

### Building a Person Driven IR&A System

Lesli Kerkhoff

Manager, Disability Services Division

## Leveraging your IR&A system to support your HCBS goals

#### **People**

- Quality of life
- Person centered practice/informed choice
- Control and self-direction
- Informal supports
- Voice in the process

#### **System**

- Improve access and equity
- Optimize capabilities
- Learn and adapt
- Create efficiencies

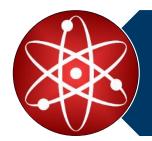
#### Overview



## Context



Strategic Re-tooling



Technology





## **Context:** Developing the D in ADRC

# History

Date	Event
1994	Senior Linkage Line
2001	MN receives Real Choice Systems Change Grant
2003	ADRC launches – MN one of the original 12
2005	Disability Linkage Line
2007	Veterans Linkage Line

## MnHelp Network



9/17/2018

# Technology powers quick responses from the right expert

Real time access to policy experts and benefits info – means quicker answers and solutions





Linkage Line System

**Policy Experts** 

Benefits Look up

Partners Agencies

## Evolution driven by new strategies

Health insurance changes - Medicare Part D, managed care

Employment - Pathways to Employment; DB101, MA-EPD

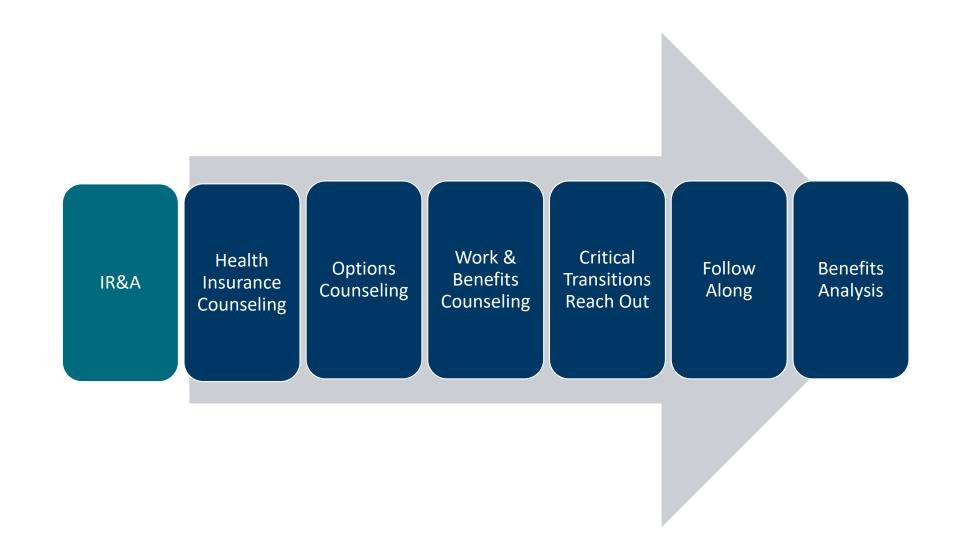
Reform 2020 – Work and Empower

Reform 2020 - PAS and Return to Community

Moving Home MN – transition reach out

SOAR – benefits access

### **DLL Service Continuum**



## Disability Linkage Line Growth

Year	# staff	# contacts
2005	6	4,299
2012	12	64,807
2016	37	84,962

## Fast Growth = Stressed System

- Confusion
- Complexity
- Inefficiencies
- Limitations



# Strategic re-tooling building a more agile, dynamic person centered system



## Strategic Alignment

aligning structure with goals and person centered principles

- Culture
- Brand
- Structure
- Strategy
- Systems



#### Contractors

- Strategic Planning
- Brand Strategist
- Brand Architecture and Identity
- Digital Development
- Editorial Systems and Guideline

## Stakeholder engagement

#### WHO

- DLL providers
- Current customers
- Target customers: non-users
- Family & caregivers
- Professional stakeholders

#### **HOW**

- Retreats
- Interviews
- Focus Groups
- Surveys

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### Success – what we think it looks like?



## Success – what it really looks like



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## Culture - Who are we; shared values and purpose

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#### Who are we?

#### Goal:

- Build a unified HUB internal culture
- Organization epitomizes person centered practices

#### • Strategy:

Value define by the customer

#### Customer defined value

#### **Solving Problems**

"The person I work with was a beast at it. She didn't give up.

We worked on it for two weeks, and she connected me every direction we had to go.

She was on the phone with me like she was holding my hand, to the point that every morning she woke up and called me and was handling it, and I respected her to the highest..."

#### **Navigation and Benefits Counseling**

"They know how the system works or doesn't work together, and how one impacts the other and how money impacts them all...

[this] is a really important part of what they do, because the system is pretty much nuts, and they understand it and they can walk you through it."

#### Mission

**Old:** We deliver seamless and timely access to the information and help people with disabilities and chronic illness need in order to make informed decisions and successfully connect to community resources.

**New:** We make it easier for people with disabilities to understand their options, connect to solutions, and engage in possibilities.

We do this through a network of experts, tools, and partnerships that bridge systems, and focus on helping people live their best life.

#### **Values**

- We focus on the whole person, their unique needs and aspirations
- We address immediate issues as well as identify underlying needs
- We provide in-depth, knowledgeable assistance to overcome complexity and resolve barriers
- We go the distance, building trust through our continued commitment
- We help people see the strength in themselves
- We share what we learn, enabling systems and supports to work better for those we serve
- We reach out to people during critical transitions to help support positive outcomes



## Brand - How we convey who we are; communications

## MNHelp Network systems alignment







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## What would we look like if designed for people?

- What is their current experience?
- What do they want?
- What is important to them?

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## Brand strategist findings

#### Over complicated storyline

- Vulnerability is heightened during the first interaction with the DLL
  - Who am I talking to?
  - What do you do?

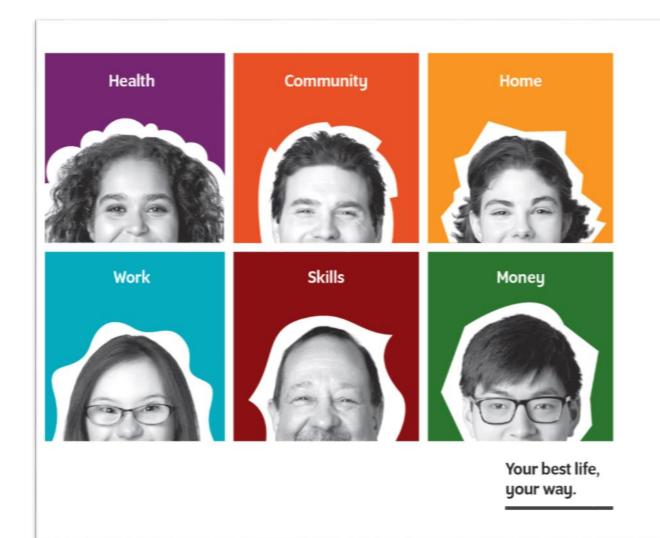
#### Too many competing brands add to complexity, confusion and expense

- Hard to maintain materials
- No single unifying web presence
- Who am I today?

## **Brand Objectives**

- Simplify the organization to support the needs of people
- Let the brand reflect person-centered practices, and the expansive organization
- Build a unique identity to reduce confusion and clarify relationships
- Focus on people's needs, not delivery channel or existing systems

### **Introducing Disability Hub MN**





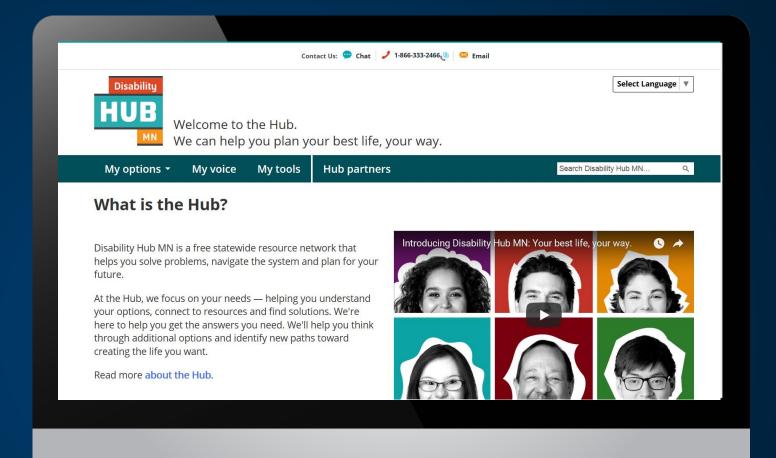
# Introducing Disability Hub MN

In August 2017, Disability Linkage Line (DLL) will become Disability Hub MN.

# Core messaging It's all about you

- You're our focus. We don't work for a particular program or agency. We work for you and only you.
- You're in charge. Whether you're looking for help with a single question or thinking about long-term life planning, you choose how much input you want from us.
- You decide what you need. We don't just give you a list of phone numbers and tell you "good luck." If you want us to, we can stick with you until you find a solution.
- You make the plan. We're always asking: What's next? We can help you think through even more options and identify new paths toward creating the life you want.

# Disability Hub's new site





## Structure – Staffing roles and relationships

#### Structure

### Assess and update administrative structure

- Staffing roles and relationships
- Standards and policies
- Administrative structures to enhance collaboration

#### Person centered for staff

#### Build opportunities to advance and grow

- Professional pathways
- Expertise build out
- Incentive pool
- Increase support



## Strategy - what we do to get to outcomes

# Strategy what we do to get to outcomes

## A quality life

(Quality of life indicators, self direction and informed choice)

# A quality system

(things working the way they should)

Putting our values into action

#### Support a positive life trajectory

- Economic Advancement
- Quality Life
- Future orientation possibilities
- Self-direction

#### Prevent negative life trajectory

- Reach out at critical transitions
- Dig deeper, anticipatory guidance

### Support a quality system

- Give voice the a person's experience
- Identify systems improvement opportunities
- Provide systems change support and real time system feedback
- Provide real time course correction – three way calls, back end system connections...

#### Services

#### 1. Person-Centered *Options* Counseling

- Work, Health, Home, Money, Skills, Community
- Future orientation problems to possibilities

#### 2. Follow Along

Commitment to work together over time

#### 3. Capacity Building

- Tools and training for people and partners
- Quality assurance loop back to DHS

# Follow along quote

#### How the Hub helped

listen, support, encourage, give positive feedback about work I've already done; going the extra mile to help, help, help me.

#### Comments

Thank you. Without you and your dedication to helping me and finding answers in the messy situation I've been dealing with, I'm not sure what shape I'd be in right now. I credit your help as part of my ability to stay out of a crisis center hospital! I'm not kidding. It's a fine line, and thank you for your support through it all – and as it continues. Also – you have made a world of difference to me and in my life.

# Capacity Building

 Individuals - to make informed choices and advocate for themselves.

- Professionals to give
   them the tools and
   resources to help them help
   others
  - TA and training
  - Benefits credentialing

## Voice in the process

### **Virtual Insight Panel**

- A sample of populations served
- Available for interviews, focus groups, and surveys
- In-person and virtually
- Gift cards for activities

# Leveraging the brand for participant communications





#### I I know me

#### Work giv choices



#### You want the best for important to support have shown that early shaping a young persu

With work experience

- Build confidence
- Develop job skills
- Enhance life skills
- Explore interests Make new friends
- Earn more money

#### Benefits support

Public benefits suppo keep their Medical Ass and save money.

#### To learn more and pl when he or she goes

- Click on WorkBenet
- Call Disability Hub N

#### My home. Creating t

My best life, my way. I have options. I choose to live in a shared setting or in i needs. It should be the place where I'm

If I am not already in my ideal place, I m I may need to make a housing plan, and

#### My rights and options.

- I can assert my rights in my shared right to have privacy, dignity and resp schedule and have visitors when I wa
- I can have a home of my own. If I've a reality. I can earn and save enough that might be able to help me find and
- I can stay in my home. If my situation in my home — but I might have more I can even access new technology or

#### My tools. I can use a variety of resource

- My HB101 Plan. Housing Benefits 101 --It explains services and programs that called My H8101 Plan, with quick and i I want to live. I can share my plan with housing goals a reality. I can find My h
- Waiver services. If I'm on a waiver, the to a home of my own. There are also I can talk to my case manager to find
- Disability Linkage Line. To explore of I can call the Disability Linkage Line at

#### What does the Home and Community-Based Services Rule (HCBS) mean for me?

It's my right to live, learn, work and enjoy life in the community. The Americans with Disabilities Act, the Olmstead decision and other legal actions ensure these rights.

I'm hearing about changes to my services to strengthen these rights and help me lead

These changes are sparked by a new rule called the Home and Community Based Services rule, or HCBS for short. It gives me more choices about how I live, work and enjoy my life in the community.

- I know my rights and my options. I have enough information to make choices.
- I control my services. I choose how, when and where I get my services.
- I participate in my community. I participate in ways that are important to me.
- I choose where I live and who I live with. I choose if I work—and what type of work I do. I choose what I do with my time and money.

My plan and my services will be person-centered. This means that it's about me—my likes, interests,

If I'm already living and working in the community, I can continue to do so. I might choose to live in goals and choices. It's my plan. a different place or do a different type of work. I might do different things with my free time.

My service providers may need to make changes to support me. As I make more decisions for muself, my services might change.

With more choices, I can create my best life.

- Go online to mn.gov/dhs/hcbs to watch the HCBS video
- Contact the Disability Linkage Line at 1-866-333-2466



# Systems - Technology, tools, process

# New customer tracking system

- Agile system DHS Enterprise Solution
  - Microsoft Dynamics CRM
- Supports integrations across multiple systems
- Improved data tracking and reporting
- Designed to support person centered process
- Sustainable

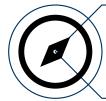


# Leveraging technology to support person centered planning and informed choice

# Disability and Housing Benefits 101 = Informed Choice



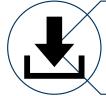
#### Information



Tools to help explore options



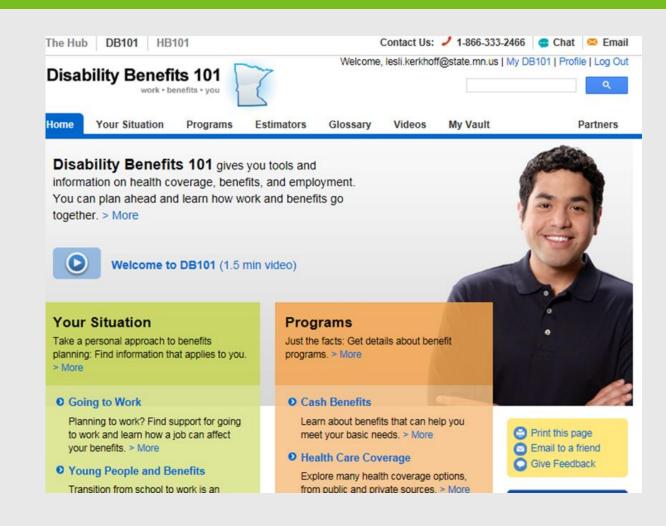
Secure storage of documents, plans, etc.



Secure sharing of information

# DB101 background

- Medicaid Infrastructure Grant –
   Pathways to Employment
- Expand benefits planning capacity
- Embed benefit education and planning throughout the process
- Tailored results for people
- Tools for professionals
- Training for all

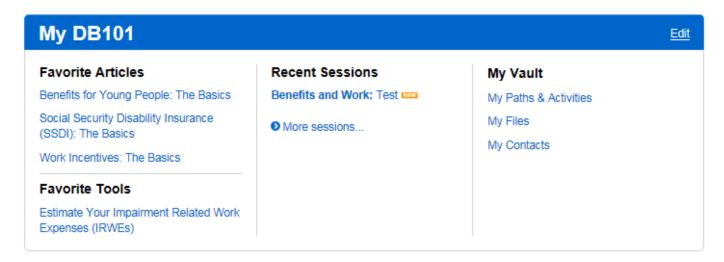


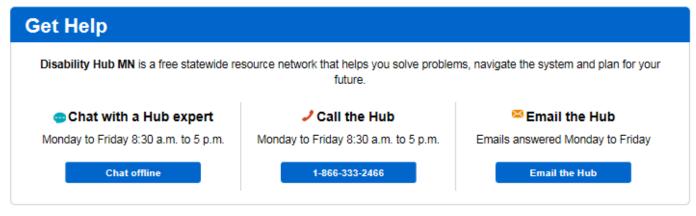
# **Housing Benefits 101**

- Evolution of the Housing Resources Toolbox (2001)
- Money Follows the Person Demonstration to help people in need of:
  - Affordable housing <u>AND</u>
  - Services or supports to help them in their housing



# Customized experience





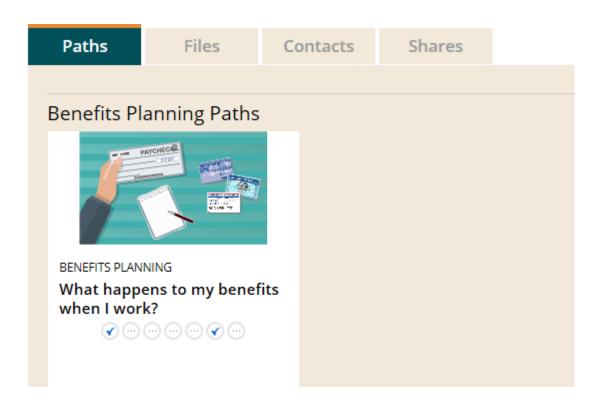
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#### "The Vault"

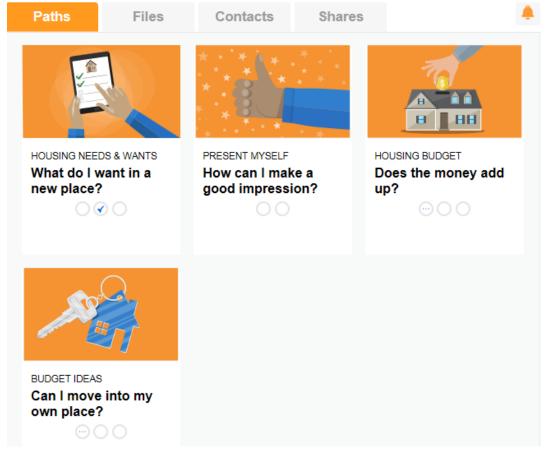
- An easy and secure way to get your benefit information
- Helps people control their own information and share it with others
- A protected place to store your information
- Tailored information to help you understand your benefits
- Step-by-step work flows that help you set goals and plan for your future
- Supports collaboration across the system

#### Work activities

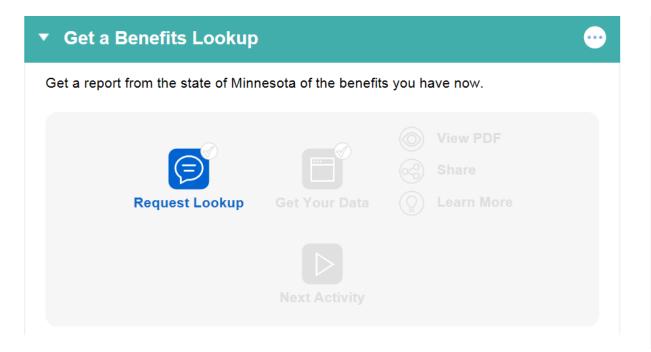
• DHB101

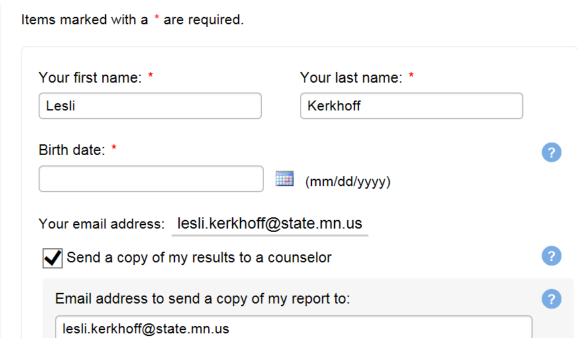


• HB101

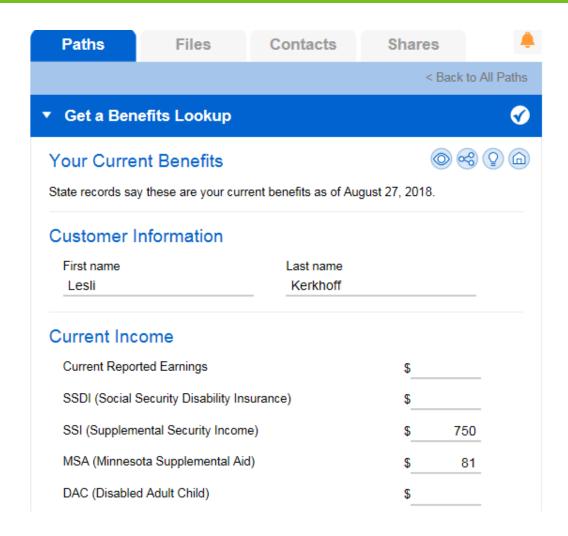


## Benefits Look Up





## Your benefits report

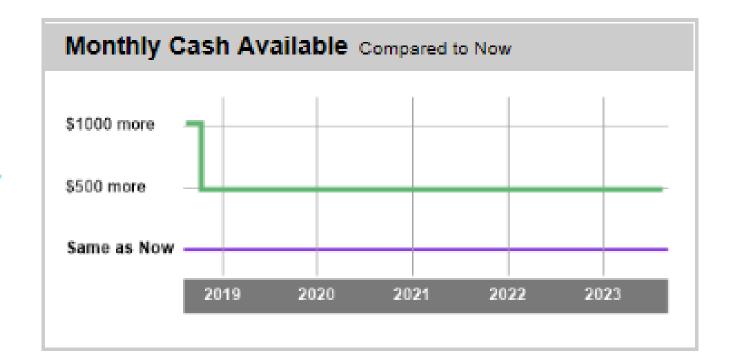


My Vault

#### The Bottom Line

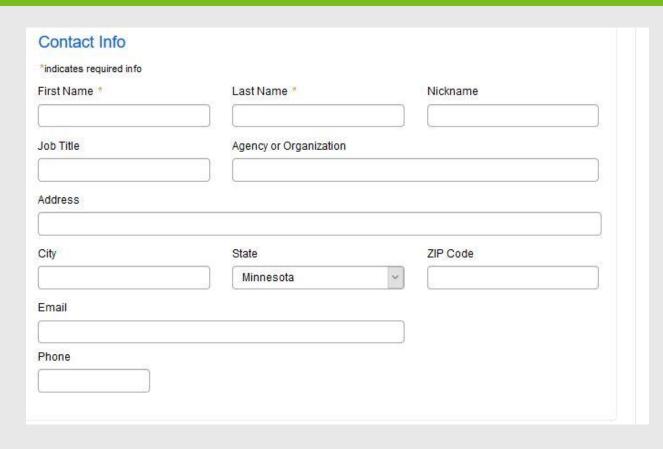
You will have more monthly income.

- Your free MA will continue, subject to the asset limit (\$3,000 for an individual, \$6,000 for a family of two).
- Your SSI benefit will continue with a reduction.
- You will continue to get MSA.
- You will continue to receive SNAP (formerly Food Support/Food Stamps).
- SNAP (formerly Food Support/Food Stamps) allows deductions for medical expenses, including some premiums. Depending on which health coverage



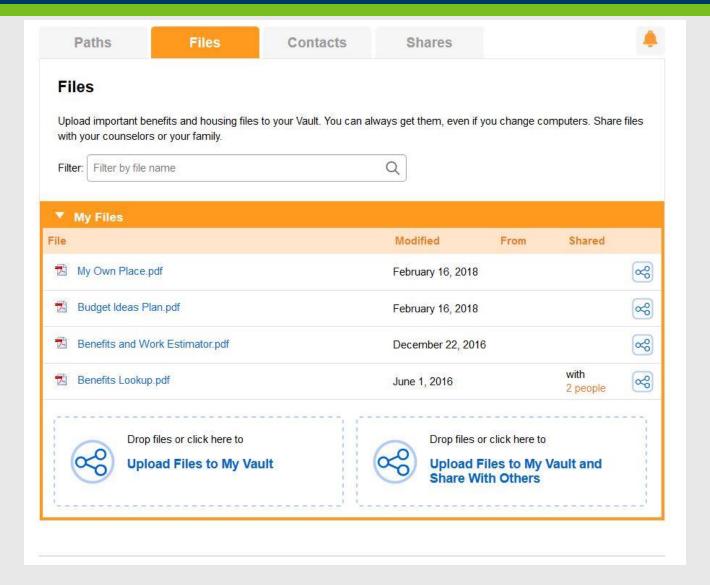
Snapshot Monthly Income, Expenses, and Health				
	Now	In 6 Months	In 2 Years	
Work income	\$0.00	\$1,196.25	\$1,196.25	
Cash Benefits	+ \$897.00	+ \$291.38	+ \$291.38	
Refundable Tax Credits (monthly	+ \$0.00	+ \$7.01	+ \$7.01	

# Adding a Contact

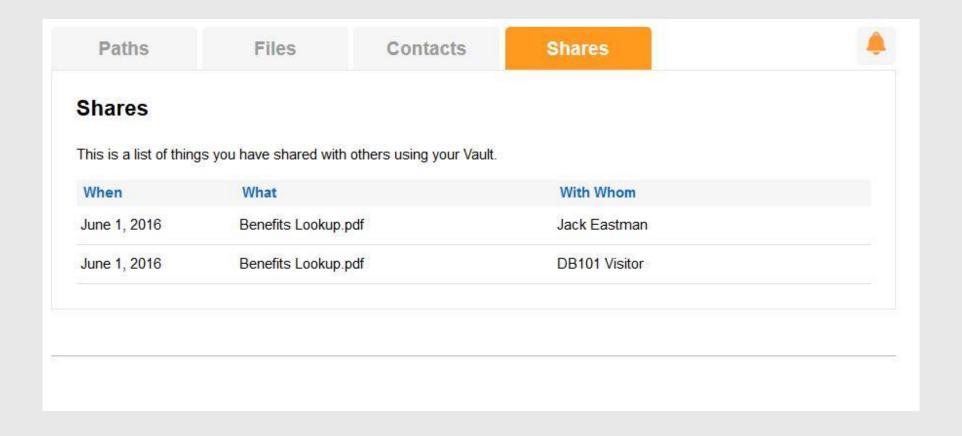


How do you know this contact?			
Additional Information			
Permissions This contact does not have a Vault accoun	nt and cannot have permissions assigned.		
Employment employment	☐ Housing How		
Benefits Planning 🐷	☐ Education EDU		
This contact is part of these teams:			
Team Membership			

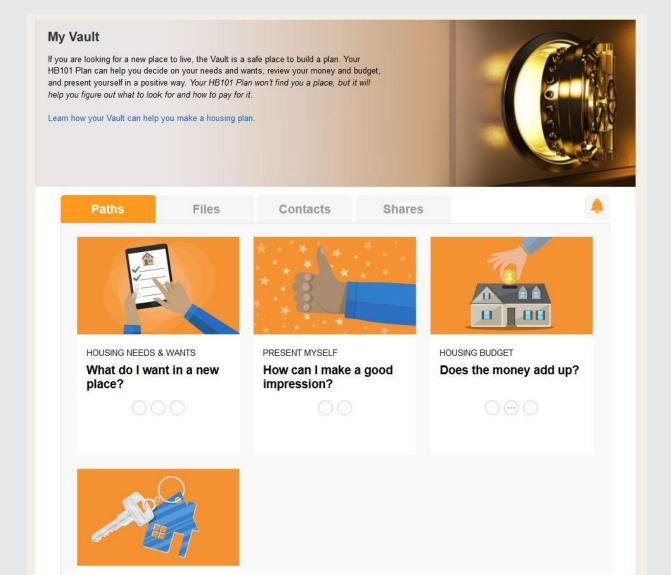
### Files



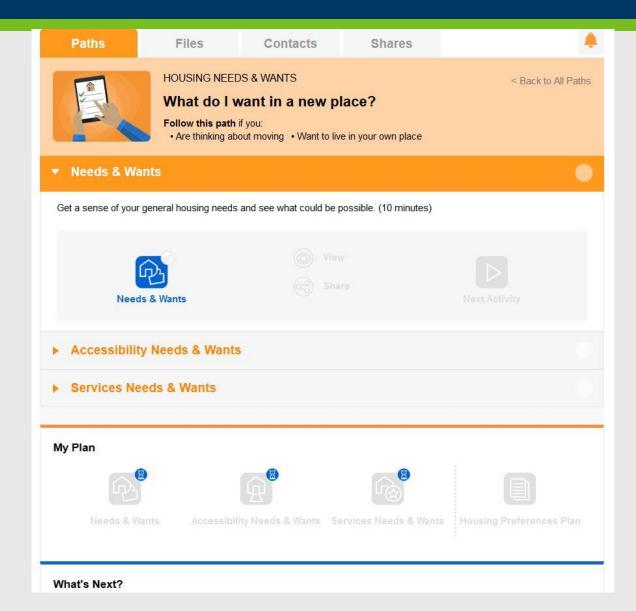
## Shares



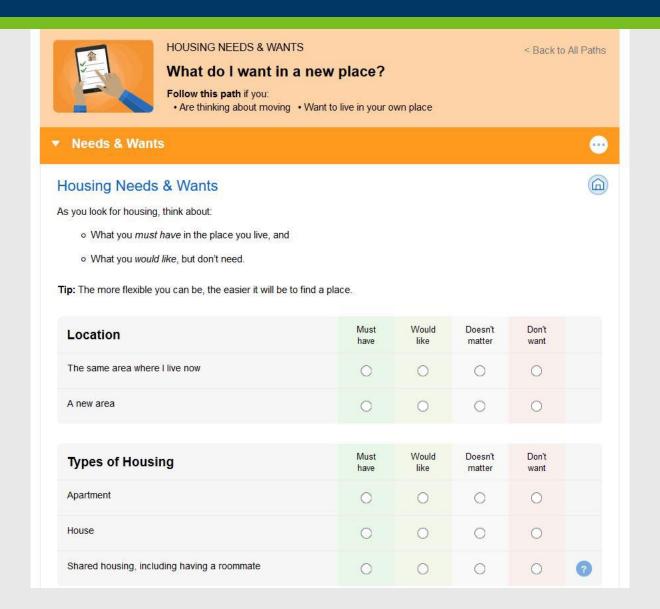
# HB101 paths



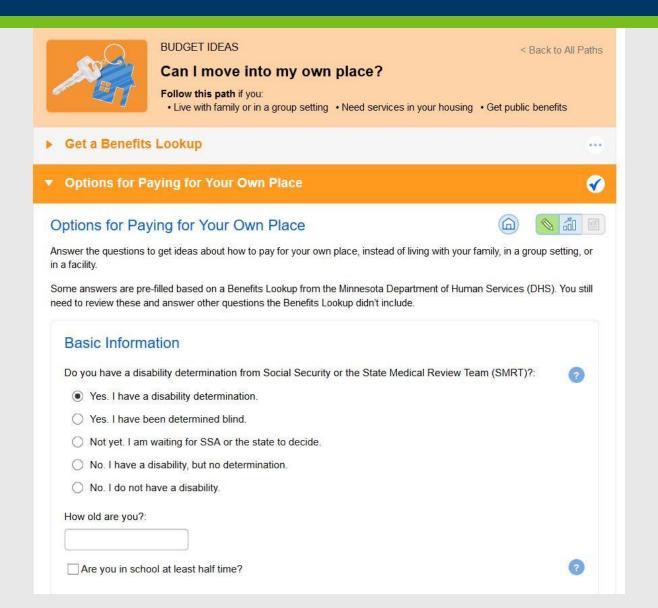
# Path Example



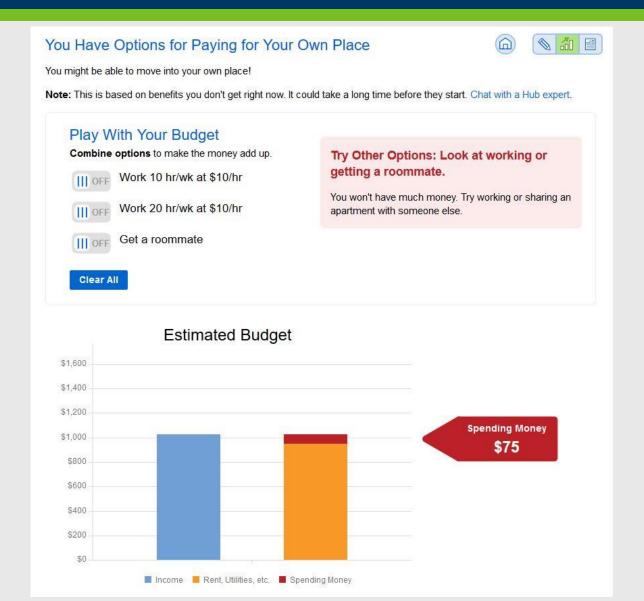
# Path Example 2



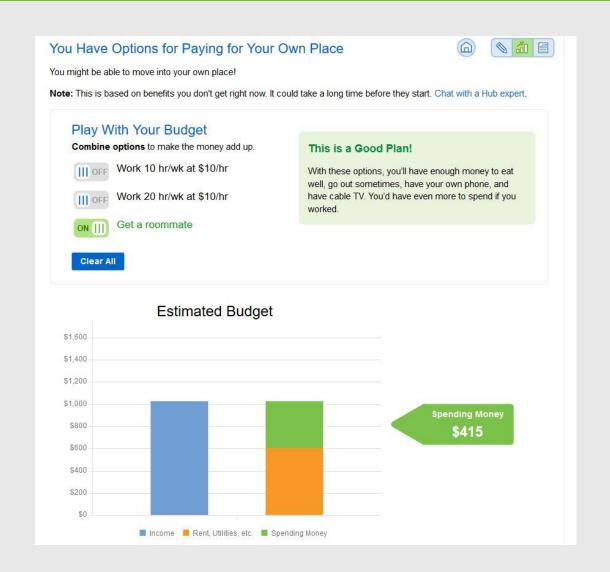
### Budgeting – SSI with MA in AFC

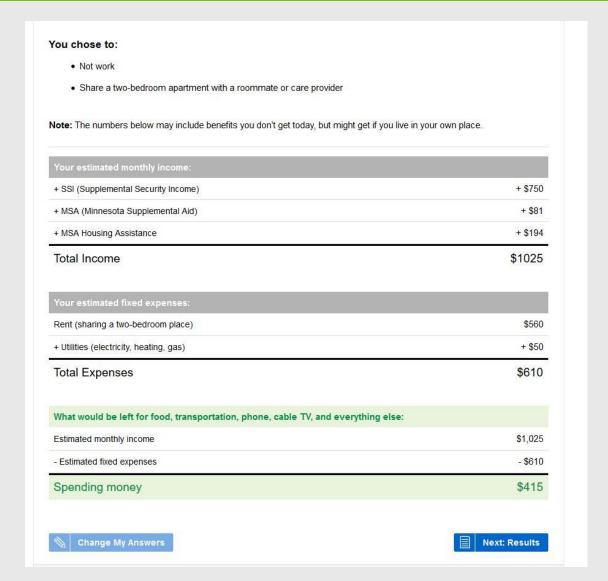


#### SSI with MA in AFC Results

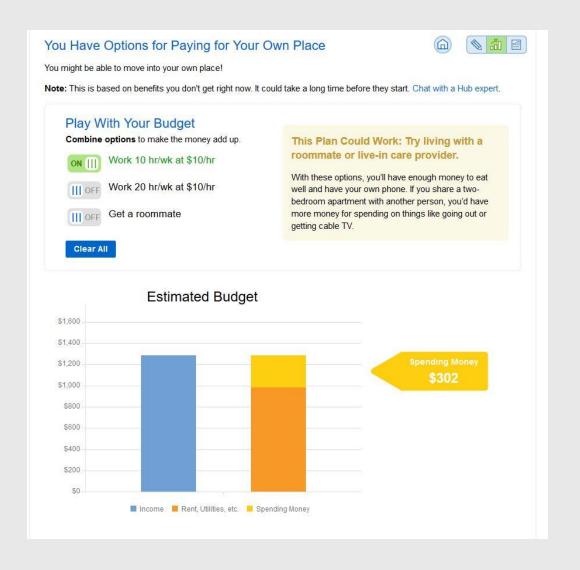


#### SSI with MA with Roommate





#### SSI with MA with Work



Work 10 hours per week at \$10 per hour				
Have your own one-bedroom apartment				
lote: The numbers below may include benefits you don't get today, but might get if you live in your own place.				
Your estimated monthly income:				
Work	\$435			
+ SSI (Supplemental Security Income)	+ \$575			
+ MSA (Minnesota Supplemental Aid)	+ \$81			
+ MSA Housing Assistance	+ \$194			
Total Income	\$1285			
Your estimated fixed expenses:				
Rent (living alone in one-bedroom place)	\$900			
+ Utilities (electricity, heating, gas)	+ \$50			
+ Social Security and Medicare taxes	+ \$33			
Total Expenses	\$983			
What would be left for food, transportation, phone, cable TV, and everything else:				
Estimated monthly income	\$1,285			
Estimated fixed expenses	- \$983			
Spending money	\$302			

Direct Support Connect is Minnesota's dedicated job board for direct support workers, such as PCAs, and the people who hire them.



## How was it developed?

- 2013 Legislation established direct support workers' right to organize
  - This includes workers providing direct support services in the PCA Choice; Consumer Support Grant (CSG): Consumer Directed Community Services (CDCS) programs
- The legislation required the Department of Human Services to develop and maintain a voluntary, public registry to improve participant access to, and choice among, prospective individual providers
- The labor agreement between the State and SEIU required DHS and Union representatives make recommendations on the development of the registry

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#### Direct Support Connect™

A job board for direct support workers and the people who hire them.



Home

About the job board

Registration information -

Become a support worker

Resources +

# Connect to jobs you'll love. Connect with people you'll want to hire.

Direct Support Connect™ is Minnesota's dedicated job board and hiring resource for direct support workers, such as PCAs.

I am a direct support worker.

Learn more >

I want to hire a worker. Learn more >



# Direct Support Connect DirectSupportConnect.com

#### How it works:



By creating a personal profile, **people who need assistance** can post and describe their work opportunities



Likewise, **support workers** can create
profiles that highlight
their skills, availability
and other preferences



The website uses this data to match workers to jobs, or a person to available workers



Safe, secure, and easy-to-use, Direct Support Connect is a free service provided by the Minnesota Department of Human Services.





# Thank you!

Lesli Kerkhoff

Lesli.Kerkhoff@state.mn.us

651-431-2396