Center's primary service area, as established in the previous map and marked by the blue outline, as well as the surrounding community. The red icons represent XYZ Health Center's various service delivery sites. A majority of the service area contained between 31-60% of residents living at or below 200% FPL, with the greatest concentration surrounding the Riverside and Moreno Valley locations.



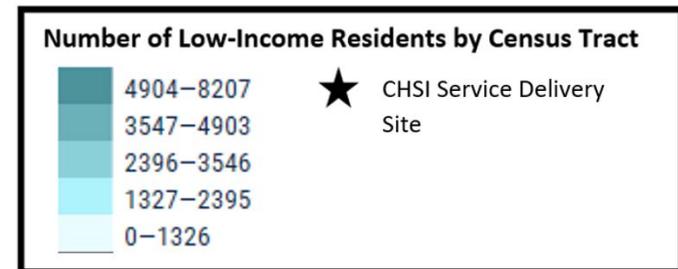
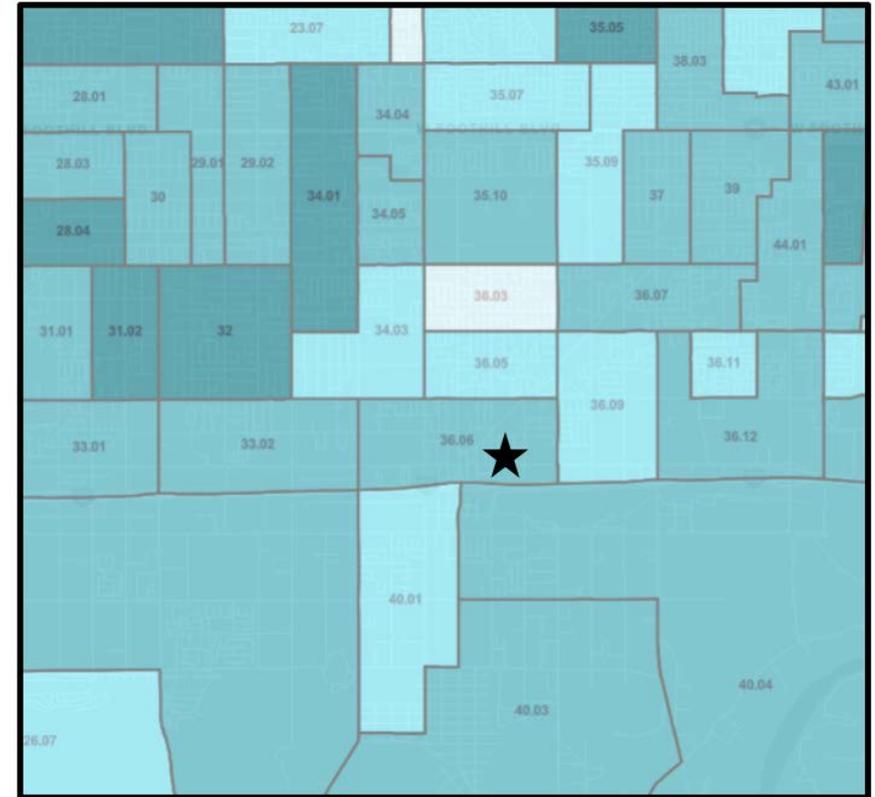
¹ Federal Poverty Level is an economic measure that is used to decide whether the income level of an individual or family qualifies them for certain benefits and programs.

Map 3: Number of Low-Income Residents by Census Tract

This map illustrates the number of low-income residents in each census tract² as defined by the number of residents living at or below 200% of the Federal Poverty Level. The black star indicates the approximate location of the health center’s primary location, Bloomington Community Health Center at 18601 Valley Blvd in Bloomington, CA, within census tract 36.06.

2019 FPL Guidelines: 48 Border States and D.C.*	
Persons in Household	2019 FPL
1	\$12,490
2	\$16,910
3	\$21,330
4	\$25,750

*For the complete 2019 FPL guideline visit: <https://aspe.hhs.gov/computations-2019-poverty-guidelines>



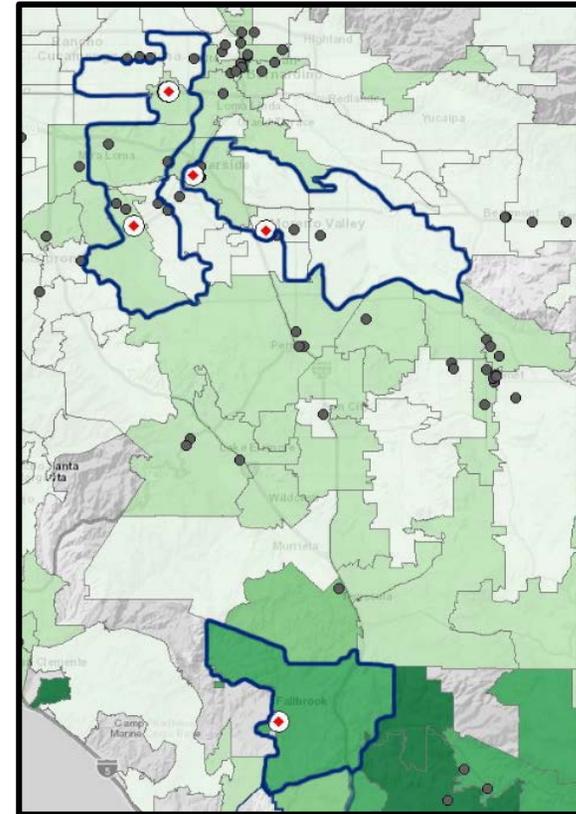
² Census tract is defined as an area roughly equivalent to a neighborhood established by the United States Census Bureau for analyzing populations. They generally encompass a

population between 2,500 to 8,000.

Map 4: Percent Penetration of Low-Income Population by FQHCs

An alternative way to look at market opportunity is to analyze the proportion of low-income residents already being served by an FQHC. A lower penetration of the low-income population by health centers would imply a greater market opportunity for expansion.

For example, this map illustrates the relatively low penetration of FQHCs in the zip codes in and around XYZ Health Center's primary service area. The pale and light green colors indicate that under 40% of low-income residents in those regions are currently being served by FQHCs while the southern region surrounding the Fallbrook location sees a higher rate between 61-80%. This unmet need should be further investigated, as the next page illustrates.



Legend

Percentage of Low-Income Population Currently Served by an FQHC

81% +

61% to 80%

41% to 60%

21% to 40%

1% to 20%

CHSI Primary Service Area

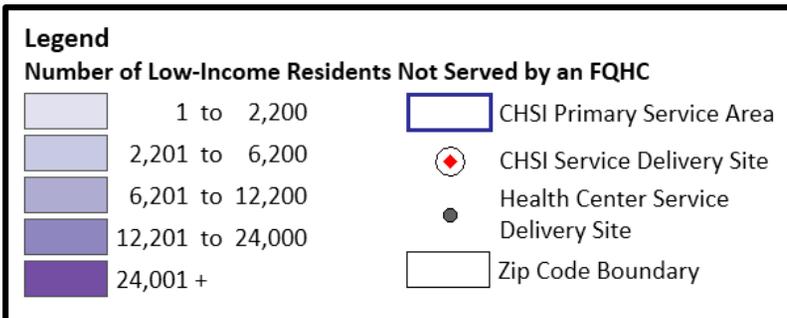
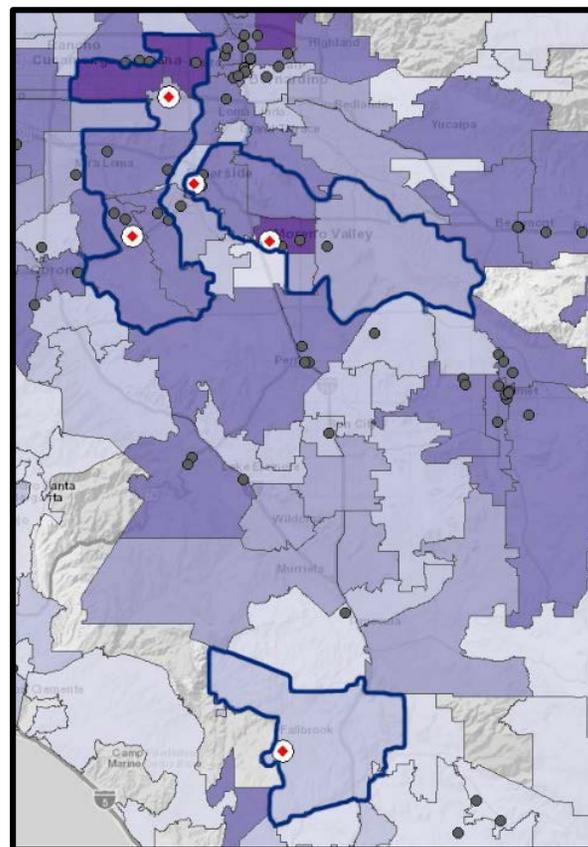
CHSI Service Delivery Site

Health Center Service Delivery Site

Zip Code Boundary

Map 5: Unserved Low-Income Population

Another approach for gauging demand for safety net services is by comparing current FQHC patients to the total number of low-income residents. This graphic displays an estimate of low-income residents within a given zip code that are not served by any community health center, providing a useful reference point for the scope of unmet need. Other community health center locations are included to provide additional competitive context for better assessing targeted service areas.



About the Sources

UDS Mapper (www.udsmapper.org) is a free resource providing tools and data to health centers evaluating geographic reach, market and patient penetration, and growth of the Section 330-funded Health Center Program and its relationship to other federally-linked health resources. The data, sourced from the Uniform Data System (UDS) and designed upon algorithms and reporting methods developed by John Snow, Inc., estimates various population and service indicators of a health center service area by ZIP Code Tabulation Areas (ZCTA). Designed to be one of many important resources available for exploring the extent of health centers, UDS Mapper provides maps and data on the ratio of Health Center Program grantee and Look-Alike patients reported in UDS to the target population, estimates of unserved patients, and population data including poverty level, race and ethnicity, insurance trends, social environment, and more.

American FactFinder (www.factfinder.census.gov) is a free resource from the U.S. Census Bureau that provides information based on data collected from census surveys. The American Community Survey is a nationwide survey designed to provide communities a fresh look at how they are changing. Data is collected annually.

Data Limitations

By default, the UDS Mapper assumes the Low Income Population is the target market even if the health center has a high number of private insurance and/or Medicare patients. It is possible for a health center, for example, to have a 105% market penetration of low income population meaning their total patient number for that zip code exceeds the low income population number for that reason.

UDS Mapper assumes anyone not seen by an FQHC is “in need” when there may be additional Medicaid providers and other practitioners serving the population.

UDS Mapper also cannot identify if one patient goes to multiple health centers. This can lead to over-counting of patients, especially in urban areas where there are multiple FQHC options.