



Designing a New Front Door to Human Services in Minnesota

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Participant interview quotes

“I don't understand a lot of the things I read. I have to read them again and again because...of my TBI [Traumatic Brain Injury], it makes it difficult to remember.”

“Sometimes they want to verify your phone, like the only computer I got...but it doesn't work with that [Wi-Fi based] free app, they text you a code but I never get it.”

“I don't know if we were even given the information, or if we just didn't understand. Maybe it wasn't communicated well enough to us. I feel like the first few years we didn't get the support that we needed because we didn't understand what supports were available.”

“My husband and I probably made 20 to 30 phone calls to different phone numbers...”

“We filled out the MNsure application and of course it immediately rejected it because our income is too high. But then the problem was, there was nowhere, that we could find that told us what the next step was then.”

“It would be really nice if the state had just a central point of intake and information, like some sort of a resource line that you call...one website that's got the information about what the state has available, and how to get that.”

Integrated service delivery

- Problem: a human services system that is difficult to understand and unfriendly to navigate.



Right now ...

- Vision: an experience that is easier, more accessible, uses technology better and meets people where they are.



The vision ...

Integrated services goals

Goal:

Provide all Minnesotans with access to a streamlined human services system.

Holistic, culturally appropriate human services to meet individual and family needs.

Empowerment for people to determine needs, choose services and establish personal goals.

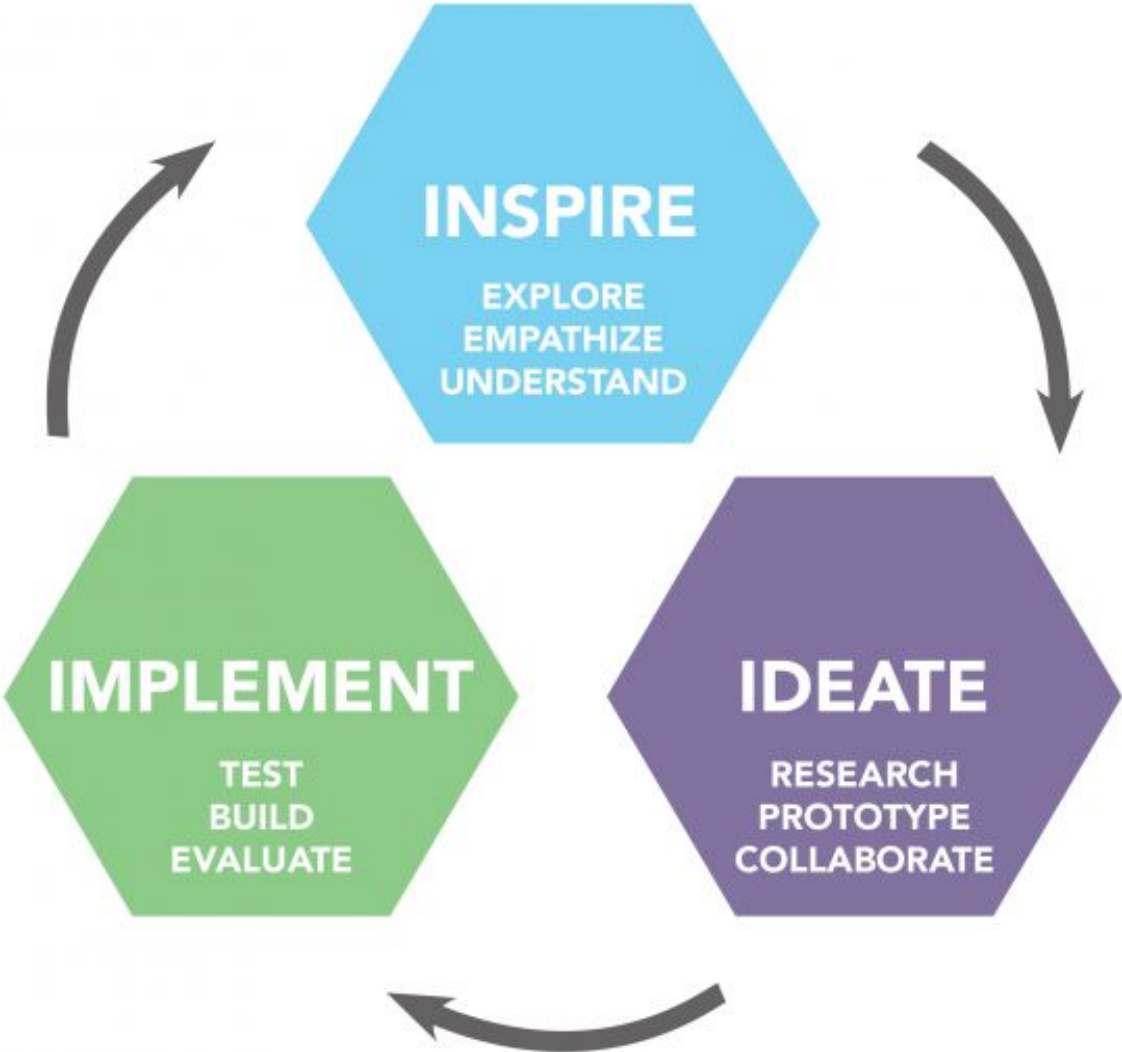
Information access and control by people and those working with them at all points.

Quality customer service provided throughout the person's experience.

Integrated services vision: flow

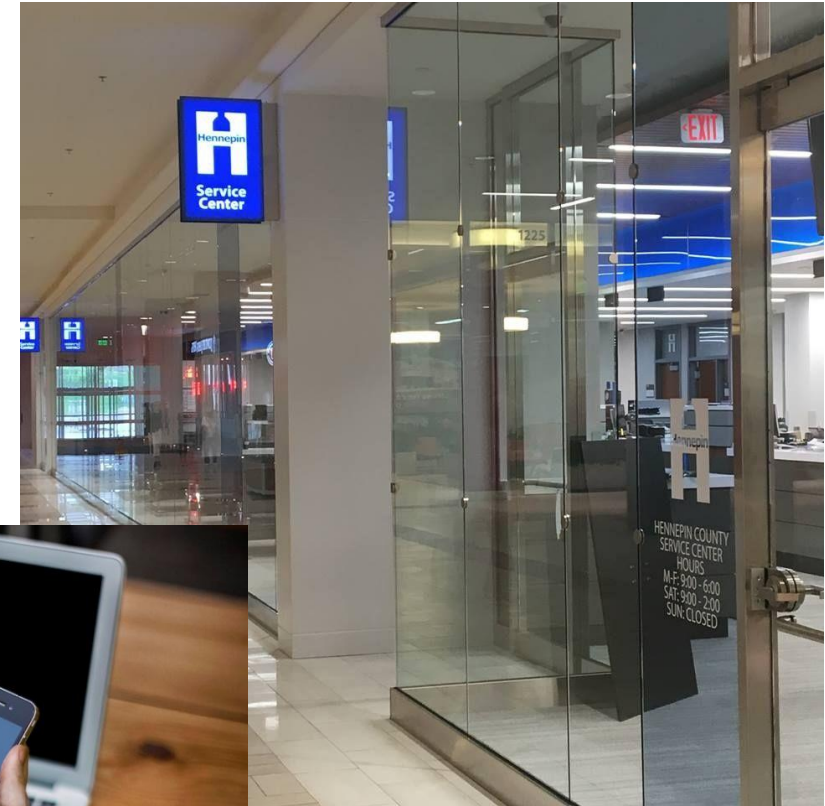


Human-centered design



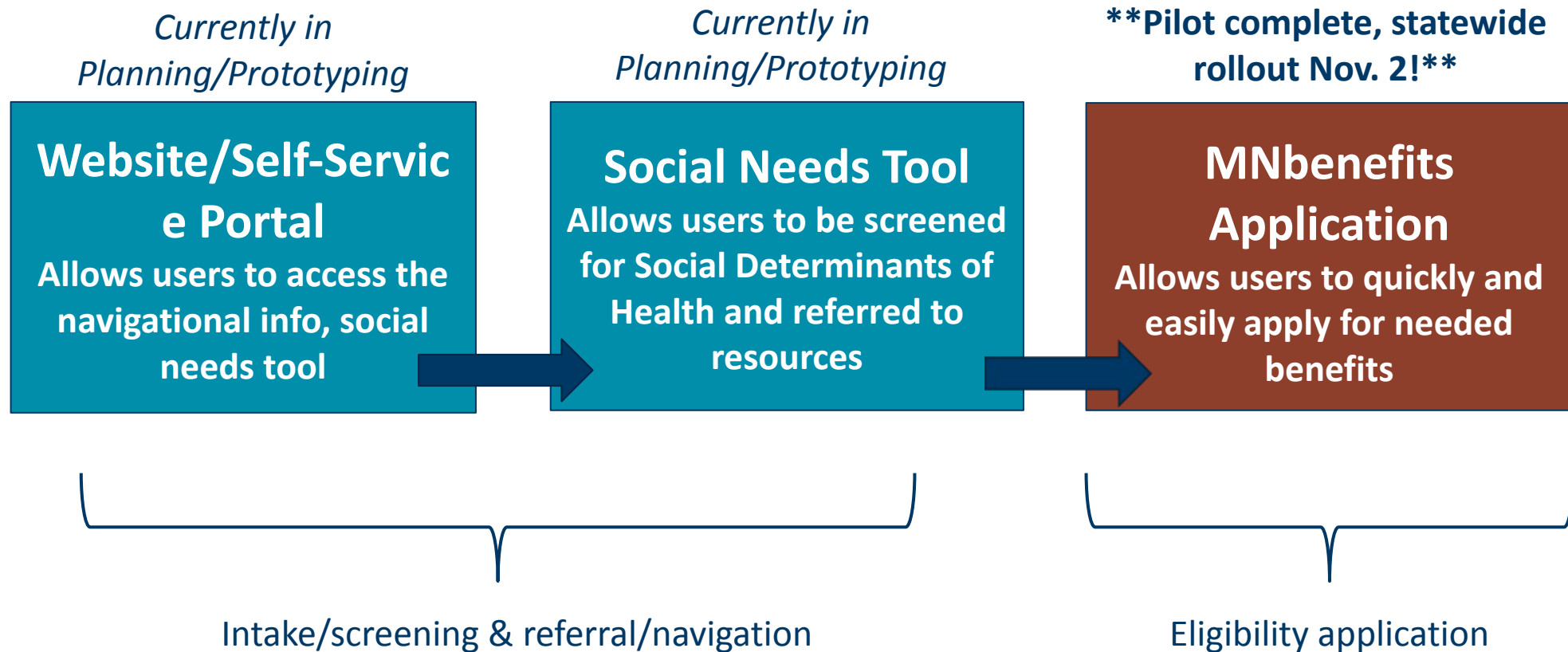
A new “front door”

- Accessible, interactive website with tools, information, and help
- A quick social needs questionnaire that will result in personalized resources and referrals
- “Connective tissue” to programs and eligibility applications, services, community resources
- Complementary to existing pathways



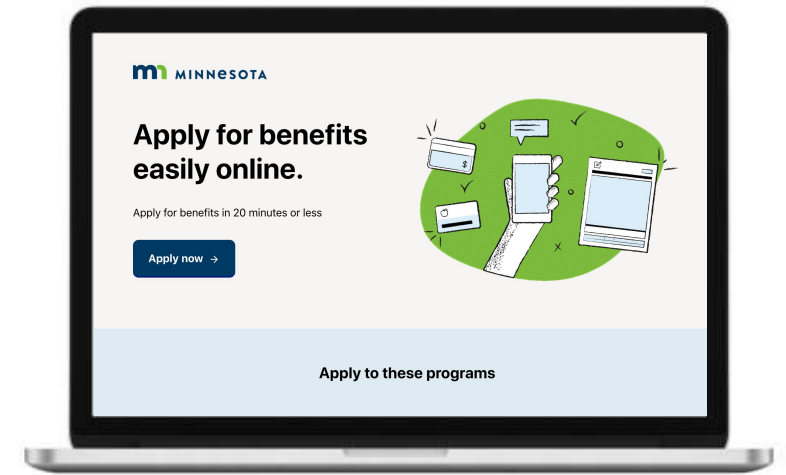
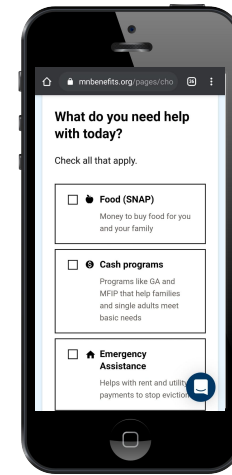
Pictured: left, online options; right, an in-person Hennepin County service center

New tools for people we serve



Streamlined application for 9 benefits programs (food, cash, housing support, child care)

- **Mobile friendly** by design
- Fully translated in **Spanish**
- **No account registration** or passwords
- First in class **accessibility design**
- **Easy document upload** by phone and ability to upload later
- Agile, iterative improvements
- **Integrated client support** and feedback
- Designed for servicing agencies' existing IT systems and business processes



Pilot results

- **30,000+** applications
- Median time to completion under **12 minutes**, reduced from **60 minutes**
- In surveys of county staff, **significantly higher satisfaction** ratings
- In **client surveys**, less than 1% of applicants report a "Sad" experience, more than **70% report "Happy"**

Data Strategy

DATA STRATEGY GOALS

- 1 We will **FIND** and update critical data across multiple systems and programs.
- 2 Document and manage organizational knowledge and **UNDERSTAND** how data is defined.
- 3 Improve **TRUST** that the data we have is timely, complete, consistent, reliable, accurate, and secure.
- 4 Keep data private and secure in **COMPLIANCE** with all laws, regulations, and policies.
- 5 **STANDARDIZE** critical data and position for interoperability.
- 6 Provide clarity and consistency about who makes key **DECISIONS** about data,
- 7 **MANAGE DATA** for easy, **SHARED ACCESS** and processing for internal stakeholders.
- 8 **EXPAND THE USE** of data to improve services and promote equitable outcomes.
- 9 Readily **ADAPT** our data collection and management activities **TO CHANGE**.
- 10 Exemplify excellence in **SHARING APPROPRIATE DATA** with external stakeholders.

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Integrated Service Delivery Website:

<https://mn.gov/dhs/integrated-services/>



Questions?
Thank you!