

# MinnesotaHelp.info<sup>®</sup>

A NO WRONG DOOR APPROACH TO  
AGING WELL AND LIVING WELL



# GOALS OF TODAY

- Discuss the evolution of the MinnesotaHelp Network
- Explain Minnesota's Model
- What works well in Minnesota
- What's coming in the future



# Why the Minnesota Help Network?

Minnesota's rainy day  
fund is drained, and now  
we're in a budget storm  
By Sharon Schmickle | Friday, Feb. 12, 2010

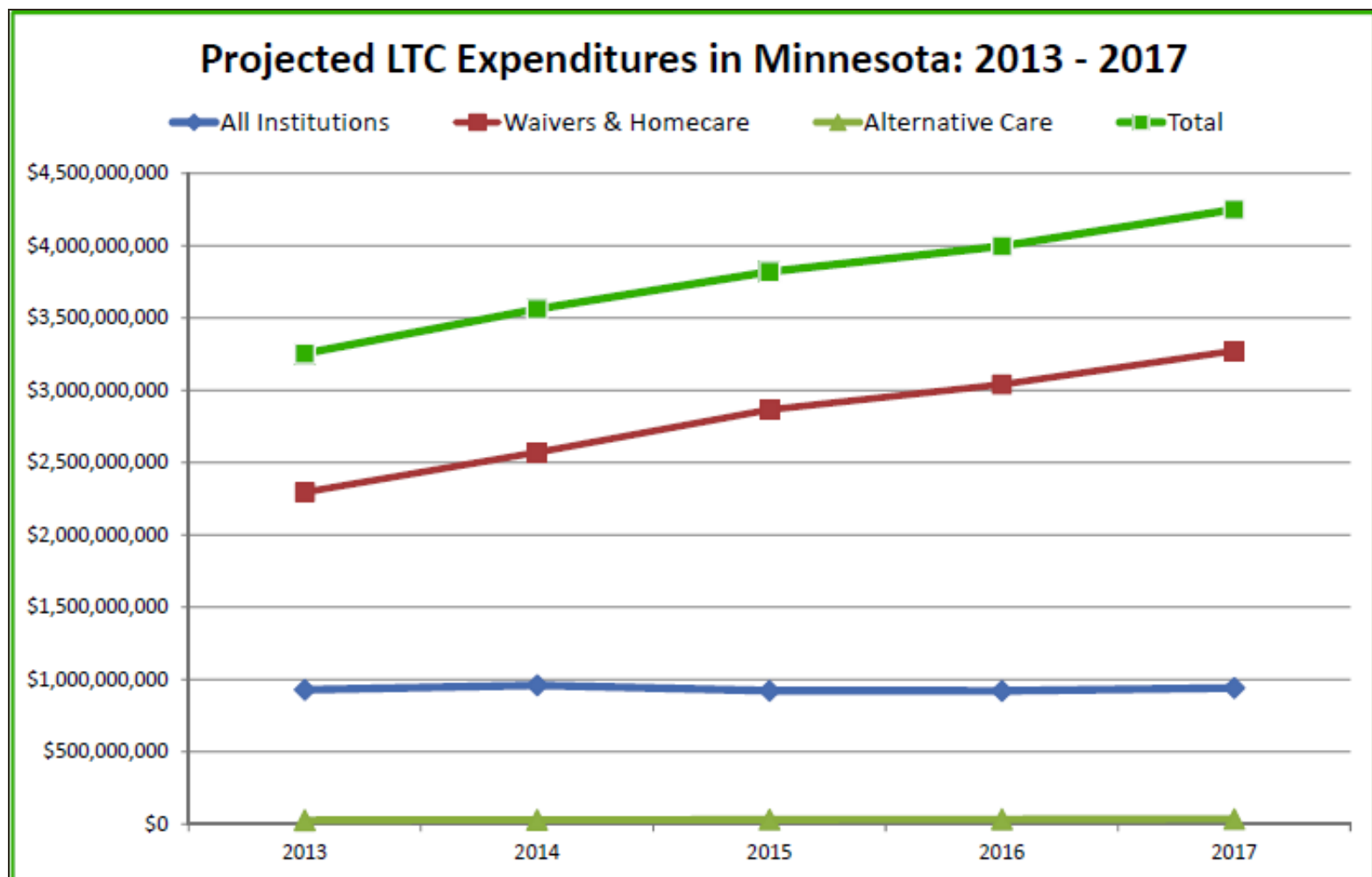
Minnesota outlook: 'We have an  
economic tsunami coming our way':  
State leaders fear unprecedented fiscal  
crisis (2009)  
Published on AllBusiness.com

Medicaid's Ticking Bomb - Long Term Care -  
Could Wipe Out State Budgets  
... "Will nearly double by 2030"  
Kaiser Health News (2010)

As Metlife exits  
long-term care,  
Boomers get nervous  
about old age. Bizmology  
(2010)

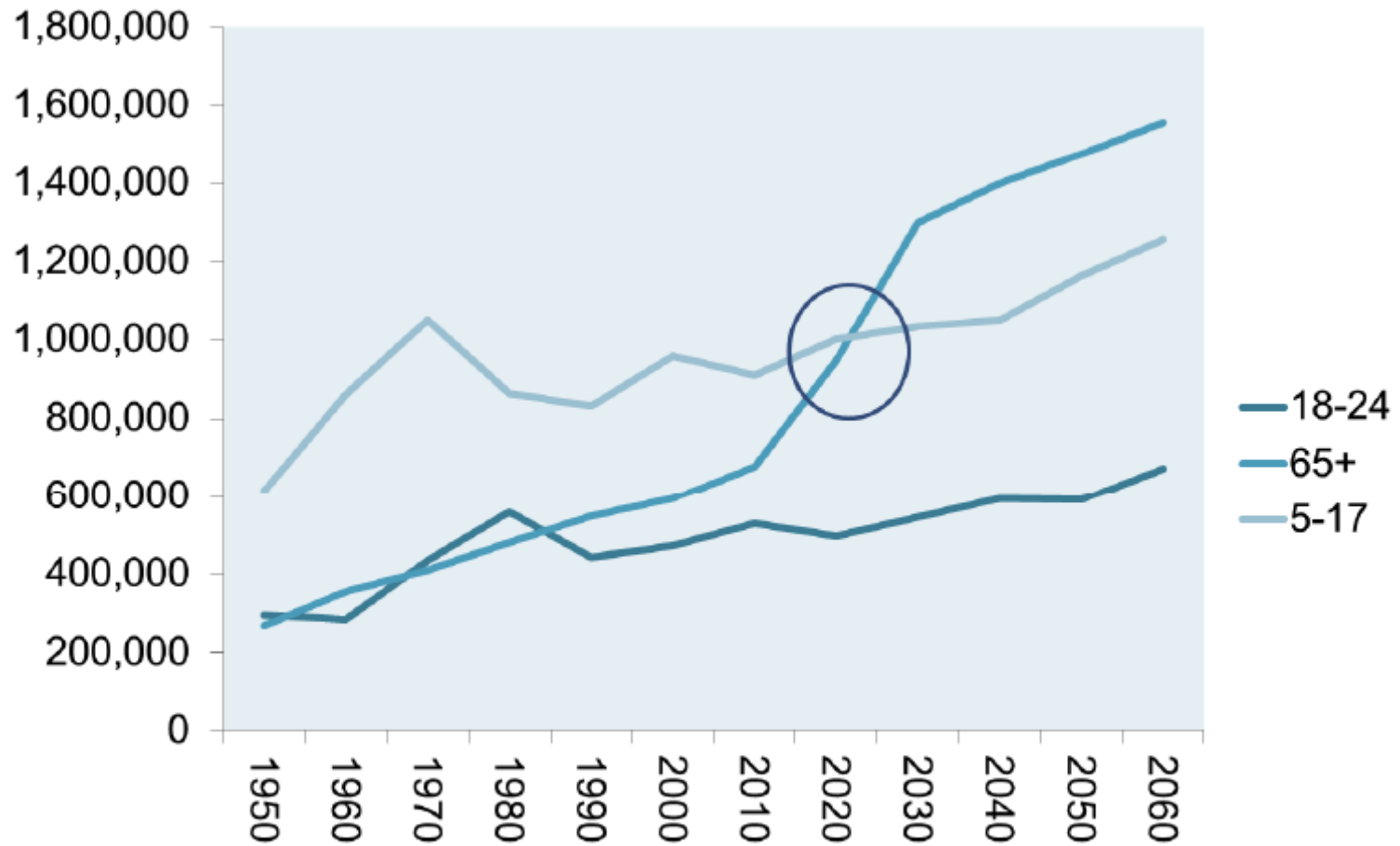
Aging Baby Boom Generation Will  
Increase Demand and Burden on  
Federal and State Budgets –  
Government Accounting Office (2002)

# PROJECTED LTC EXPENDITURES



*Source: DHS, Reports and Forecasts, February 2013*

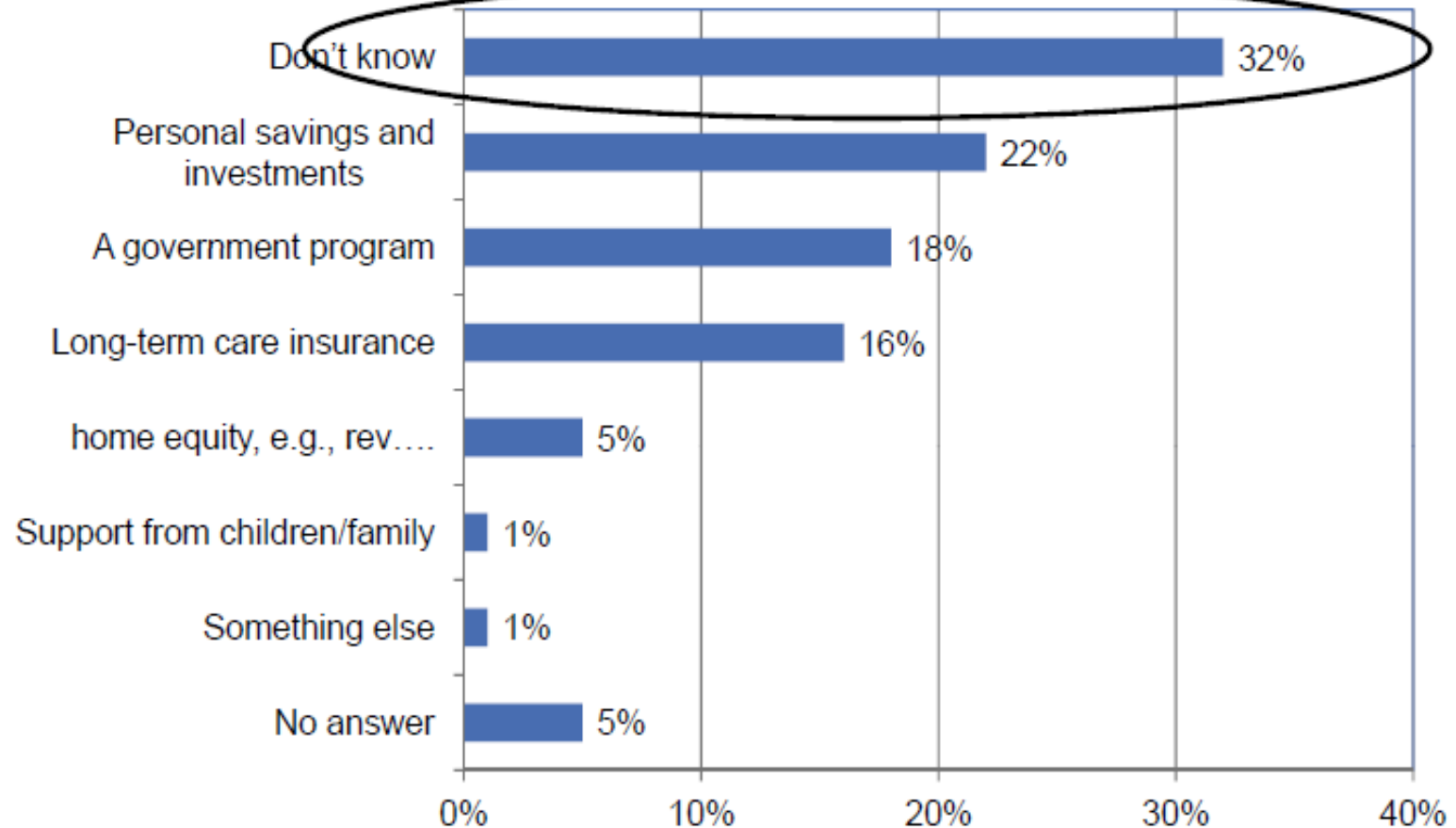
# BUDGET PRESSURES WILL CHANGE -- MORE 65+ THAN SCHOOL AGE BY 2020



Census counts & State Demographer projection, revised 2007

# BOOMERS HAVE NO REAL PLANS TO PAY FOR THEIR LONG TERM CARE

## Boomers' Plans



Source: Transform 2010, MN Department of Human Services, 2010

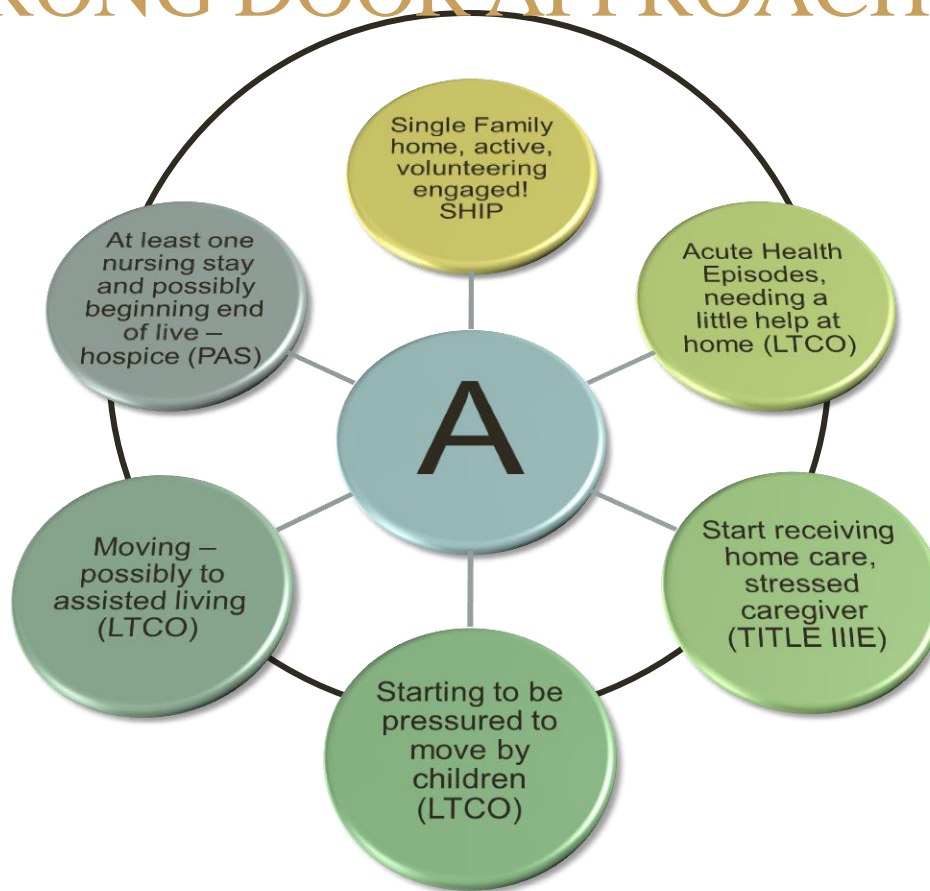
# THE BOTTOM LINE

“Nearly two-thirds of people over age 65 will need long-term care at home or through adult day health care, or care in an assisted living facility or nursing home.”

Source: Genworth Financial Cost of Care Survey 2010 and U.S. Department of Health and Human Services National Clearinghouse for Long Term Care Information, 10/22/08.

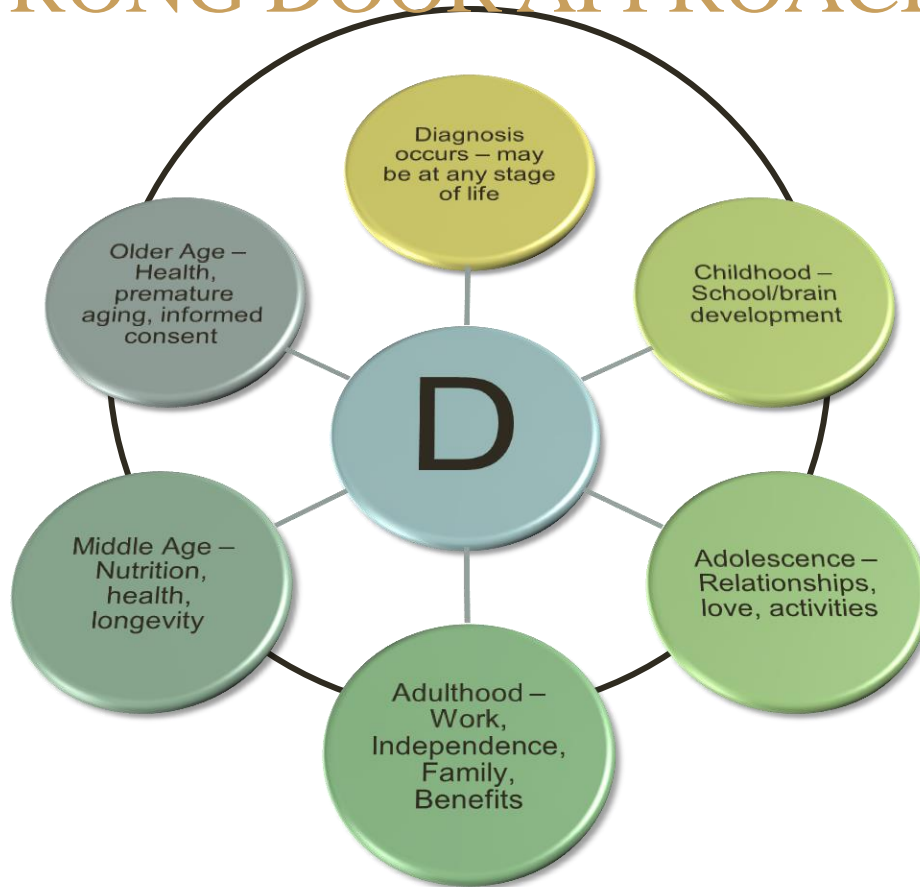


# NO WRONG DOOR APPROACH - SENIORS

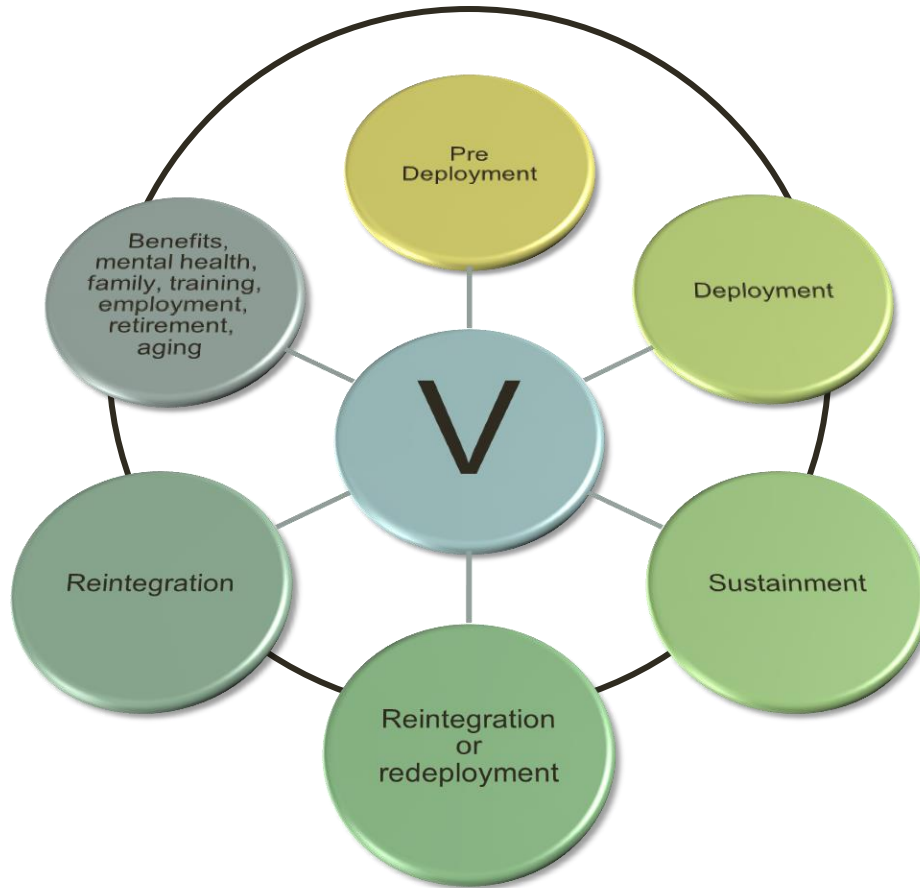




# NO WRONG DOOR APPROACH - YOUNGER



# NO WRONG DOOR APPROACH - VETERAN



# History - MinnesotaHelp Network™

- Senior Linkage Line started in 1994, DLL in 2005 and VLL in 2007
- 1 of 8 states to receive 1<sup>st</sup> ADRC Grant in 2003
- Minnesota Created a Virtual Model built off existing partnerships
- Uses a no wrong door approach
- Support provided through 4 channels



phone



in-person

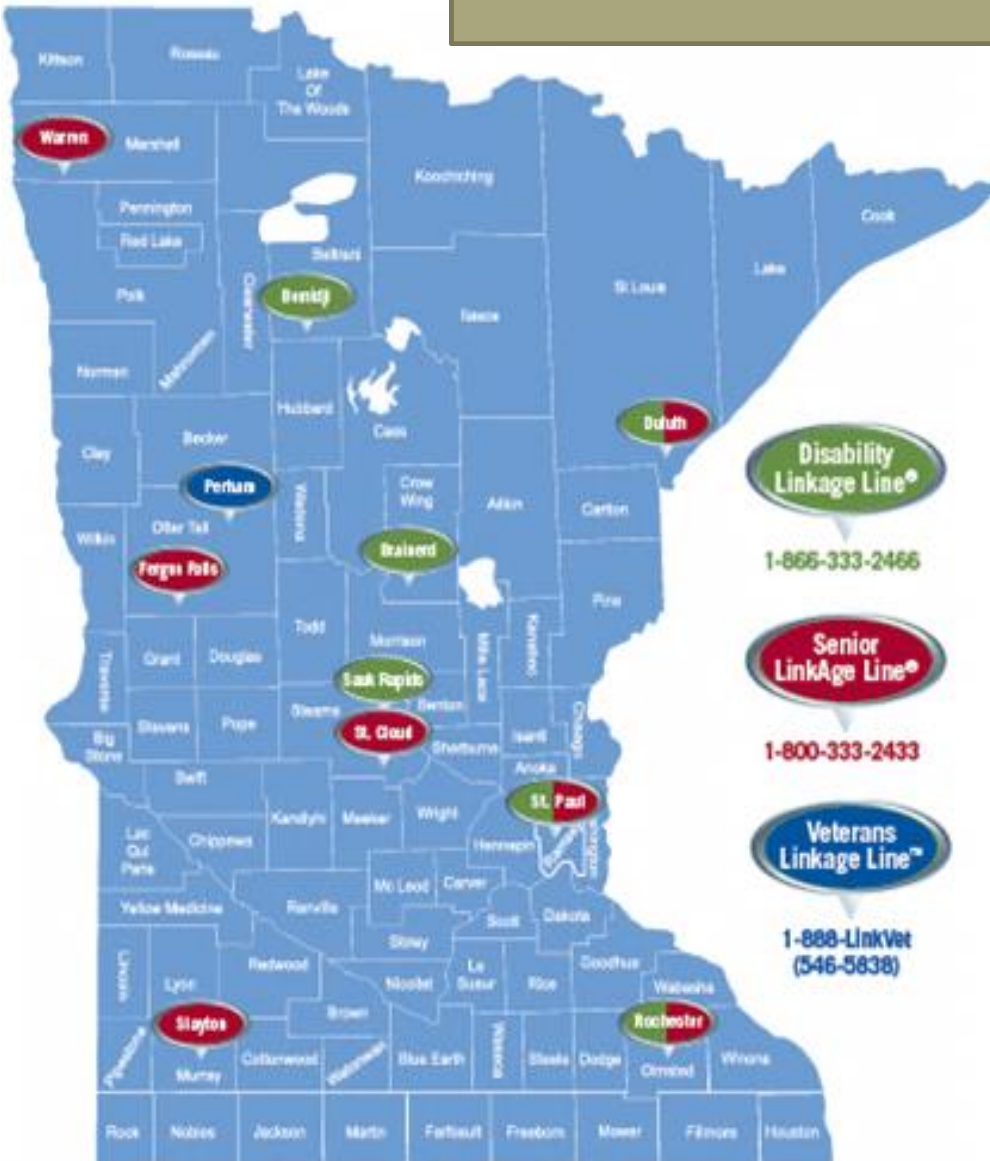


print



technology

## MinnesotaHelp Network



## Telephone Assistance

- Senior LinkAge Line® (1-800-333-2433)
- Disability Linkage Line® (1-866-333-2466)
- Veterans Linkage Line™ (1-888-Linkvet)

## Face-to-Face Assistance

- Through county MNCHOICES
- Outreach Sites
- Access Points

## Online Assistance

- [www.MinnesotaHelp.info](http://www.MinnesotaHelp.info)
  - Live Chat and Resource database
- [www.DB101.org](http://www.DB101.org)

## Print

- *Before a Move: Consider Your Options*
- *Health Care Choices*
- *Planning Ahead*
- *Returning Home booklet*





*phone*

# LINKAGE LINES- REVATION LINKLIVE™



**A One Stop Shop for Minnesota Seniors**



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# MINNESOTA'S PHONE SUPPORT THROUGH THE SENIOR LINKAGE LINE®:

## Long term care options counseling and Care Transitions

- Pre Admission Screening
- Planning for the future or to remain in the community
- Health insurance counseling
  - Medicare (Part A, B, C and D)
  - Fraud, appeals and advocacy
  - Prescription drug assistance
  - Long Term Care Insurance
  - Caregiver planning, support and training
  - Forms assistance



# HOW FAR WE'VE COME IN 20 YEARS – SENIOR LINKAGE LINE ®

- SLL celebrated its 20 year anniversary in 2014!
  - Created a special logo
  - Promoted it at the state fair
- Increased statewide uniformity
- One number routes to statewide internet contact center model with secure phone, chat, document sharing, email and video conference
- Now six AAAs provide services at 7 locations with the largest being metro
- Same technology and Secure communication including all training is now online
- Our data collection is robust allowing for real time Quality Assurance





## 20 YEARS - ALONG THE WAY

- We developed a strategy to be ready at the right time for potential growth
- We built trust among seniors and their caregivers
- We established credibility
- We became Minnesota's One Stop Shop for Seniors and we helped create services for people with disabilities and veterans (Disability Linkage Line and Veterans Linkage Line).
- We branded the LinkAge Lines®
- SLL went from 21,000 contacts to over 262,000 contacts – an increase of 1147% over 20 years
- In 20 years, SLL served 1,116,341 seniors and their caregivers\*

\*(duplicated)

# SENIOR LINKAGE LINE®

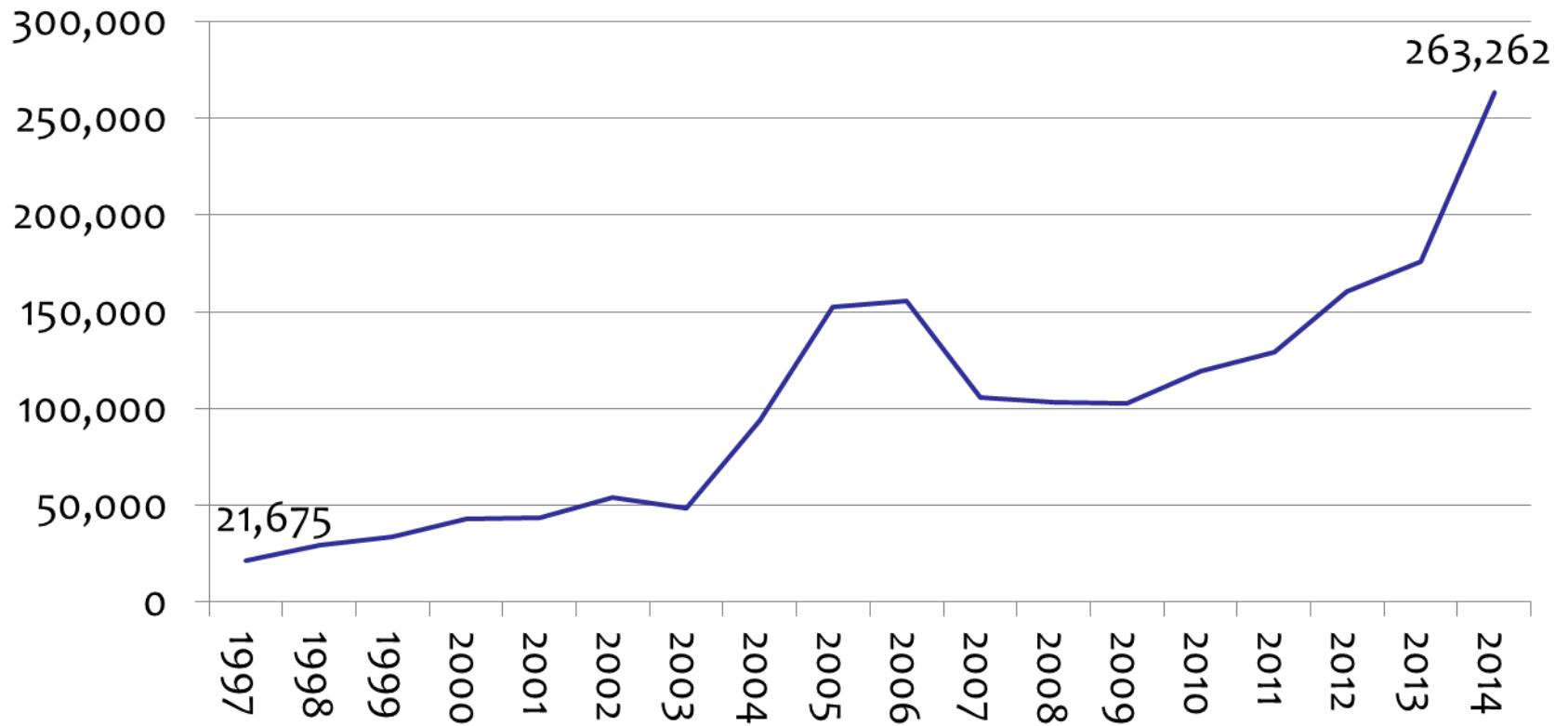
## 2014 BY THE NUMBERS

- 263,262 contacts (+ 87,496 from 2013)
- 122,081 consumers served (+ 34,215 from 2013)
- 25% of callers were repeat callers
- Average speed of answer = 1 Minute 44 seconds

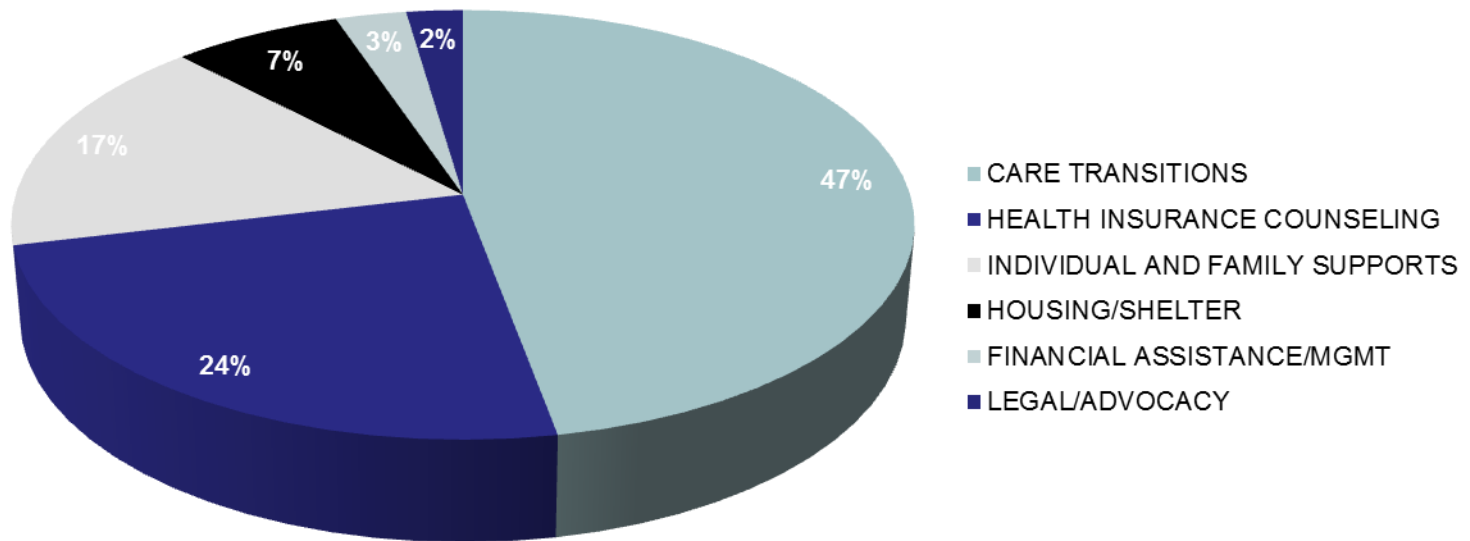


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# GROWTH SENIOR LINKAGE LINE® CONTACTS

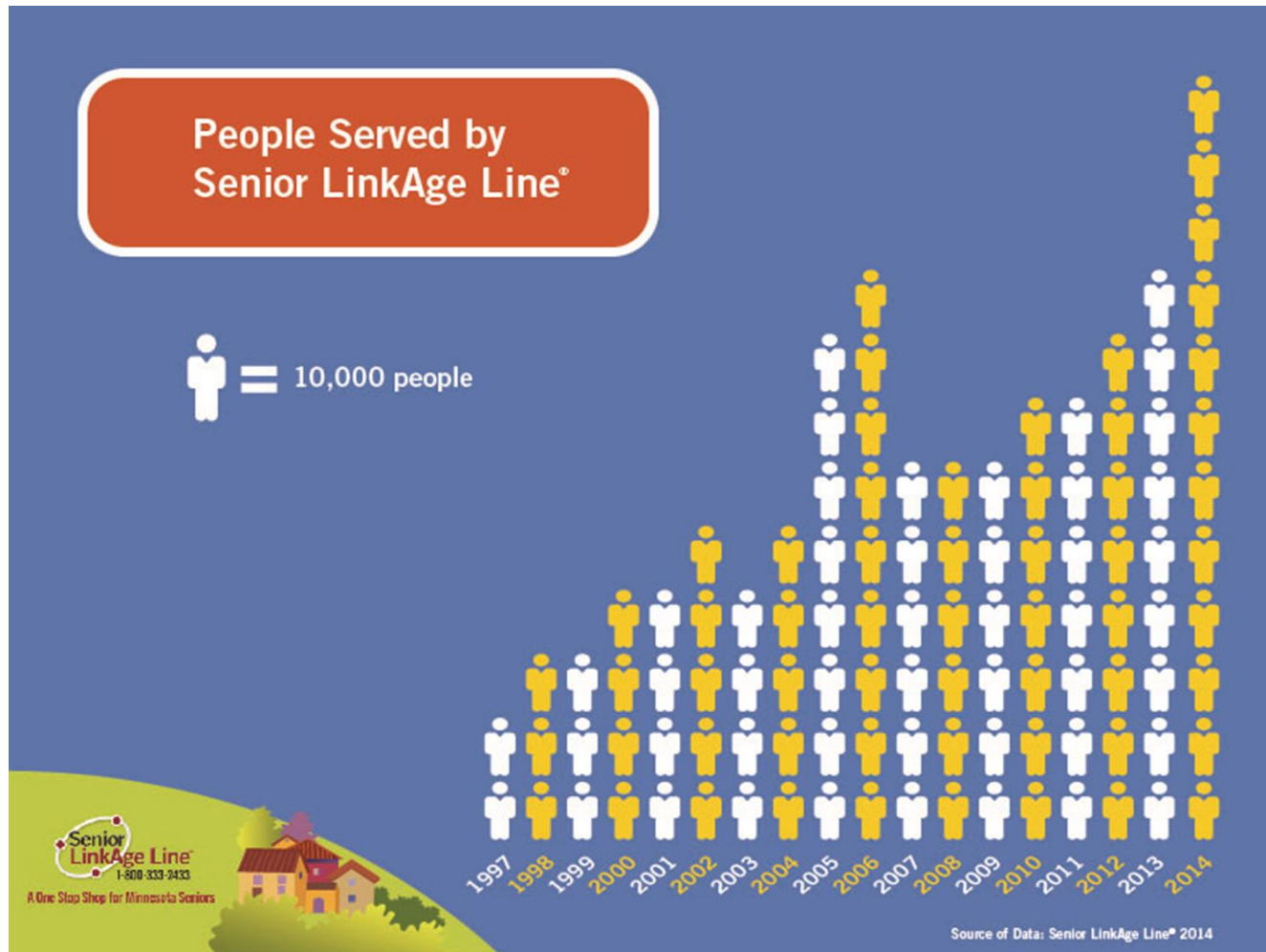


# SENIOR LINKAGE LINE® 2014 BY THE NUMBERS



# SENIOR LINKAGE LINE®

## EMAILS/CHATS



# DISABILITY LINKAGE LINE®

## 1-866-333-2466

### Implemented in 2005

- Improve access to services for people with disabilities and their caregivers
- Meet the needs of people with disabilities and long term illnesses

Six Regional Sites, through the MN Center for Independent Living (MCIL) and Southeastern MN Center for Independent Living (SEMCIL)



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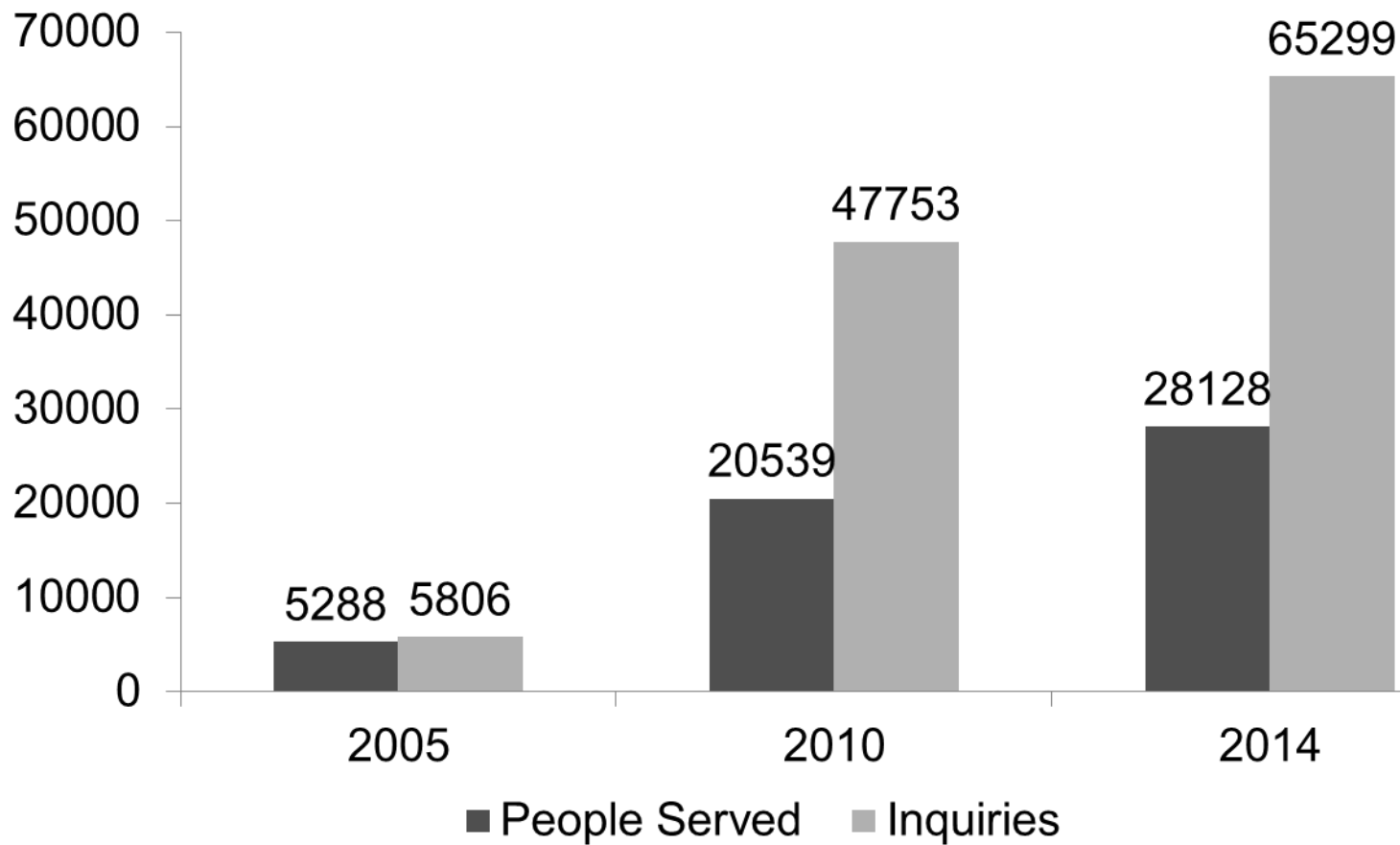
# DISABILITY LINKAGE LINE®

## NICHE AREAS

- Disability Benefits and Programs
- Employment
- Building Accessibility and Home Modifications
- Assistive Technology
- Personal Assistance Services
- Finding Accessible Housing
- Disability Awareness and Rights
- Special Needs Basic Care (SNBC)



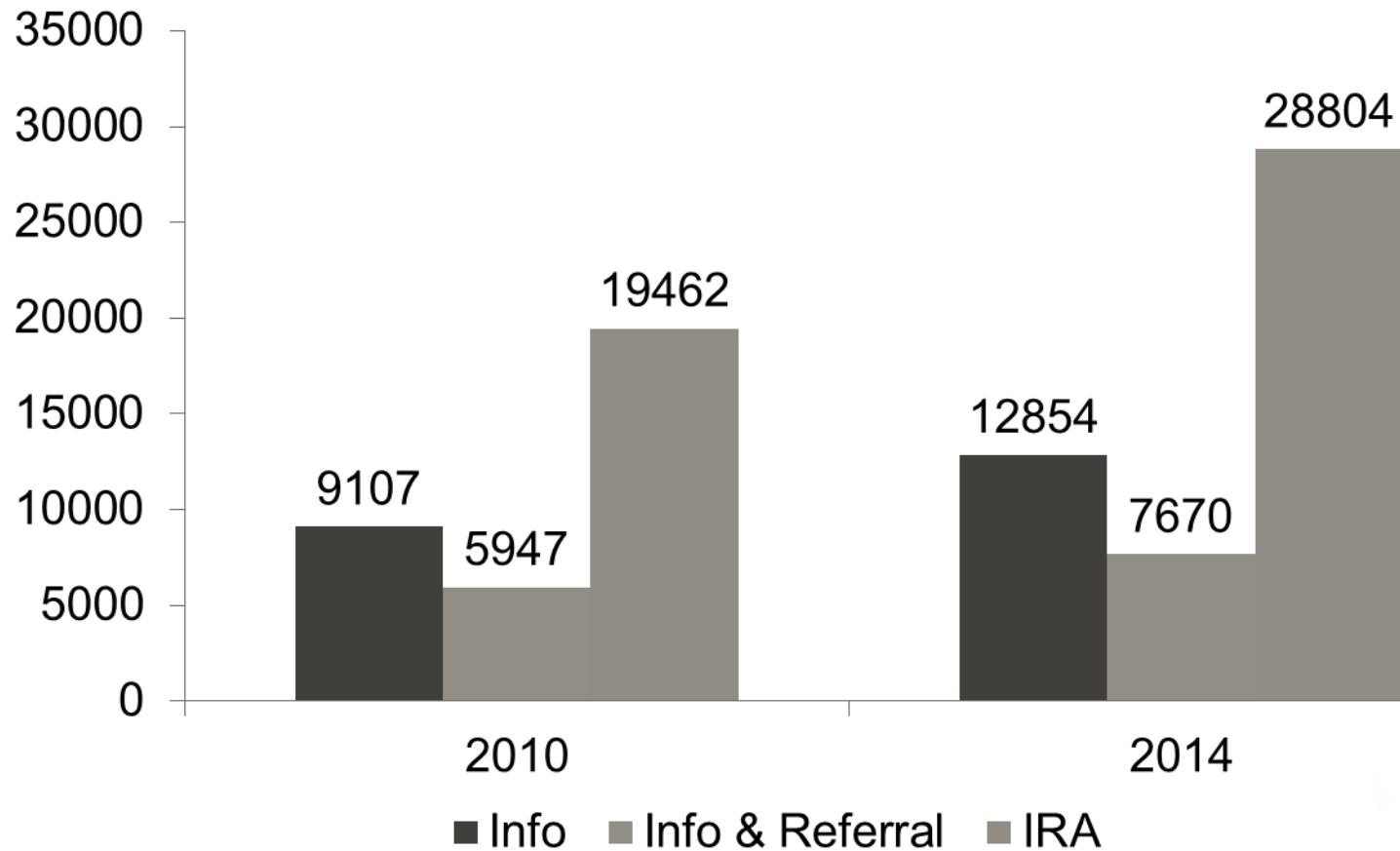
# DLL BY THE NUMBERS



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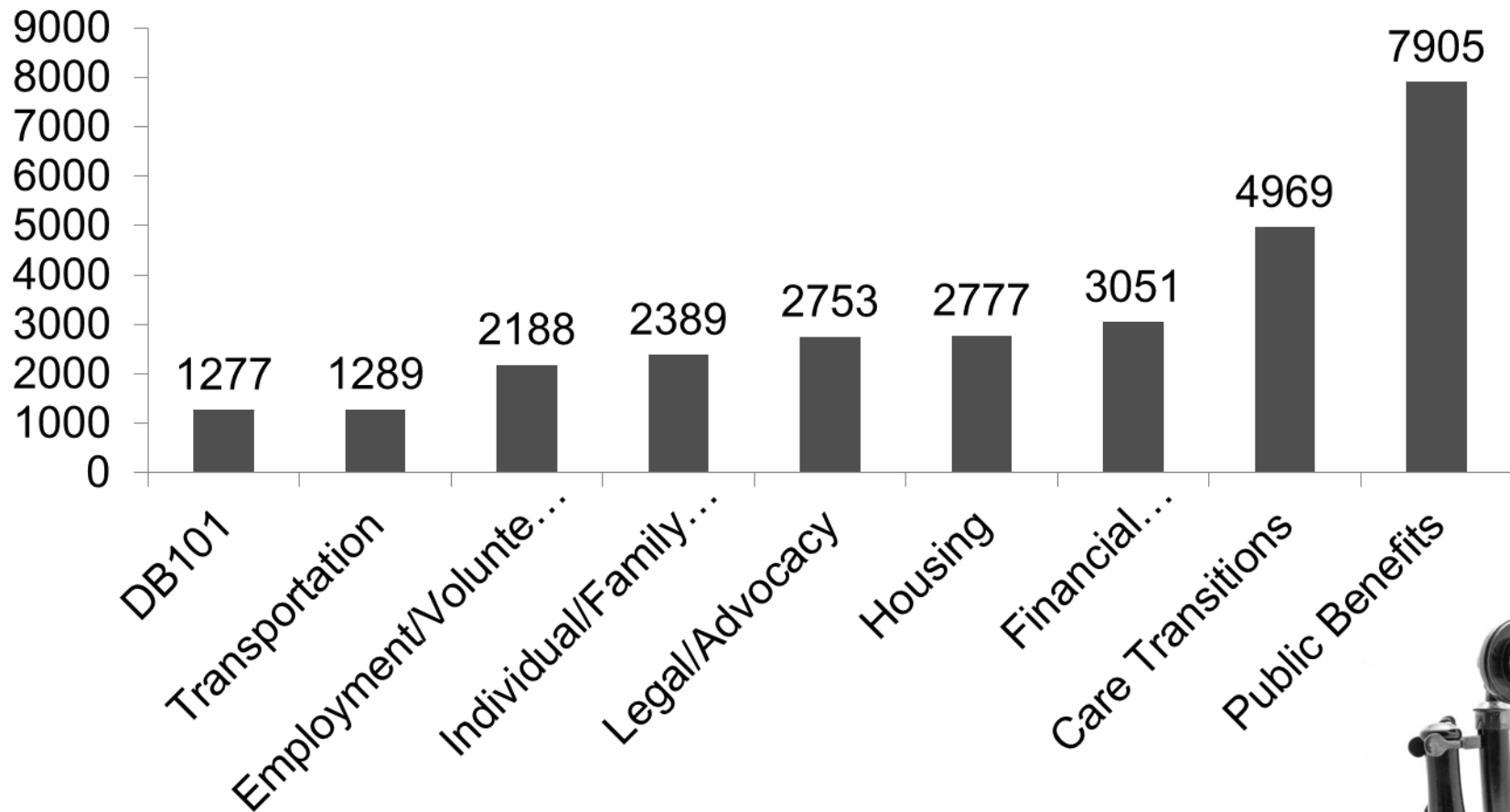


# TYPE OF SERVICE



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# TOP 10 PROBLEM NEEDS



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# VETERANS LINKAGE LINE™

## 1-888-546-5838

- Began August 1, 2007
- Implemented through Governor's Yellow Ribbon Task Force
  - High number of returning veterans
- Available to Veterans of any age or service era
- Provided through Minnesota State Colleges and University contact center
- Open evenings and weekends



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# VETERANS LINKAGE LINE™

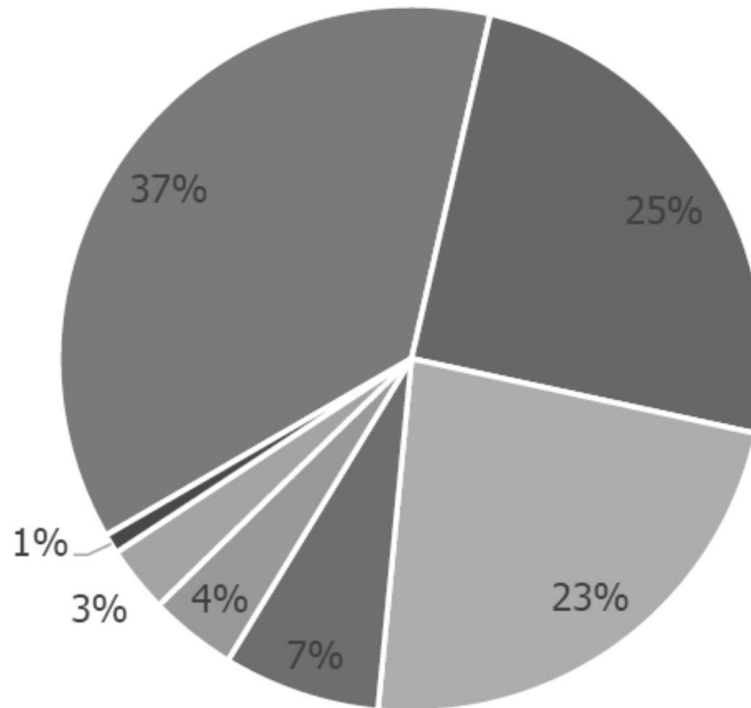
## NICHE AREAS

- Veterans Benefits
- Link to County Veterans Service Officers
- Resources for homeless veterans
- Referrals to Veterans Homes
- Veterans Education Benefits
- Liaison to federal Veterans Administration and TRICARE



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# VLL BY THE NUMBERS



- Assistance & Families
- Education
- Health & Disability
- Veterans Homes
- Employment
- Burials
- About Us



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# VLL BY THE NUMBERS

## Coaching



**4,978**

Personal contacts (unduplicated)



**100% Solve Rate**  
(within 24 hours)



Phone in  
**2947**



Chat  
**2393**



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# TECHNOLOGY IS THE NO WRONG DOOR BACKBONE:

A tool called Revation Communicator allows staff to communicate securely via encrypted communicator tool with others in your organization and with the Linkage Lines and other partners across the state.

## **Revation is used to do some of the following:**

- Securely exchange Pre-Admission Screening (PASSR) information.
- Securely make referrals and schedule appointments for consumers who need Long Term Care Consultations (MnCHOICES) or eligibility assistance
- Securely allow Linkage Lines to pull in other helping agencies like state agencies, CVSO's, RSVP, volunteer programs or other community partners for consumers who need options counseling.
- Securely receive other referrals for consumers who want to relocate from an institution back to the community (MFP, Section Q, hospital discharge).



# COUNTIES ARE VERY IMPORTANT IN MINNESOTA!

## **Minnesota has a county administered system**

Each has an adult mental health unit (they do OBRA Level II)

Each has a county veterans services officer group that are critical to the veterans services system

Each has a social services group that does all the financial eligibility

Each has a county public health or long term care group that does prevention and often the long term care assessment

Often times they have clients to which who they are providing fee for service case management





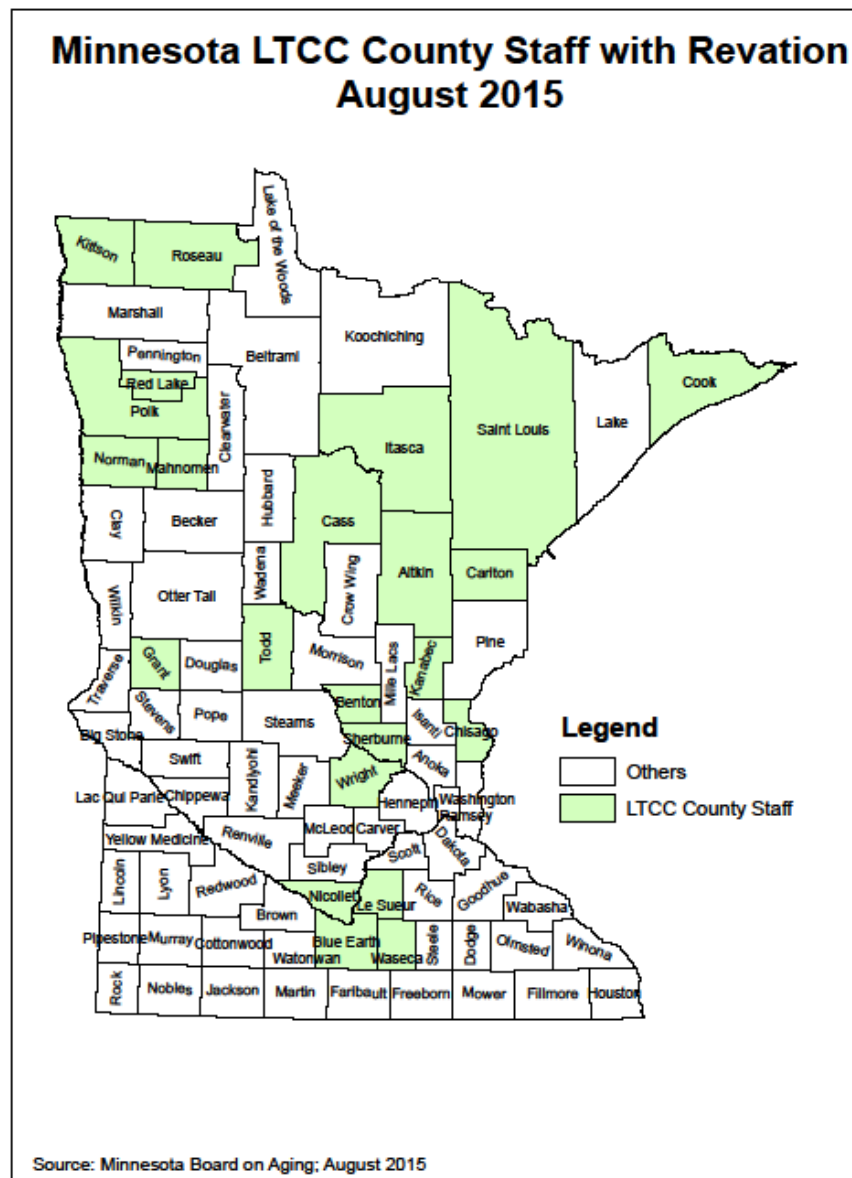
# COUNTIES ON LINKLIVE™

## No Revation Chat

- 65 counties

## LTCC County Staff

- 22 counties



# ADRC VOLUNTEERS

- Generally, volunteers are actively used in the Senior Medicare Patrol and State Health Insurance Assistance functions
- 369 Linkage Line® volunteers received 1,581 hours of training and 3,269 hours of ongoing continuing education
- All volunteers received certification from MBA after appropriate training
- Volunteers provided 28,785 hours of assistance statewide (on average - 78 hours per volunteer)
- Along with outreach specialists, volunteers presented at 2,650 community events specifically focused on Medicare and health insurance
- Volunteers programs are in Linklive and take referrals for people who want to volunteer



# OTHER PARTNERS IN THE NETWORK

- **Vocational Rehabilitation Services and DLL**
  - Employment benefits with financial planning for people on SSDI
- **VTCLI Partnership (MN Ride Link Project)**
  - 33 CVSOs/Transportation Providers are actively using Revation Chat with another 15 ready to join as of March 2015
    - MnDOT provides an computer desktop upgrade as part of the grant



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# DEMO OF REVATION



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# care transitions

# OUR ADOPTED DEFINITION OF CARE TRANSITIONS?

Transitions refer to the movement of patients between health care locations, providers, or different levels of care within the same location as their conditions and care needs change.\* Specifically, [transitions] can occur:

1. Within settings; e.g. intensive care unit (ICU) to ward.
2. Between settings; e.g., hospital to sub-acute care
3. Across health states; e.g., curative care to palliative care or hospice
4. Between providers; e.g., acute care provider to a palliative care specialist.

\*Source: National Transitions of Care Coalition



# ADOPTED CARE TRANSITION GOALS

**Care transitions defined by the federal government for the Community-based Care Transitions Program (CCTP).**

Goal: “improve transitions of beneficiaries from the inpatient hospital setting to other care settings, to improve quality of care and to reduce readmissions for high risk beneficiaries as well as document measureable savings to the Medicare Program.”

- Initiate no later than 24 hours prior to discharge
- Provide timely, culturally, and linguistically competent post-discharge education
- Provide assistance to ensure timely and productive interactions between patients and post-acute and outpatient providers;
- Provide patient-centered self-management support and relevant information specific to the beneficiary’s condition; and
- Conduct comprehensive medication review and management



# ADRC CARE TRANSITION EFFORTS

## **Pre-Admission Screening (PAS)**

## **Long Term Care Consultation Expansion**

- Registered Housing with Services Counseling
- Hospital/Health Care Home Referrals

## **Return to Community**





# WHAT IS PRE-ADMISSION SCREENING?

**Federal requirement identifying those with MI or DD entering a nursing facility**

- Ensures specialized services are provided, if needed

**Establishes Level of Care for purposes of Medical Assistance payment for nursing homes**

- Medical Assistance will not pay without a completed PAS showing LOC is met being entered into MMIS

**Also known as PASRR**



# WHO MUST RECEIVE A PRE-ADMISSION SCREENING?

**Pre-Admission Screening must be requested for all admissions into MA-certified :**

- Nursing facilities
- Hospital “swing beds”
- Certified boarding cares

**Regardless of:**

- Length of Stay
- Payor Source

**Must be completed prior to admission**



# CARE TRANSITIONS: WHY IS PASRR SO CRITICAL TO NO WRONG DOOR?

- Effectively creates a reduced set of doors in the no wrong door system for increasing numbers of seniors who need long-term care by automating effectively a key point in care transitions
- Case finding strategy for people entering a nursing home (younger adults with disabilities)
- Creates a transparent process - for Minnesota removing the 30 day exemption was key
- Minnesota has created new communication pathways to support nursing home transitions
- Online website for PAS requests
- Conducted by Senior LinkAge Line® PAS staff
- Then follow-up Options Counseling offered for stays under 30 days by SLL and DLL
- Lead Agencies provide more intensive services and support
- Multiple contacts occur to promote Section Q (MDS)



# EXEMPTIONS TO PRE-ADMISSION SCREENING

**First Contact removed the 30 day exemption.**

## **Inter-Facility Transfers**

- MN nursing facility to MN nursing facility
- MN nursing facility to acute hospital to same or different MN nursing facility

## **NOTE:**

- Consumer cannot return to the community
- Assumption is PAS was done prior to first admission



# EMERGENCY ADMISSIONS

**Permitted during Senior LinkAge Line® non-working hours**

**Must be an admission from the community**

- Except consumers admitting from emergency room or observation status and were NOT admitted as in-patient

## **Other requirements**

- Physician has determined delaying admission would adversely affect health and safety
- Recent event in which person cannot live safely in the community
- Attending physician must authorize emergency placement and document need
- PAS is completed next business day



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# ONLINE REFERRAL SITE

Available on <https://mnhelpreferral.revation.com/>

- Step by steps available for each type of referral

**Ability to save or print completed form**

- Provides initial Level of Care and OBRA I results
- Submitter is encourage to provide copy to nursing facility

**Available 24/7**

**Live chat for assistance with completing referral during business hours**

- Email is available after business hours



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# DEMO OF PAS FORM



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# TRIAGE OF ONLINE REFERRALS

## WHEN DOES SENIOR LINKAGE LINE® NOT COMPLETE THE PAS?

### Managed Care Enrollees

- Enrollees on SNBC, MSHO, MSC+

### Counties

- Elderly Waiver and Alternative Care individuals not on Managed Care
- Waiver Recipients on CADI, CAC, BI
  - Regardless of managed care enrollment
- Individuals under age 21
  - Face-to-face assessment required prior to admission
- DD waiver recipients
  - SLL enters PAS into MMIS
  - County completes process





# FOLLOW-UP FOR CONSUMERS

## **Follow-up for consumers with stays less than 30 days**

- Assist with successful return home
- May be by letter or phone
- Phone Follow-Up:
  - 10-days and 30-days after returning home

## **Conducted after discharge**

- Nursing facility completes discharge planning



# PAS BY THE NUMBERS

## 2014

- 63,585 Pre-Admission Screening requests
- 99.7% Meet Level of Care
- 1.6% Referred for OBRA Level II MI or DD
- 73% Under 30 Day Stays
- 57,691 referrals have been submitted by acute hospitals

## Follow-Up

- 1,063 individuals accepted a follow-up call with in 10 days of discharge
  - Stay less than 30 days, no caregiver, complex conditions
  - 3 individuals over the age of 100
- 254 Individuals accepted a follow-up call within 30 days of discharge
- 4 individuals over the age of 95



# HOUSING WITH SERVICES COUNSELING

**Formally described as long term care consultation expansion in statute...**

**Assisted Living/Reg. Housing w/Services-options counseling offered for all ages prior to signing a lease or contract for services. (October 1, 2011)**

- 10 day and 6 month phone based follow-up provided after initial counseling.

**Hospitals and Certified Health Care Homes-options counseling provided for those 60 plus who are discharged to community setting. (October 1, 2012)**



# FOUR EXEMPTIONS

## **Minnesota Statutes 2012, section 256B.0911:**

1. Seeking a lease-only arrangement in a subsidized housing setting;
2. Has previously received a Long Term Care Consultation assessment (MnCHOICES);
3. The individual is receiving or is being evaluated for hospice services from a hospice provider licensed under sections 144A.75 to 144A.755; or
4. Prospective residents who have used financial planning services and created a long-term care plan in the 12 months prior to signing a lease or contract



# HOSPITALS AND CERTIFIED HEALTH CARE HOMES REFERRALS

## Referrals made online

### Target population:

- Age 60+
- Not residing or discharging to nursing facility
- No Care Coordinator or Case manager

### Referrals are not necessary if already referring to:

- Adult Mental Health Unit;
- Common Entry Point (CEP) for concerns about abuse, neglect (or self-neglect) or financial exploitation; or
- Lead agency to apply for public programs or other referral



# BY THE NUMBERS

## 1. Number of People Who Chose Long-Term Care Options Counseling (LTCOC)

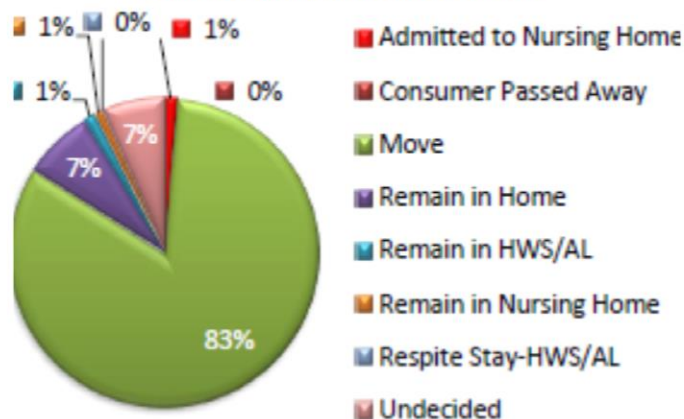


## 5. Reasons for Declining LTCOC (multiple reasons possible)



For the Period 01/01/14 thru 12/31/14

## 10. Decision Made at 10 Day Follow-Up - All Callers Who Receive LTCOC



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# RETURN TO COMMUNITY



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# WHAT IS IT?

- In-person assistance for nursing home residents is provided by the Senior LinkAge Line®, a service of the MN Board on Aging and six Area Agencies on Aging
- <http://sgia.umn.edu/home/2015-award-winner/2015-video-winners>
- Authority to provide service through ADRC added to MN Statute 256.975, sub.7 in 2009
- Officially started in April 2010
  - The protocols were developed in partnership with nursing home discharge planners.
  - It is being evaluated through an AHRQ grant by Dr. Greg Arling at Purdue University and Dr. Robert Kane at the Center on Aging at the University of Minnesota.





# WHAT HAPPENS?

- Most consumers have short stays in nursing homes.
- But over 5,000 of them a year end up staying in the nursing home but have the same characteristics as others who left.
- They are at risk of spending their assets and ending up on public programs (Medical Assistance)
- The Senior LinkAge Line® staff receive a list of people each week who fit these profiles.
  - In person visit is provided to determine if consumer still wants to go home



# THE TARGET PROFILE LIST

- Desire to return to community setting (MDS Section Q)
- Resided in nursing home for 45 days
- Not on Medical Assistance
- Fit a profile that looks at:
  - Health
  - Functional, or
  - Personal characteristics indicating high probability of community discharge
- A list of folks that fit the profile is assigned weekly to staff (about 100 names statewide)
- The calling begins and then in person visits are scheduled



# PROTOCOL IN NURSING HOME

- Review the service and expectations discussed
- Once affirmation is providing - releases are signed to give access to NH chart, staff and family
- Community planning interview tool which includes needs, person centered preferences, BIMs, PHQ-9, ADL, IADL and caregiver needs
- Medication documentation and classification
- Financial information gathered
- Support plan with costs identified created with NH team (NH discharge team handles the health care related services) and discharge date planned



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# AFTER THE MOVE

## **Senior LinkAge Line® Community Living Specialist staff do follow-up**

- In-home visit within 72 hours or longer based on consumer preference - after nursing home discharge
  - Medication reconciliation, confirm service delivery, physician follow up/appointment, appointment with caregiver, visual check
- 10 days, 30, 60 and 90 days after nursing home discharge

## **Phone based follow-up continues by the Senior LinkAge Line® Client Services Center in Southwest Minnesota**

- Quarterly for up to 5 years based on their preference



# MAKING A DIFFERENCE

- Over 2,500 consumers directly assisted by Senior LinkAge Line® who discharged to community
- Total discharged (naturally as well as by Senior LinkAge Line®) is over 12,000 – follow up calls are provided to them as well.
- Over 800 consumers receiving follow-up in community for 5 years



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# MAKING A DIFFERENCE

## Primary Referral Sources

- 71% MDS Profile List
- 18% Nursing Home
- 9% SLL Referral
- 2% MDS Section Q Referrals

## Locations After Transition

- 31% Own Home Alone
- 31% Own Home with Spouse/Partner
- 22% Assisted Living
- 9% Own Home with Caregiver

## Most Common Services Utilized

- 18% Skilled Nursing
- 18% Rehab Services
- 16% Home Health Aides
- 9% PERS
- 8% Homemaker

**Currently being evaluated through AHRQ grant until August 2016**



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# REACHING MILESTONES!



On March 10 of this year, the Senior LinkAge Line<sup>®</sup> reached a milestone when the 2000<sup>th</sup> consumer was assisted with returning to the community from a nursing facility!

April 10, 2015 marks five years since the Senior LinkAge Line<sup>®</sup> Return to Community work began and the administration held a celebration to mark this event.



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# STATE INNOVATION IN GOVERNMENT AWARD

On July 27, 2015 the Minnesota Board on Aging received a State Innovation in Government Award from the Humphrey Institute at the University of Minnesota



UNIVERSITY OF MINNESOTA  
Driven to Discover<sup>SM</sup>

HUMPHREY SCHOOL OF PUBLIC AFFAIRS



# OTHER REFERRALS THAT THE NO WRONG DOOR MODEL TRIAGES

**Moving Home Minnesota (Money Follows the Person)**

**MDS Section Q**

**Other residents who are interested in discharge assistance**

- Not Section Q or Moving Home MN



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# MDS SECTION Q AND MOVING HOME MINNESOTA

Referrals made based on consumer preference by nursing home to the Local Contact Agency

- In MN, this is the Senior LinkAge Line® and is done by the same PAS form

Referrals triaged as appropriate based on level of need and Medicaid status

**Consumers has resided in an institution for 90 consecutive days (non-Medicare):**

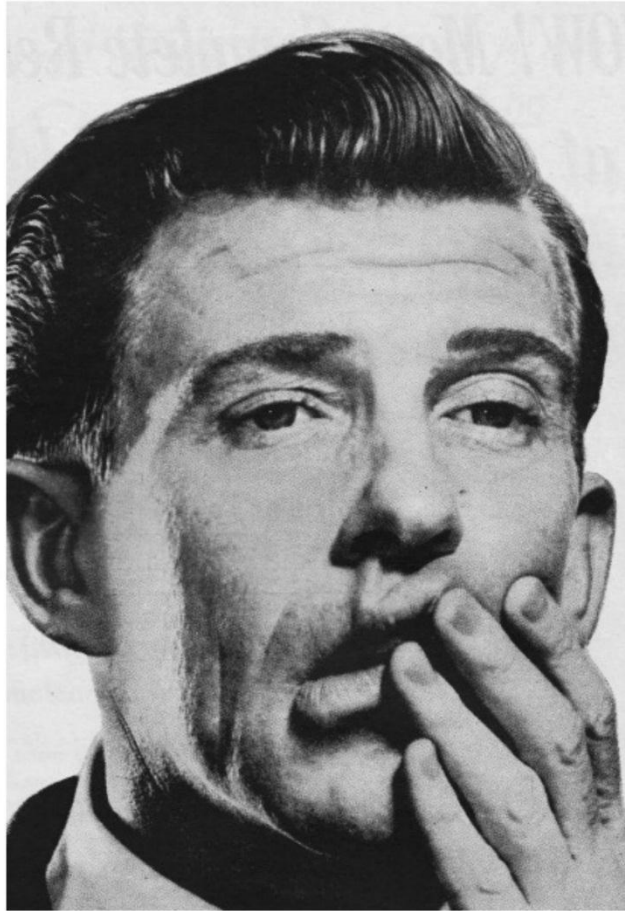
**At least one day has been paid for by Medical Assistance (MA)**

**Resident is going to a qualified residence.**



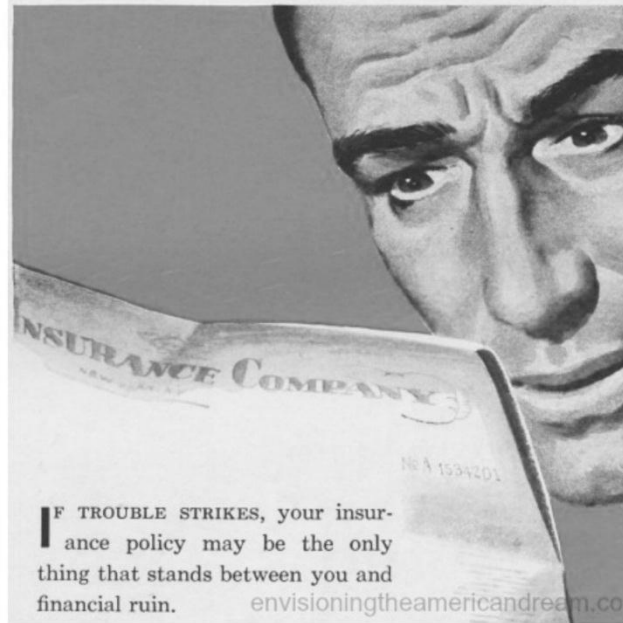
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# PRINT/OUTREACH



Don't wait until you've  
had a loss to ask...

*"Am I Covered?"*



# PRINT

## Health Care Choices

### Kiosk Cards

- Medicare related information
- Housing Modification
- Caregiver Supports
- Senior LinkAge Line Specific
- Disability Linkage Line Specific
- MinnesotaHelp.info

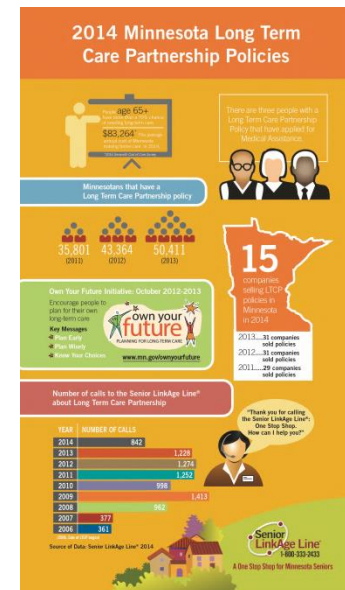
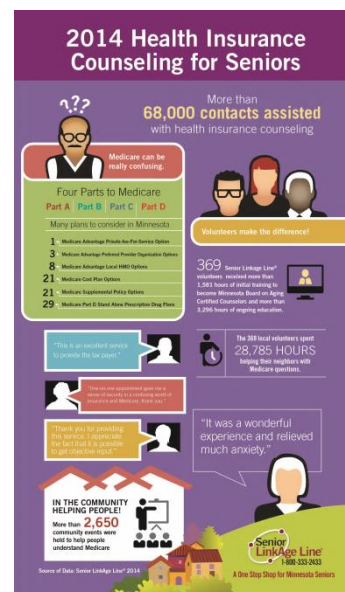
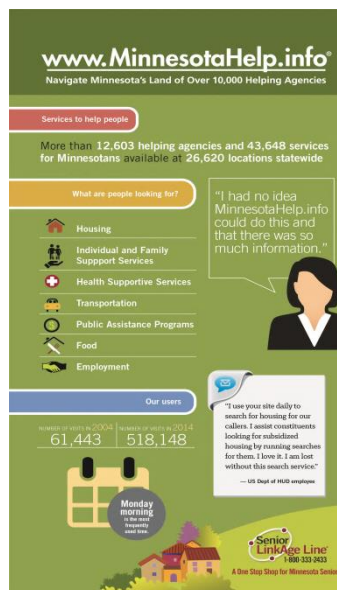
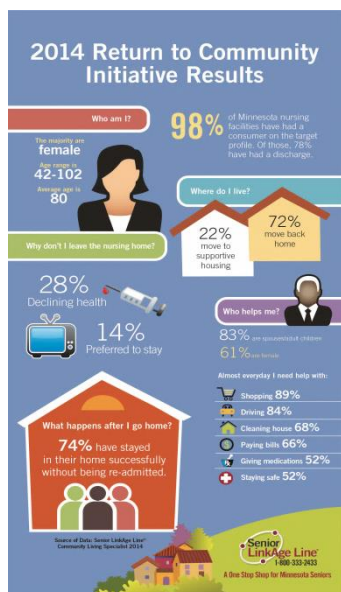
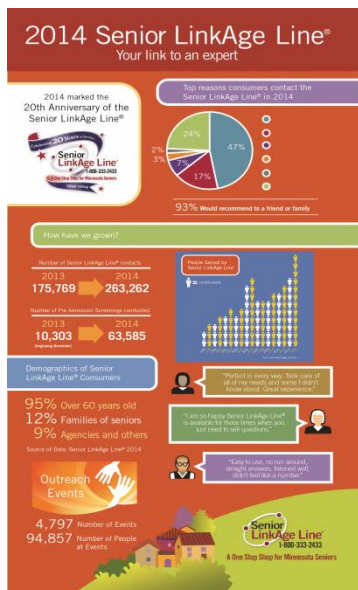


## Magnets with 3 Linkage Lines



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# INFOGRAPHICS



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# CURRENT MARKETING MATERIALS



Community Living  
The **CHOICE** is yours.


At Disability Linkage Line® we can help make CHOICE a part of your life.

**C**ommunity membership  
**H**ealth, wellness and safety  
**O**wn place to live  
**I**mportant long-term relationships  
**C**ontrol over supports  
**E**mployment earnings and stable income




Finding the right resources just got easier

Search online at [www.minnestahelp.info](http://www.minnestahelp.info)  
Explore work and benefits at [www.db101.org](http://www.db101.org)



**Finding the right resources just got easier.**

Disability Linkage Line® is a free statewide, information and assistance service.

We make it easy to:

- Find answers
- Plan for your future
- Connect to community resources

With just one call, you get information you can trust.

Explore work and benefits at [www.db101.org](http://www.db101.org)  
Search online at [www.minnestahelp.info](http://www.minnestahelp.info)

**HOW DOES DILL WORK?**  
When you call the Disability Linkage Line® (DILL), you are in control. Our goal is to provide you with the information and tools you need to make informed decisions about your benefits, community services, and work. We help you plan and access resources to live the life you want. If our support isn't what you need, please let us know so your needs were met.

**WHO IS DILL FOR?**  
DILL serves Minnesotans with disabilities or chronic illnesses and their support networks, providers, and employers.

**WHEN SHOULD I CONTACT DILL?**  
Anytime you have a question or need help finding resources or services. There are no "wrong" questions.

DILL Options Counselors are trained in a wide range of topics including employment, benefits, long term care, housing, independent living, healthcare, and community services. This way when you call, they can listen for all your needs and help you find solutions and connect to community services.

**WHERE IS DILL LOCATED?**  
DILL services are provided statewide through six centers located in:

- Bemidji
- Brainerd
- Buffalo
- Chaska
- St. Paul
- St. Cloud

By being in a local region, DILL staff learn about the services unique to that area, including informal resources and other close to home options. By being local, DILL also develops relationships that can help address barriers to services and provide community education and outreach.

**HOW DO I GET HELP?**  
Simple call the toll-free number: 1-866-333-2466, Monday-Friday, 8:30 a.m. - 5:00 p.m. To connect to an Options Counselor in your community, or you can see one of our online resources to the left.

Family Outreach Plan Materials WorkBenefitsYouth.org



43

**Disability Benefits 101**  
work • benefits • you

Home Your Situation Programs Estimators Glossary News How To Partners

**Disability Benefits 101** gives you tools and information on health coverage, benefits, and employment. You can plan ahead and learn how work and benefits go together. [More](#)

Welcome to DB101 (1.5 min video) [First Time? Start Here](#)

**Your Situation**  
Take a personal approach to benefits planning. Find information that applies to you. [More](#)

- Going to Work  
Planning to work? Find support for going to work and learn how a job can affect your benefits. [More](#)
- Young People and Benefits  
Transition from school to work is an important time in your life. Get a Smart Start and take charge of your benefits so you are in control of your future. [More](#)
- New to Benefits  
Find out how disability benefits programs work, and learn how to plan for changes in the future. [More](#)

**Programs**  
Just the facts. Get details about benefit programs. [More](#)

- Cash Benefits  
Learn about benefits that can help you meet your basic needs. [More](#)
- Health Care Coverage  
Explore many health coverage options, from public and private insurance. [More](#)
- Work Programs  
Learn how state and federal programs can support your career plans. [More](#)

**Talk to an Expert**  
Minnesota experts on call Mon-Fri 9:30-5:00 Central

[Live Chat](#) [Get Help](#)  
1-866-333-2466  
[Email a question](#)

Estimators In the News

# OUTREACH – BILLBOARD



## 19 Billboards

- Printed
- Digital

- Alexandria
- Bemidji
- Columbus Twp.
- Duluth
- Grand Rapids
- Moorhead
- Mankato
- Minneapolis
- Rochester
- Savage
- St. Cloud
- St. Paul



**MinnesotaHelp.info**

# OUTREACH – INDOOR ADVERTISING

## Does Dad need help?

Link to an expert to get help with

- Planning for long-term care
- Remaining independent in the community
- Understanding Medicare benefits and eligibility



## Does Mom need help?

Link to an expert to get help with

- Planning for long-term care
- Remaining independent in the community
- Understanding Medicare benefits and eligibility



Posted at 90+ locations  
statewide



**MinnesotaHelp.info**



# DIRECT MARKETING



## Door Hangers

Allows for reaching specific areas

By zip code

In English & Spanish



MinnesotaHelp.info

# STATE FAIR IS OUR BIGGEST EVENT



**MinnesotaHelp.info**

# OUR OUTREACH WORKS!

2015 Survey of Older Minnesotans: Preliminary Results 08/13/15

2015: Proportion who have heard of Senior Linkage Line

	Percentage
Yes	31.3%
No	65.5%
Don't Know	1.2%
Refused	0.0%
Total	100.0%

2005: Proportion who have heard of Senior Linkage Line

	Percentage
Yes	24.2%
No	75.2%
Don't Know	0.6%
Refused	0.0%
Total	100.0%



**MinnesotaHelp.info**

# OUR OUTREACH WORKS!

2015: Of those who have heard of SLL, proportion who have called it

	Percentage
Yes	19.9%
No	79.0%
Don't Know	1.1%
Total	100.0%

2005: Of those who have heard of SLL, proportion who have called it

	Percentage
Yes	11.8%
No	87.5%
Don't Know	0.7%
Total	100.0%





# TECHNOLOGY

# MinnesotaHelp.info

- Resource data base for consumers online and for the Senior LinkAge Line® workers
- By the Numbers: Includes information from
  - Approximately 12,603 agencies
  - Providing 43,648 services
  - Located in 26,620 locations
- In 2014, there were 518,148 users\*


\*(includes new and returning)





**MinnesotaHelp.info**



**MinnesotaHelp** **Now!**  
Need some help?  
Specialists are currently offline.  
Send us an email now.  
[Questions?](#)

Email 




**Welcome to MinnesotaHelp.info**


**Services for Veterans**  
Many Minnesota veterans are returning from service in the Middle East. People wishing to volunteer to help veterans can find volunteering opportunities, and veterans and their family members can find local resources in [MinnesotaHelp.info](#)


[Read More](#) [Find Resources](#)


**Start a Search**


**Special Topics**


 **MN Unemployed Link**  
Find unemployment benefit information or prepare for a job. Learn about your employment rights, find organizations that are looking for volunteers - a great way to keep your skills sharp, and much more! This section also has service information for employers and people who want to start their own business.


 **Senior Link**  
See resources for health and fitness, insurance and legal advice. Use the Long-term Care Choices Navigator to figure out what you need to live well and age well.

 **Disability Link**  
Resources organized for people with disabilities - discover options for going back to work, assistive technology, home modifications, personal care services, community living, health care and more!

 **Health Care Link**  
Provides resources for accessing health coverage, providers, and other information on managing health care coverage.

 **Transportation Link**  
Need help finding a ride, arranging for a ride, or paying for a ride? The Transportation Link section of MinnesotaHelp.info® makes it easy to explore ride options, select available services, find resources to help pay for transportation, and get assistance in arranging rides.

 **Government Link**  
Resources related to local city, county, state, and federal services

 **Long Term Care Link – Waiver & Alternative Care Program Services**  
Search for providers of long term services and supports available through waivers and Alternative Care programs. Be sure to visit Long Term Care Link often, as providers are

**Take Me To...**

  
**Resource Center**  
An Initiative of the U.S. Department of Health and Human Services  
**TECHNICAL ASSISTANCE EXCHANGE**

**DHS Licensing Information Lookup**  
DHS Licensing Information Lookup is an online tool Minnesotans can use to search for licensed programs' public information such as: child care, group homes and many other services for children and vulnerable adults. Many ways to search including name, license number or zip code.

**MN Dept. of Health - Health Care Facility and Provider Database**  
This database offers information about Minnesota health care providers, including state registration and licensure status. Search by name county, city or type.

**Long-term Care Choices Navigator**  
Long-term Care Choices Navigator is a simple, easy-to-use website that helps seniors and their caregivers with finding aging services in their community. Its focus is to help seniors live and age well, providing local resources in the community.

**New Tools to Educate Consumers and Providers about HIPAA Privacy and Security**  
U.S. Department of Health and Human Services has developed new tools to educate people and health care providers about health information rights, privacy, and security. Find videos, brochures and more!

**2015 Health Care Choices for Minnesotans on Medicare**  
The new Minnesota Board on Aging publication is full of information about Medicare enrollment, Medicare supplements, health plans, Medicare Part D prescription drug plans, Medicare Savings Programs, Medicare Advantage plans and Special Need plans, and more!

# NEW MINNESOTAHELP.INFO

MinnesotaHelp.info®

https://minnesotahelp.info/Index

Would you like to share your location with minnesotahelp.info?  
Learn more...

Share Location

My MinnesotaHelp.info®

MinnesotaHelp NOW! Specialists are standing by. Monday - Friday, 8 am to 4:30 pm  
CHAT WITH US! SPECIALISTS ONLINE NOW!

Q FIND: Enter Keyword(s)

Enter a Location (optional)

## NAVIGATING MINNESOTA'S OVER 10,000 HELPING AGENCIES

MinnesotaHelp.info® is brought to you by the State of Minnesota, and strives to connect people with services in their communities

### QUICK SEARCH

[Agency Name Search](#)

[Taxonomy Search](#)

### NEWS

[Return to Community and MnCHOICES Initiatives Recognized for Innovation](#)  
On July 30, 2015 the Minn... [More](#)

[Medicare Turns 50](#)  
Did you know that Medicar... [More](#)

[Minnesota Board on Aging at the State Fair](#)  
The Minnesota's Board on ... [More](#)

[Twenty-five Years of ADA](#)  
Events will be held across... [More](#)



[QUALITY INFORMATION](#)



[SENIORS](#)



[PEOPLE WITH DISABILITIES](#)

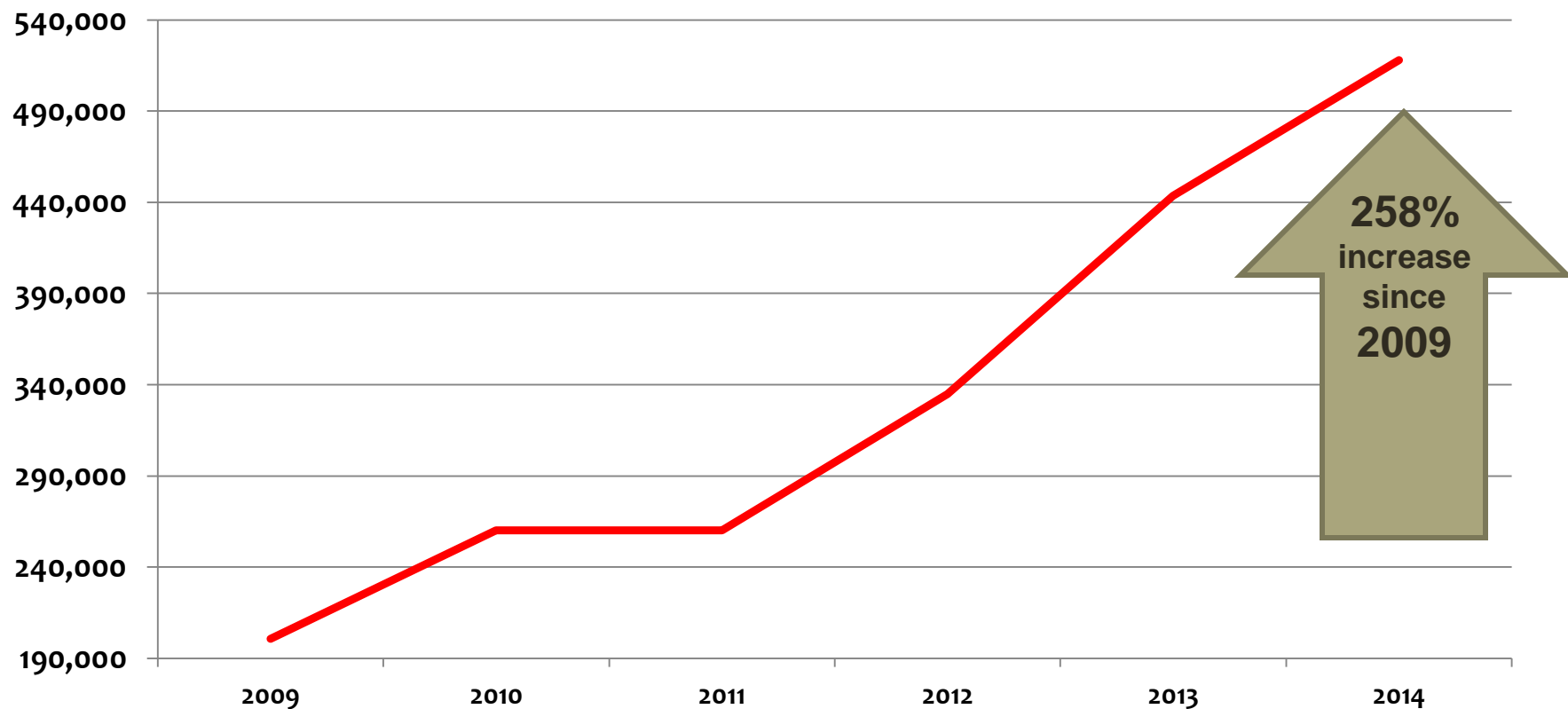


[YOUTH](#)





# VISITS TO MINNESOTAHELP.INFO<sup>®</sup>



# SENIOR LINKAGE LINE<sup>®</sup>

## EMAILS/CHATS

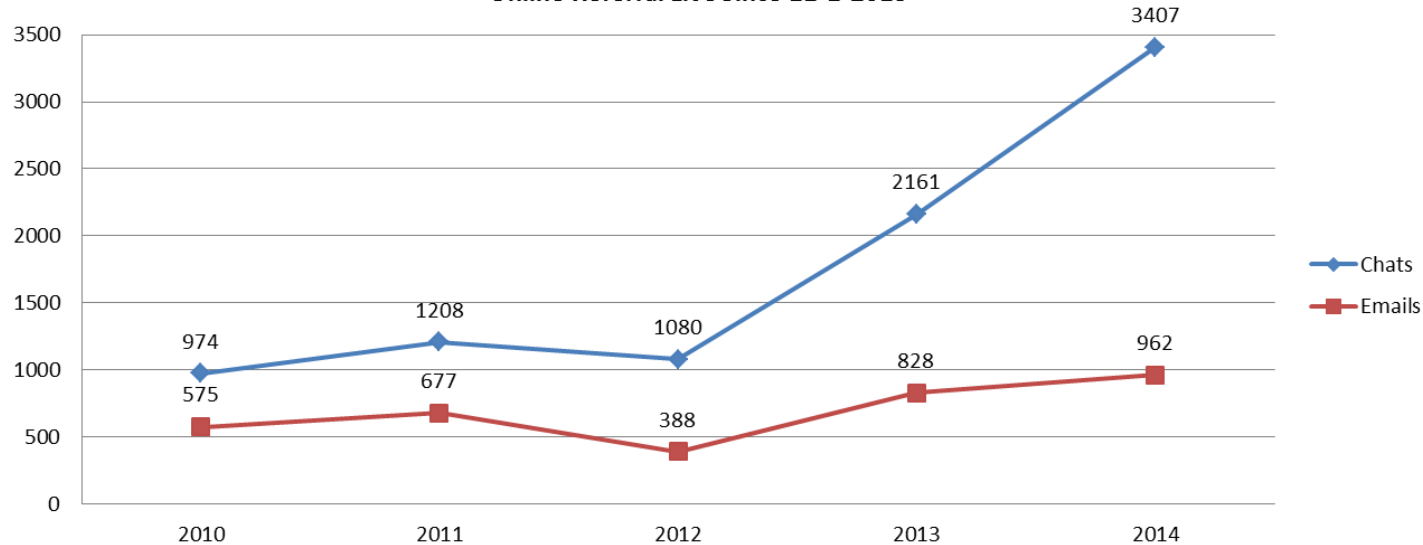
**MinnesotaHelp** **Now!**  
Need some help?  
Specialists are standing by.  
Monday - Friday, 8 am to 4:30 pm  
[Questions?](#)

Online



### MNHelp and Online Referral Site Chats/Emails

Online Referral Live Since 11-1-2013



# TODAY'S INTERNET CHAT

- Specialized single call center in MNRAA called the “client services center”
- These staff as well as staff of the Consumer Choices Team handle chats and emails through [Minnesotahelp.info](http://Minnesotahelp.info) and the Senior LinkAge Line® email.
- Goal is to route chats statewide – we are piloting some statewide routing now
- DB101 handles chats using the same technology



**MinnesotaHelp.info**

# MINNESOTAHELP.INFO®

## PROJECTS IN PROCESS

Launch of newly redesigned Minnesotahelp.info® and Provider Portal – July 2015

### Vacancy Tracking

- Launch – late 2015
- Providers and other users can identify vacancy information
- Provides quick results for those looking for housing

### Home and Community Services Finders with quality data

- Launched – July 2015 included assisted living, independent living skills and supported employment
- Next three services to be incorporated: adult foster care, assistive technology, caregiver supports (2016)





**Disability Benefits 101** gives you tools and information on health coverage, benefits, and employment. You can plan ahead and learn how work and benefits go together. [> More](#)



[Welcome to DB101](#) (1.5 min video)

[First Time? Start Here](#)

## Your Situation

Take a personal approach to benefits planning: Find information that applies to you. [> More](#)

### ▶ [Going to Work](#)

Planning to work? Find support for going to work and learn how a job can affect your benefits.

[> More](#)

### ▶ [Young People and Benefits](#)

Learn how to manage school, work, and benefits. Includes tips for parents. [> More](#)

### ▶ [New to Benefits](#)

Find out how disability benefits programs work, and learn how to plan for changes in the future.

[> More](#)

## Programs

Just the facts: Get details about benefit programs.

[> More](#)

### ▶ [Cash Benefits](#)

Learn about benefits that can help you meet your basic needs. [> More](#)

### ▶ [Health Care Coverage](#)

Explore many health coverage options, from public and private sources. [> More](#)

### ▶ [Work Programs](#)

Learn how state and federal programs can support your career plans. [> More](#)



## Talk to an Expert

Mon-Fri 8:30-5:00 Central



Live chat:

[Chat Now](#)



1-866-333-2466



[Email a question](#)

# DB101

- 169,832 visitors to DB101, 24% were repeat visitors. Visitors have doubled in both 2013 and 2012. (2013 n=82,379).
- 529,129 page views in 2014. 371,818 page views in 2013. 232,702 page views in 2012.
- DLL Options Counselors responded to 1956 live chats and e-mails in 2014.

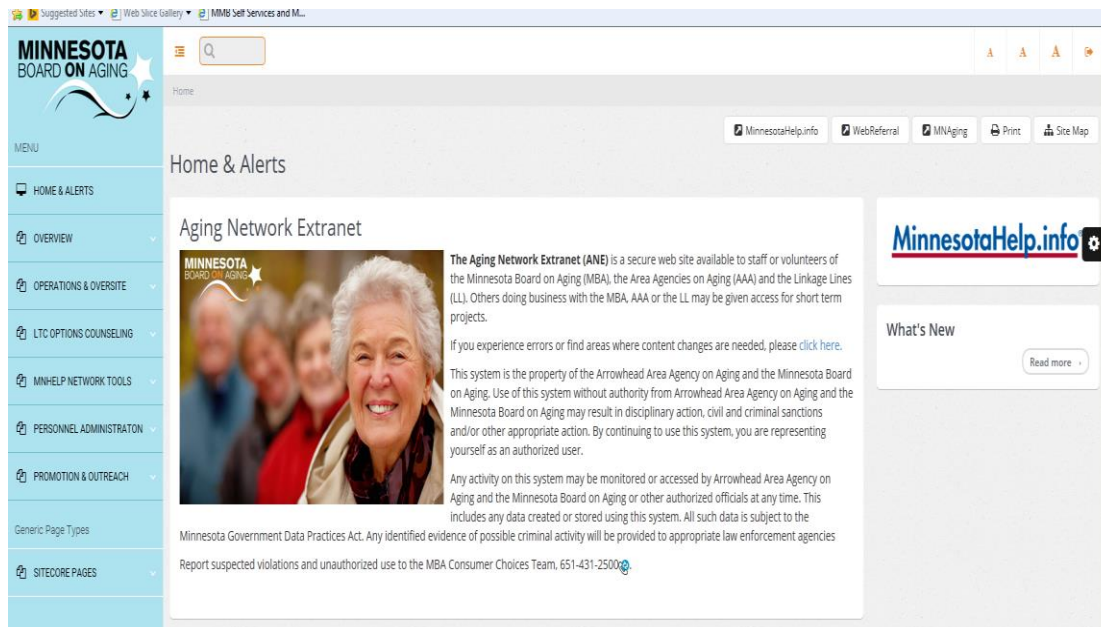




**Quality  
Assurance**

# QUALITY ASSURANCE

- Call monitoring for Standards to be conducted by Consumer Choices Team staff
- Secure extranet with automated quarterly staff dashboards, training, reporting, standards and policies. Audience is: AAA Directors, DLL internal staff and directors, and AAA supervisors.

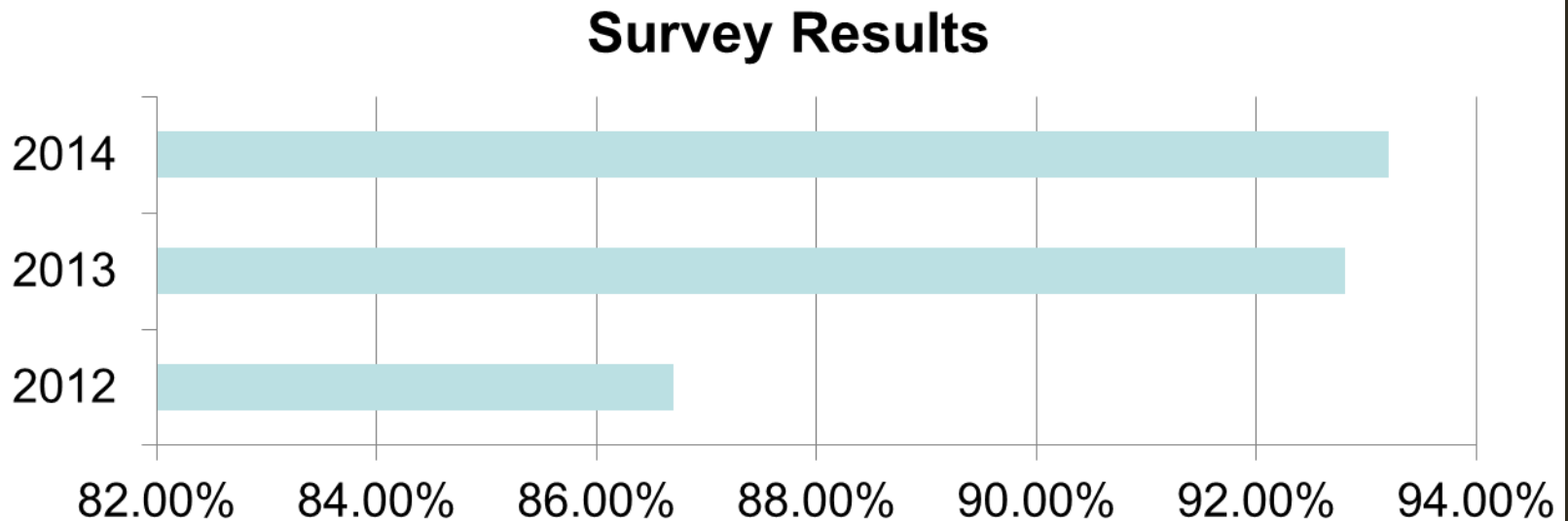


**MinnesotaHelp.info**



# SATISFACTION:

## “I WOULD RECOMMEND THE SENIOR LINKAGE LINE® TO SOMEONE ELSE.”



**MinnesotaHelp.info**

# THE CONSUMER EXPERIENCE: COMMENTS FROM SURVEYS

**“This was the place to call for me. I don’t have to wait anymore and got more dollars to eat on. I don’t worry about food anymore.”**

**“...Better than Medicare. Great agency, very helpful.”**

**“Helped me through a difficult time, the health plans were hard to understand, the SLL helped.”**

**“I really value all the help I’ve received.”**

**“SLL rescued me when I didn’t know where to turn and eased my frustration. Thank you.”**



**MinnesotaHelp.info**

# SENIOR LINKAGE LINE® EXPANDED QA

- Metrics for measuring compliance with the Senior LinkAge Line® Standards and Assurances
- Metric examples:
  - Data completeness
  - Timeliness of follow-up calls with consumers/caregiver
  - Outreach conducted with all nursing homes in AAA region
  - Monthly discharge goals
  - Consumer satisfaction
- New Supervisor Console tool for AAA Supervisors assess customer service using real time monitoring

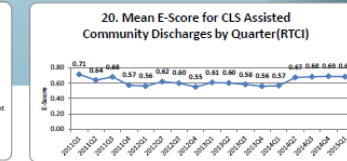
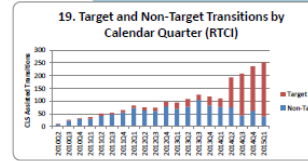
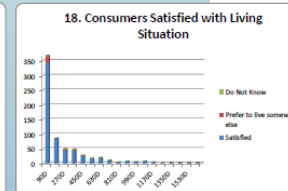
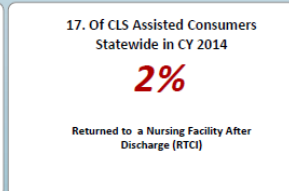
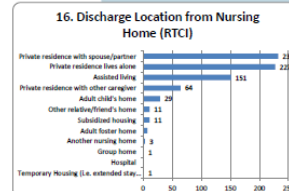
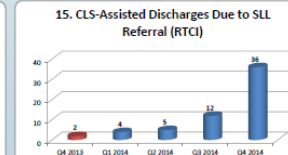
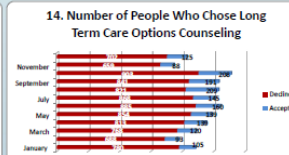
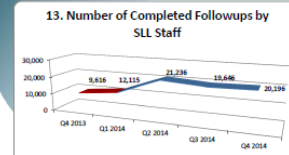
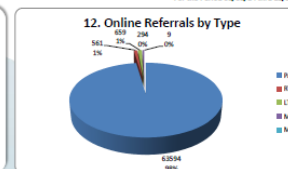
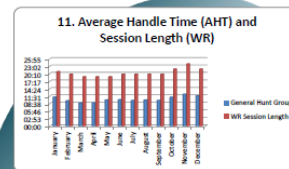
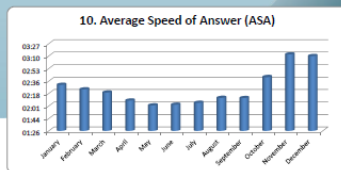
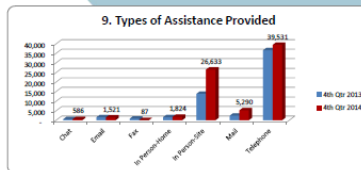
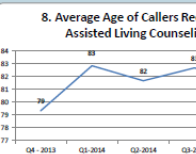
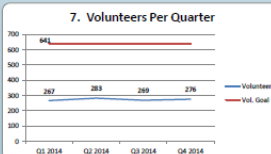
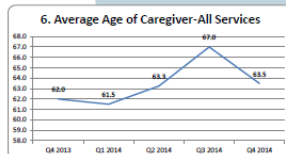
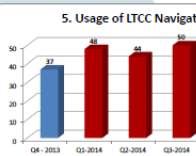
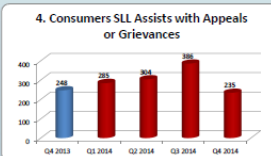
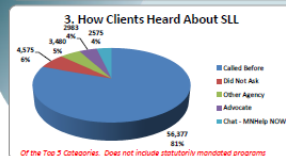
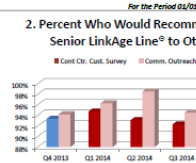
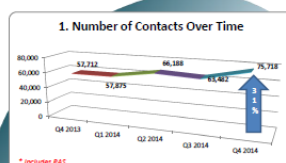


## OTHER: EVALUATIONS IN PROCESS

- Wilder Foundation – Integration Systems Grant
  1. Reviewing results of ISG grant and collaborations with Health Care Homes
  2. Developing Report Card Evaluation framework
- AHRQ Grant
  1. Study of a state-level model for transitioning nursing home residents to the community
  2. Funded by Agency for Health Services Research and Quality
    1. Health Services and Research Demonstration and Dissemination Grants Program (R18)
    2. Project period: 1-Sep 2012 to 30-Aug-2016
  3. Research partnership
    1. Purdue University and University of Minnesota
    2. Minnesota DHS and Board on Aging



# SAMPLE DASHBOARD



# CONTACT

**Krista Boston, Director, Consumer Assistance Programs**

**[krista.boston@state.mn.us](mailto:krista.boston@state.mn.us)**

**651-431-2605**



# THE END

