



**MN/Upper Midwest Chapter Luncheon Event:
“Methods and Results from the Minnesota Health Access Survey (MNHA)”**

Presented by Brett Fried and Lacey Hartman

Minnesota Department of Health

Thursday March 19, 2009

March Madness is upon us. NYC was hit with a snowstorm big enough to close public schools. Ice storms hit Kentucky. And don't get me started on the global economic situation or politics!

Don't let March Madness win....strike back...take ownership of your own destiny. Register today for our upcoming luncheon event. It will be a very timely presentation about health insurance coverage trends in Minnesota, a topic that has been making a lot of headlines lately. Here is your chance to get the inside scoop. You will find they tackle many of the research issues we all face.

Brett Fried and Lacey Hartman of the Minnesota Department of Health will discuss the statewide surveys they conduct with the Minnesota School of Public Health. Here's a snapshot of what they'll cover:

- Results of the health insurance trends survey
- What happens when you need to change a tracking survey
- Declining participation in phone studies (boy, are we all familiar with that one!)
- The variety of ethnic interviewing required – and how to reach those hard to reach citizens
- Why weighting and post-stratification are essential in presenting survey results
- How the growth of cell phones might make this type of surveying even more difficult in the future

Even if you don't do “insurance” or “healthcare” surveying, this presentation will be applicable to all of you. From tracking studies to response rates and reaching minority populations, there is something there for all of us. And, it's a topic straight from the nightly news, with a potential impact on your own insurance coverage, fees, and peace of mind.

This fun and uber relevant event will be held at the Eagan Community Center (1501 Central Parkway, 55121, 651-675-5550) on **Thursday, March 19, 2009** from **11:00 am to 1:00 pm**. The price for the event is \$40 for MRA members and \$50 for guests, and \$15 for students enrolled in a higher education program and not currently employed in a research position. Please let us know by March 13 (if possible) that you'll be joining us. Just send an email to cduling@questarweb.com and she'll register you and your guests.