

Esri® Data

Inaccurate data impacts health care.

Three things every health care provider should know about demographic data:

1. Your decisions are only as good as your data.

This is true whether we're talking about your patient data, financials, insurance, or demographic data. Projections of demographic shifts drive your critical decisions about where to locate, expand, or reduce services, impacting your bottom line.

Demographic data is the bedrock for many projections and analyses, including those that integrate your proprietary data. But is your demographic data reliable?

2. It's a myth that all demographic data is the same.

The census occurs only every 10 years and is the primary source for demographic data, which data vendors incorporate into their releases. Therefore, demographic data provided after a census year will all be about the same, regardless of vendor.

What about demographic data for years that don't end in 0?

For the intervening years, data vendors generate projections based on proprietary methodologies developed by their demographers and analysts. Accuracy depends on how projections are calculated.

3. Demographic data is just the beginning.

Demographic data is a powerful first cut at key information about the communities you serve. Used alone, it falls short of generating true understanding and insight. When combined with data about population behaviors, attitudes, and critical health factors such as diabetes and obesity, it's a powerful tool for determining your future direction.

Data providers, whether they source health and lifestyle data, generate it themselves, or a bit of both, overlay this data on their demographic projections. If their demographic projections are inaccurate, other data they provide to you will be less accurate as well.



Data accuracy affects costs and care provided.

Consider the risk and costs of using inaccurate data for planning distribution of flu vaccines. In Miami-Dade County, Florida, for example, there are an estimated 502,000 people in the target at-risk populace of young children and the elderly.

If demographic projections are too low by 10 percent, vaccine would be unavailable to over 50,000 people. If the population is overestimated by 10 percent, over \$1.4 million in vaccine inventory could be wasted.

Risks

Vaccine unavailable to 50,200 people
\$1.4 million loss

Be smart about sourcing demographic data.

You'll have more confidence in your decisions if you're using the most accurate data available. Your 5- and 10-year forecasts of need for specific services, for instance, are based heavily on demographic projections generated by your data vendor. In essence, the accuracy of your critical business decisions depends on their expertise.

Ask your data vendor these questions:

- What methodology do you use for generating projections?
- How do you assess and test your methodology?
- Who generates the projections, and what are the experience and credentials of this team?
- Can you prove the accuracy of your projections?

Proof that Esri® demographic data is the most accurate

A blind study conducted by independent, credentialed demographers of the top five data vendors showed that Esri demographic projections were by far the most accurate.

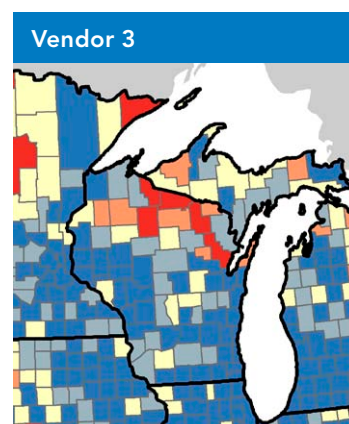
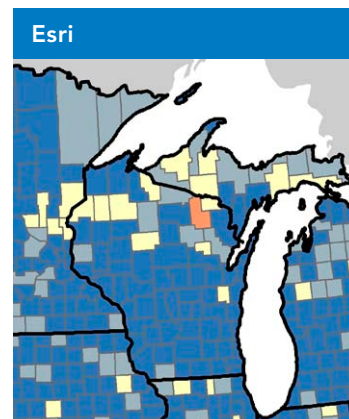
Demographers benchmarked each vendor's 2010 projections against data released by the US Census Bureau following the 2010 Census. The study revealed how accurately each vendor projected key demographics 10 years out from the last census, in this case 10-year projections based on Census 2000 data.

Esri Ranked First					
Geography	Vendor 1	Esri	Vendor 3	Vendor 4	Vendor 5
Total US	315.9	247.7	276.7	295.7	304.7
State	21.4	12.6	17.9	19.3	29.7
County	49.2	39.8	52.1	46.5	55.7
Census Tract	106.6	89.5	93.3	106	99.6
Block Group	138.7	105.8	113.4	123.9	119.7

The lowest score indicates the highest accuracy. Accuracy was assessed for population and households. Go to esri.com/accuracy to see the report.



Study confirms Esri data accuracy.



Absolute Percent Error



Accuracy of household data projections between Esri and vendor 3 varies greatly for the state of Michigan. Using data from vendor 3 would introduce measurable inaccuracies into market analyses. The margin of error inherent in projections and models would be reduced by using the more accurate Esri data.

Using vendor 3 data to locate specific health services in Wisconsin's north counties, where the data had a greater than 15 percent error rate, could be risky. Potentially, you could underserve the population or overbuild, resulting in serious financial consequences.

See the report at esri.com/accuracy.