



Office of Clinical Standards and Quality/Survey & Certification Group

Ref: S&C: 12-27-Hospital/RHC

DATE: April 20, 2012

TO: State Survey Agency Directors

FROM: Director
Survey and Certification Group

SUBJECT: Utilizing the US Bureau of the Census' (Census Bureau) American FactFinder Database when making a Rural Area Location Determination

Memorandum Summary

Additional guidance is provided on determining rural location for hospital swing bed & Rural Health Clinic (RHC) eligibility:

- A hospital seeking swing bed status or a clinic seeking RHC certification must be located outside an area delineated as "urbanized" by the Census Bureau.
- The Census Bureau has transitioned to a *NEW American FactFinder*. Detailed instructions and screenshots are provided on utilizing the *NEW American FactFinder* when making rural determination.
- *NEW American FactFinder* will not use 2010 census data to determine whether a specific address is located in an urbanized area or urban cluster until the fall of CY 2012. However, if an applicant has obtained a written communication from the Census Bureau that a specific address is either non-urbanized or in an urban cluster, the RO must accept that information in making a rural determination. This applies even if the written communication contradicts the *American FactFinder* data.

Background

On July 15, 2011 the Centers for Medicare & Medicaid Services (CMS) issued S&C 11-33, which provided clarification of rural eligibility status for hospital swing beds, Critical Access Hospitals and RHCs. The memorandum also provided instructions on using the Census Bureau's *American FactFinder* website. At that time we also indicated the Census Bureau would be transitioning from the legacy *American FactFinder* to a *NEW American FactFinder*. We stated that, once the Census Bureau had transitioned to the *NEW American FactFinder*, we would provide detailed instructions on making a rural area determination via the *NEW American FactFinder*.

The NEW American FactFinder

The Census Bureau has completed its transition from the legacy database to the *NEW American FactFinder*. The legacy *American FactFinder* is no longer available. State Agencies (SAs) and regional offices (ROs) are to utilize the *NEW American FactFinder* in making determinations of rural status. Attached are screen shots and detailed instructions on utilizing the Census Bureau's *NEW American FactFinder* to make such determinations for hospital swing bed programs or RHCs.

2000 vs. 2010 Census Bureau Data for Rural Area Determination

The *NEW American FactFinder* data which enables determining whether a particular address is in an urbanized area or urban cluster is, at present, still based on 2000 census data. The Census Bureau anticipates incorporating features using 2010 census data to make urban/rural determinations for a specific address into the *NEW American FactFinder* in the fall of CY 2012. (See question #8 and response in the *FAQs on Urban Area Delineation Results at <http://www.census.gov/geo/www/ua/uafaq.html>*) When the 2010 census data on urbanized areas and urban clusters becomes available in the *NEW American FactFinder*, we will issue a memorandum advising SAs and ROs to begin using this newer data. The basic instructions for locating an address, as described in the attachment, will not change.

We are aware that in some cases Census Bureau staff have responded to individual inquiries requesting information on whether a particular address is rural or urban, based on 2010 data. Therefore, if an applicant submits a written communication from the Census Bureau that a specific address is either non-urbanized or in an urban cluster, the RO must accept that information in making a rural determination. This applies even if the written communication contradicts the *American FactFinder* data.

Questions about this memorandum should be addressed to Shonte Carter at shonte.carter@cms.hhs.gov

Effective Date: Immediately. This policy should be communicated with all survey and certification staff, their managers and the State/Regional Office training coordinators within 30 days of this memorandum.

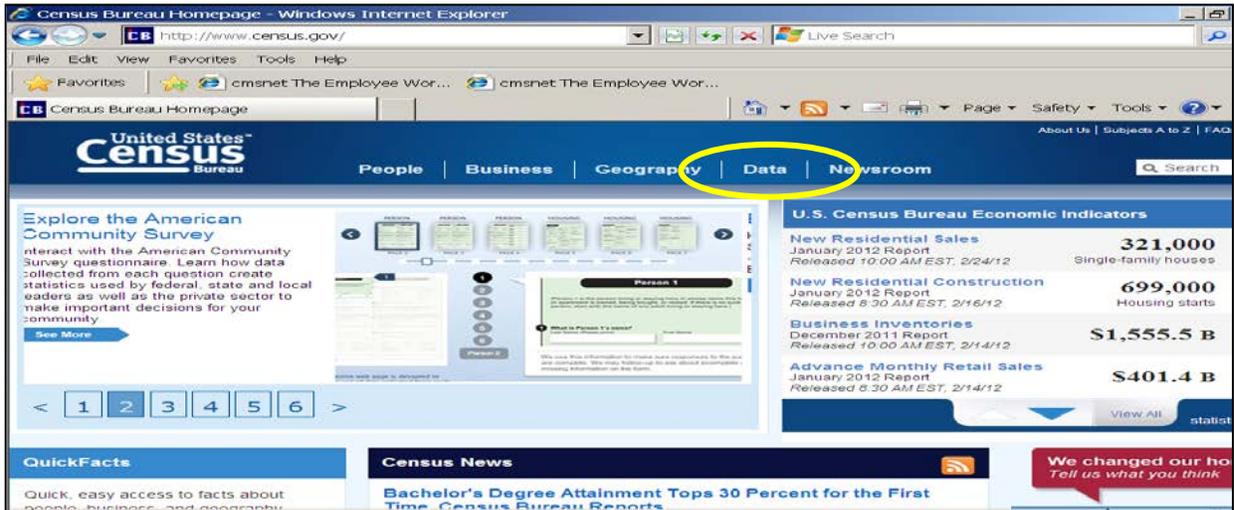
/s/
Thomas E. Hamilton

Attachment

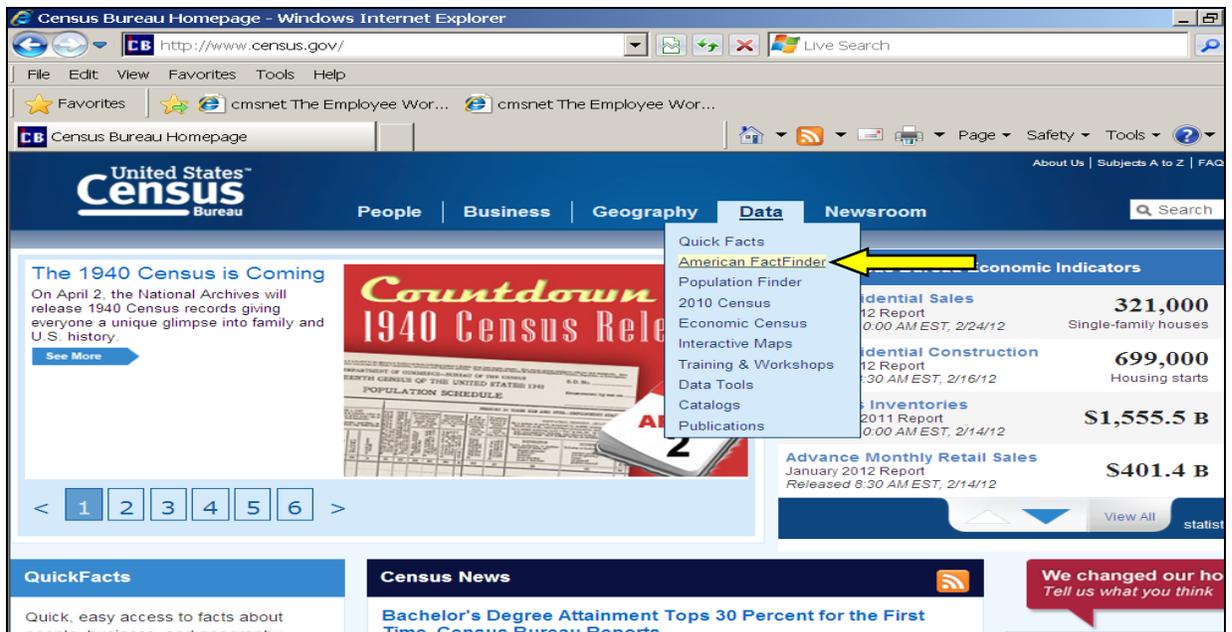
cc: Survey and Certification Regional Office Management

Instructions for Locating Census Data via U.S. Census Bureau’s NEW American FactFinder to Determine “Urbanized” and “Urban Cluster” Locations

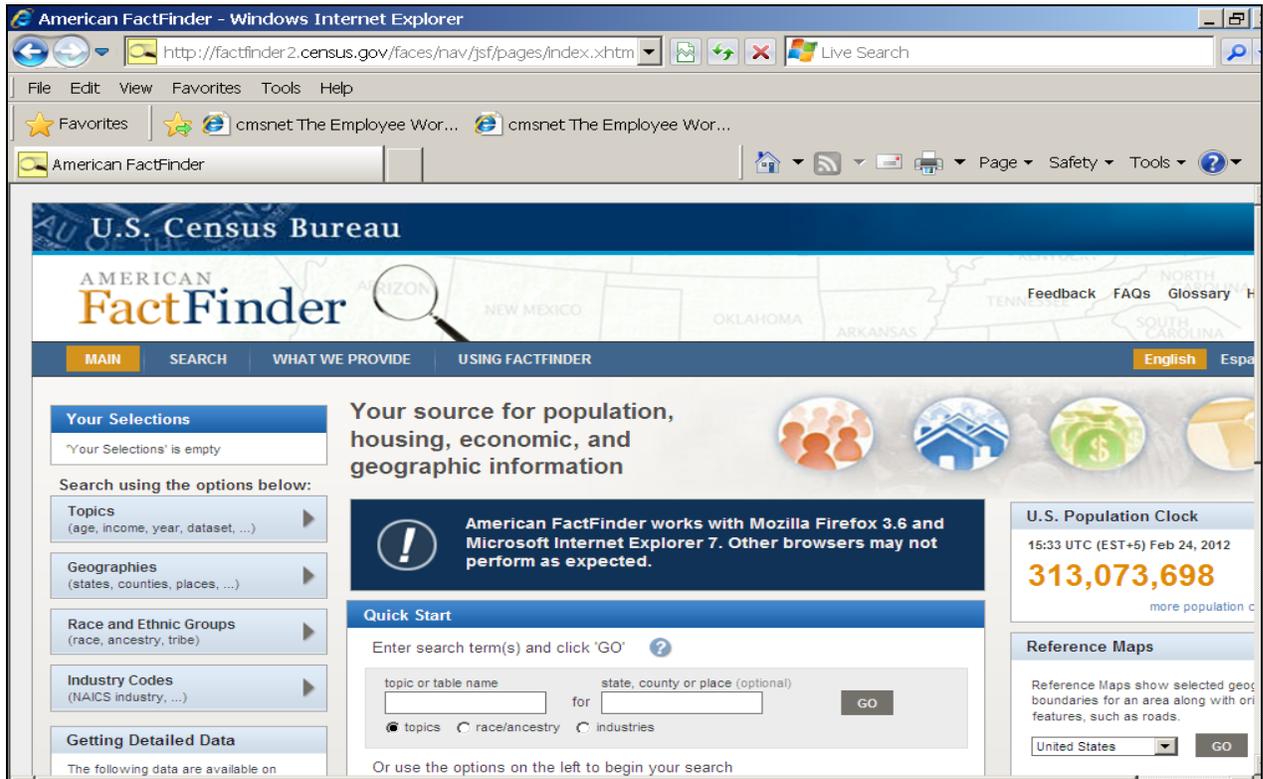
1. Go to www.Census.gov and select the “Data” option. This link is circled on the top of the screen shot shown here:



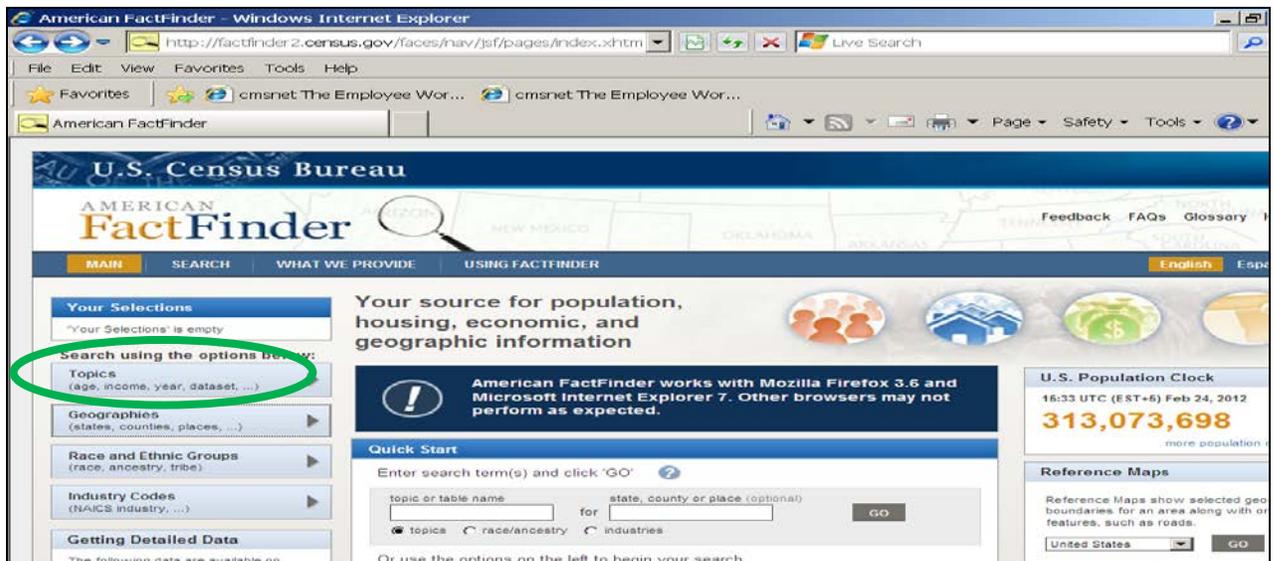
2. Select “American FactFinder” from the drop list, as shown below:



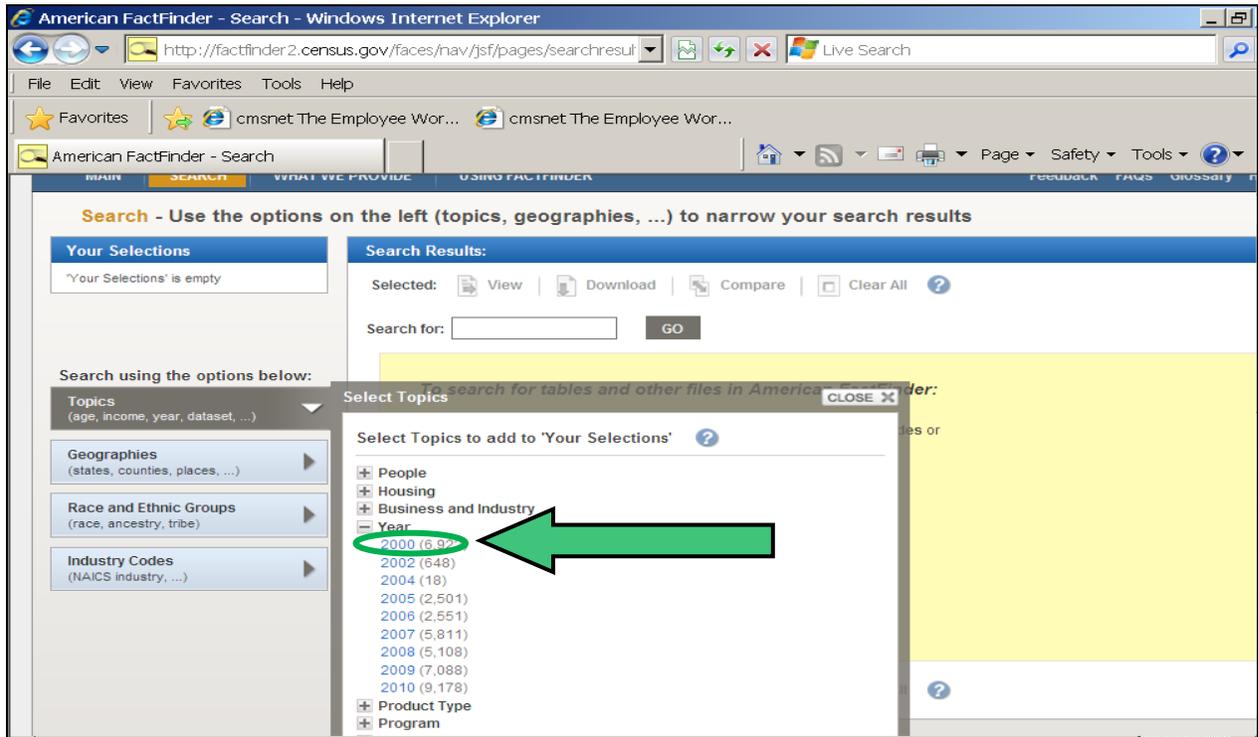
3. The next screen is the American FactFinder homepage, as shown here:



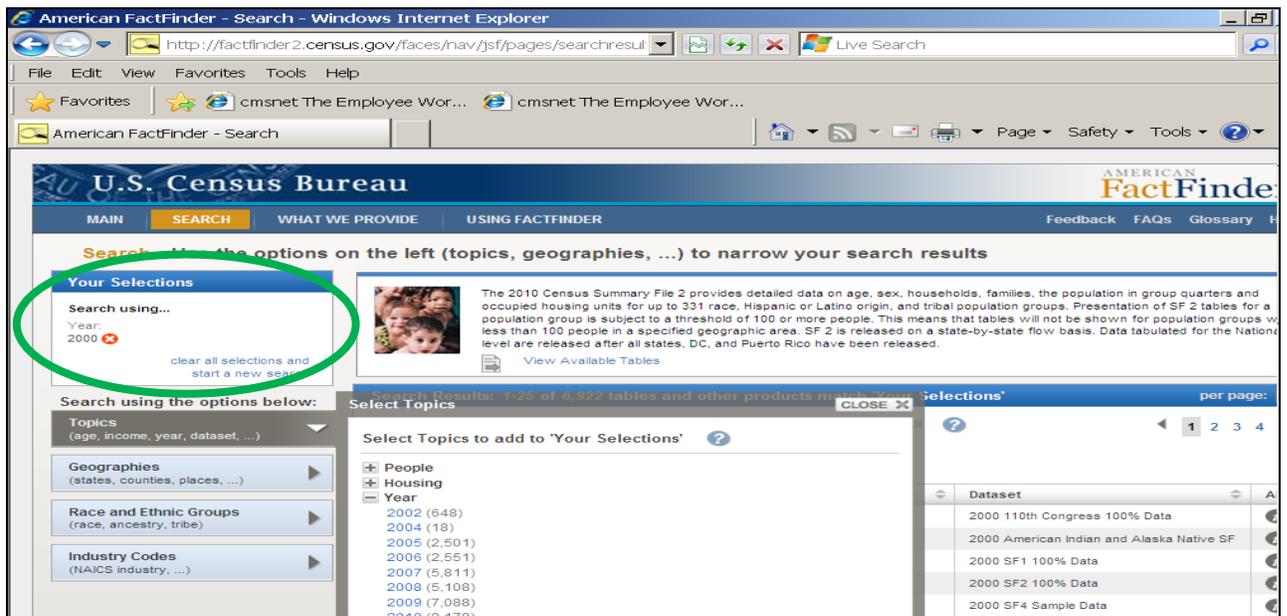
4. By default, the American FactFinder will automatically search within the 2010 Census data. Since the 2010 Census Urban/Rural data is not yet available, change to the 2000 Census data. To do so, select the “Topics” field located on the left side of the screen as circled below:



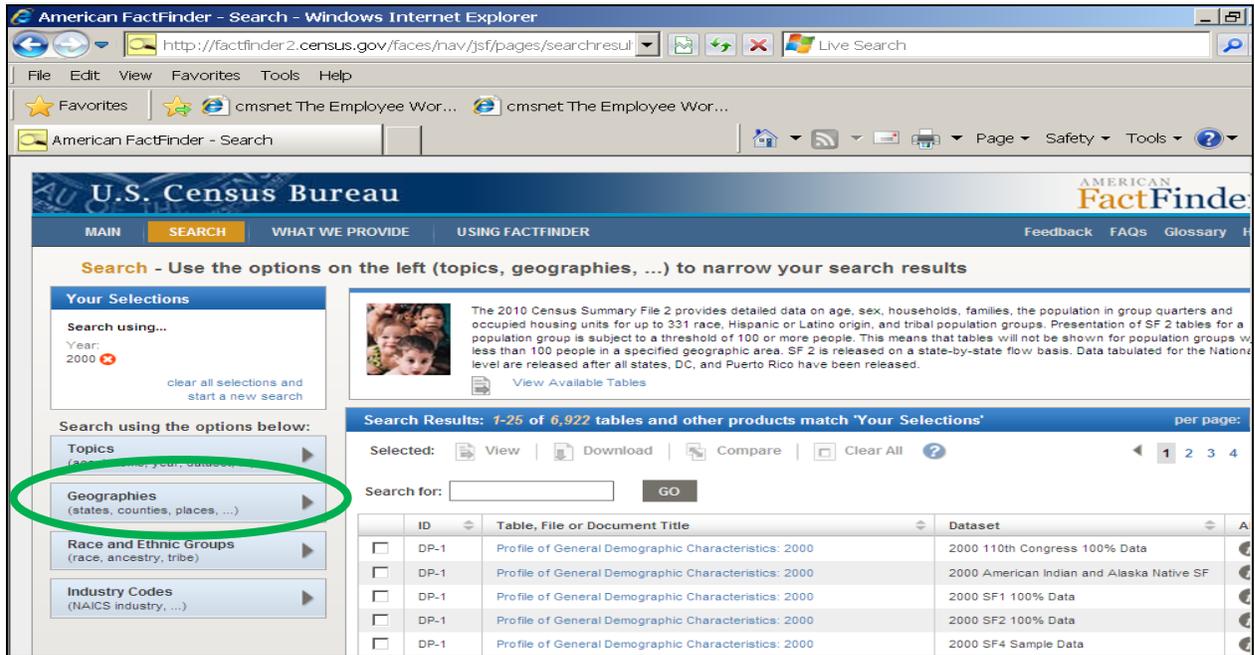
- The next screen will be a drop down list of options captured under the “Topics” link. Select “year” and then “2000” as circled below:



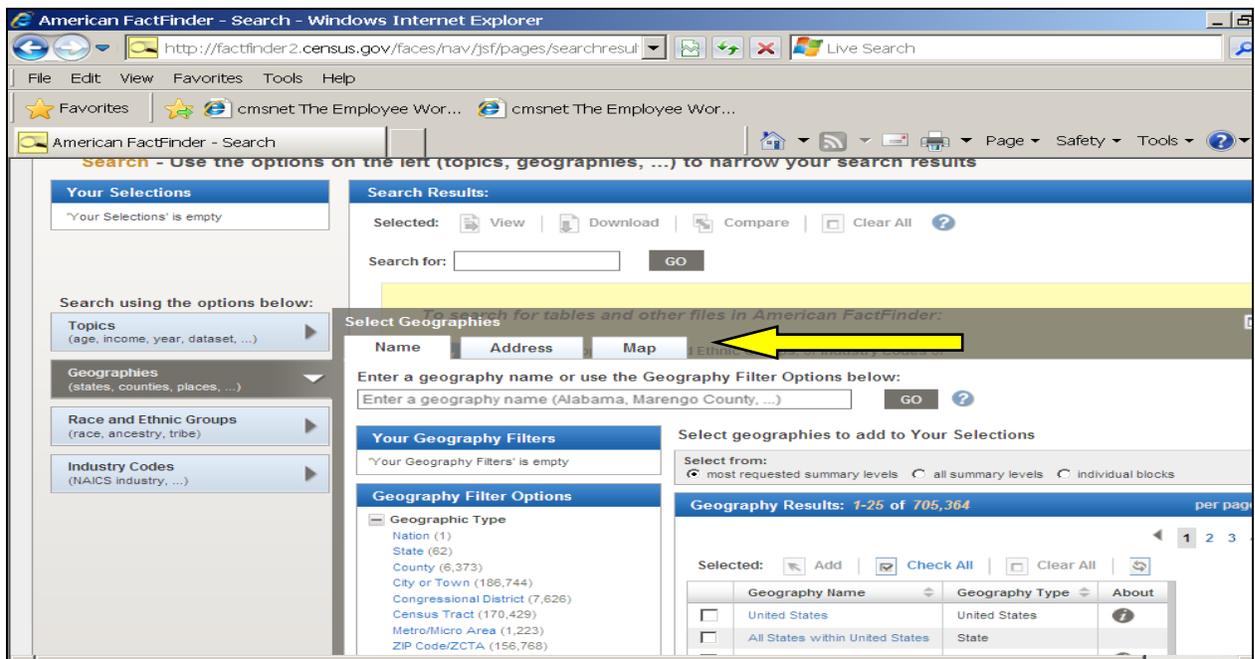
- Once you've selected “2000”, you'll see “Year 2000” listed under “Your Selections” as circled below: This section indicates the search criteria you've selected.



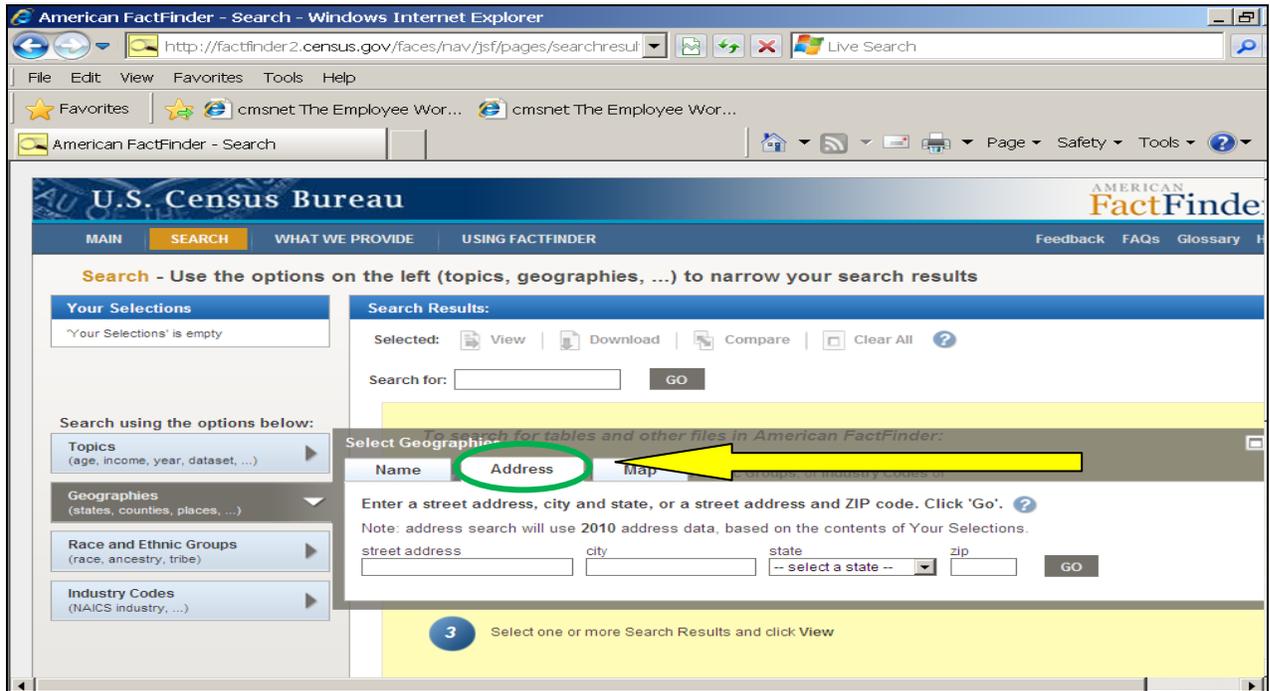
7. Next, select “Geographies” located on the left side of the screen as circled below.



8. The next screen shows three tabs which represents the three methods you can use to search. (i.e., name, address and map), as indicated below:

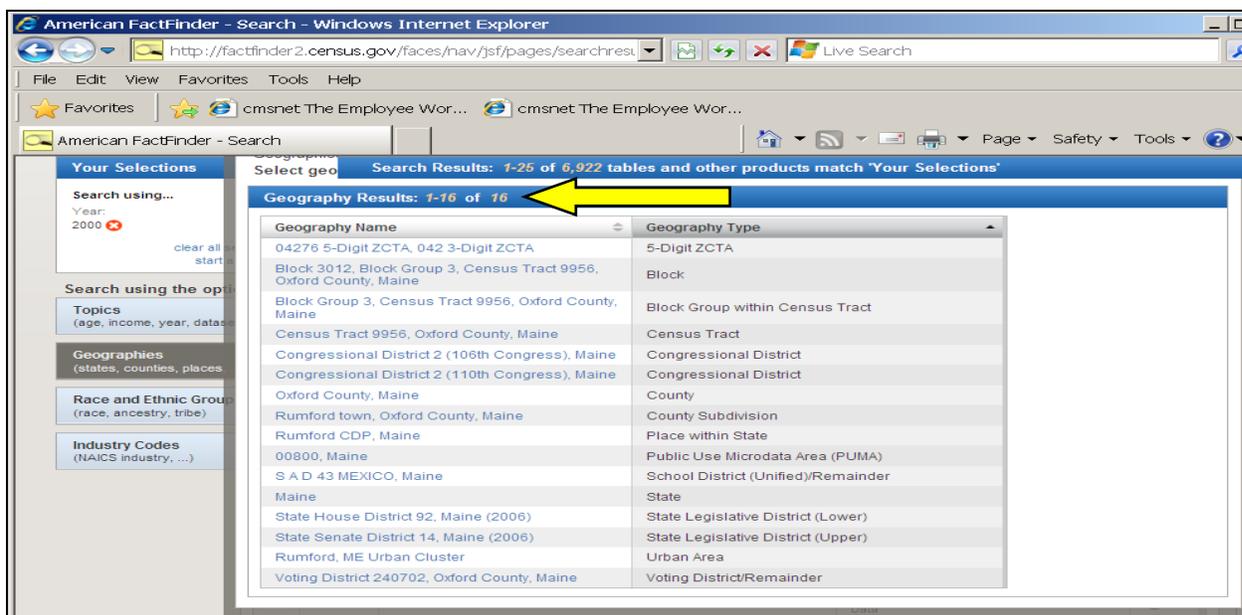


- Select the “Address” tab, enter the address of the hospital or clinic, and press “Go”.



(Note: If the address entered is not available, select the “Map” tab to determine approximately where the address is located on the map. Using the mapping feature is not a direct science. You must contact the Census Bureau’s Call Center at (800) 923-8282 for assistance.)

- Once the address is located, an information box will be generated indicating the “Geography Results” and the number of results located. (ex: 1-16 of 16), as illustrated below:



11. The left side of the box identifies the “Geography Name” and the right side identifies the “Geography Type”.
12. Under “Geography Type” use the up/down arrow to search for the “Urban Area” line. Once you’ve located the “Urban Area” line under “Geography Type”, review the same line under the “Geography Name” column. **If the hospital or clinic is located in an “urbanized area” or an “urban cluster,” this will be indicated under the “Geography Name” column. If there is no line indicating “Urban Area” under the “Geography Type” column, then the hospital or clinic is by default located in a rural area. Note further that a facility located in an “urban cluster” is not considered “urbanized” and is, therefore, considered located in a rural area.**
13. Examples of each potential result are displayed below. Please be sure to use the up/down arrow to ensure you’ve viewed all of the geography results. (NOTE: These examples were chosen strictly for educational purposes.)

Examples:

- A. **Urban cluster classification for a RHC applicant located in Defuniak Springs, Florida.**
(NOTE: Location in an “Urban cluster” satisfies the rural location requirement)

In this example, the last line displays “Urban Area: De Funiak Springs, FL Urban Cluster”.

The screenshot shows the American FactFinder search interface. The search results table is as follows:

Geography Name	Geography Type
32433 5-Digit ZCTA, 324 3-Digit ZCTA	5-Digit ZCTA
Block 2024, Block Group 2, Census Tract 9502, Walton County, Florida	Block
Block Group 2, Census Tract 9502, Walton County, Florida	Block Group within Census Tract
Census Tract 9502, Walton County, Florida	Census Tract
Congressional District 1 (110th Congress), Florida	Congressional District
Congressional District 1 (106th Congress), Florida	Congressional District
Walton County, Florida	County
De Funiak Springs CCD, Walton County, Florida	County Subdivision
De Funiak Springs city, Florida	Place within State
00400, Florida	Public Use Microdata Area (PUMA)
WALTON COUNTY SCHOOL DISTRICT, Florida	School District (Unified)/Remainder
Florida	State
State House District 5, Florida (2006)	State Legislative District (Lower)
State Senate District 2, Florida (2006)	State Legislative District (Upper)
De Funiak Springs, FL Urban Cluster	Urban Area

Annotations in the image include:

- A yellow arrow pointing to the search address: "746 BALDWIN AVE, DEFUNIAK SPRINGS, FL, 32435".
- A text box stating: "The above arrow is pointing to the address used to search".
- A green arrow pointing to the "Urban Area" result in the table.
- A text box stating: "Use up/down arrow to ensure you've reviewed all Geography Results." with an arrow pointing to the up/down arrow in the "Geography Type" column header.

B. Urbanized area classification notation for CMS New York RO in New York, NY

(NOTE: Facilities located in an “urbanized area” do not meet the hospital swing bed or RHC rural requirements)

In this example, the second line displays “Urban area: New York – Newark, NY-NJ-CT Urbanized Area.”

The screenshot shows the American FactFinder search interface. A search for '26 Federal Plaza, New York, NY' has been performed. The results are displayed in a table with the following data:

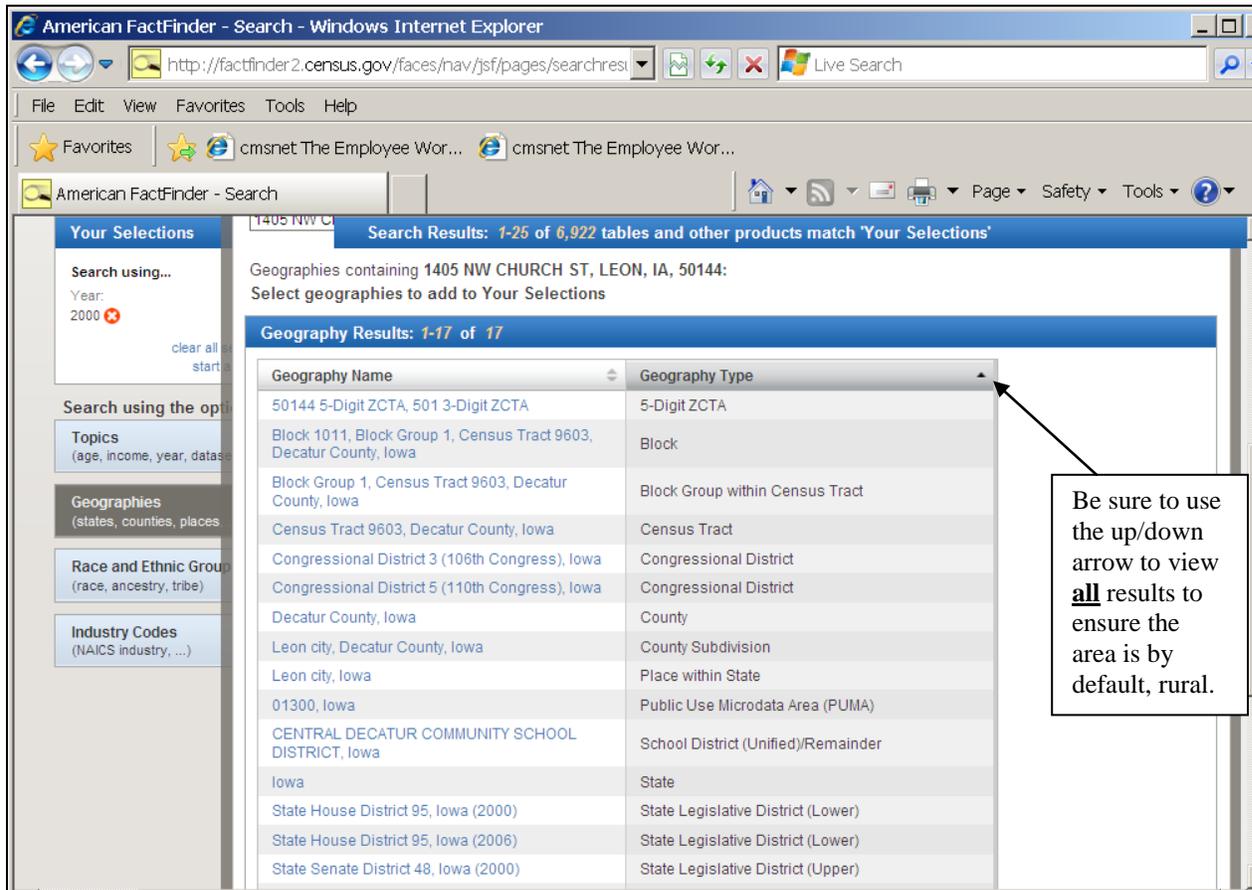
Geography Name	Geography Type
Voting District 6600003, New York County, New York	Voting District/Remainder
New York--Newark, NY--NJ--CT Urbanized Area	Urban Area
State Senate District 25, New York (2006)	State Legislative District (Upper)
Assembly District 66, New York (2006)	State Legislative District (Lower)
New York	State
NYC-CHANCELLOR'S OFFICE, New York	School District (Unified)/Remainder
MANHATTAN COMMUNITY SCHOOL DISTRICT 2, New York	School District (Elementary)/Remainder

A green arrow points to the 'Urban Area' entry in the table. A callout box with an arrow pointing to the table contains the text: 'Remember to use arrow to ensure you've viewed all geography results.'

C. Rural area classification notation in Leon IA.

(Note: if no classification is displayed, the location is, by default, rural. Remember to use the up/down arrow to view **all** results before making a determination.)

In this example, no “Urban Area” classification is displayed.



Search Results: 1-25 of 6,922 tables and other products match 'Your Selections'

Geographies containing 1405 NW CHURCH ST, LEON, IA, 50144:
Select geographies to add to Your Selections

Geography Results: 1-17 of 17

Geography Name	Geography Type
50144 5-Digit ZCTA, 501 3-Digit ZCTA	5-Digit ZCTA
Block 1011, Block Group 1, Census Tract 9603, Decatur County, Iowa	Block
Block Group 1, Census Tract 9603, Decatur County, Iowa	Block Group within Census Tract
Census Tract 9603, Decatur County, Iowa	Census Tract
Congressional District 3 (106th Congress), Iowa	Congressional District
Congressional District 5 (110th Congress), Iowa	Congressional District
Decatur County, Iowa	County
Leon city, Decatur County, Iowa	County Subdivision
Leon city, Iowa	Place within State
01300, Iowa	Public Use Microdata Area (PUMA)
CENTRAL DECATUR COMMUNITY SCHOOL DISTRICT, Iowa	School District (Unified)/Remainder
Iowa	State
State House District 95, Iowa (2000)	State Legislative District (Lower)
State House District 95, Iowa (2006)	State Legislative District (Lower)
State Senate District 48, Iowa (2000)	State Legislative District (Upper)

Be sure to use the up/down arrow to view **all** results to ensure the area is by default, rural.