Disability Hub MN

Presented by Andrea Werlinger

Disability Hub and Response System Supervisor

Disability Services Division, MN Dept. of Human Services

04/13/18, MN Brain Injury Alliance conference
Topics

1. Why We Changed Our Name
2. Our Mission, Values, and Vision
3. Our Message to the Public
4. Public Engagement Strategy
5. How You Can Help
6. What We Do and How We Do It
7. Telling our Story
Why We Changed Our Name
Why a New Name

**What:**
2 year DLL strategic planning effort

**So what:**
Person centered re-alignment needed to build effective services that meet people’s needs and system demands

**Now what:**
A renewed brand to support the evolution of our services
Stakeholder 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
The Evolution: A Master Brand

Elevate a single strong brand
- Unifies all services under a single brand
- Easier to penetrate the mind
- Easier to sustain over time

Focus on people’s needs, not delivery channel or existing systems
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
Mission, Values, and Vision
Mission

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
Vision

To be a lead innovator at bridging systems, technologies, and services to strengthen people’s independence, quality of life, and determination to meet their goals.
Our Message to the Public
Our Goal

Making it easier for you to live your best life, your way.
# Overall Key Messages

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<thead>
<tr>
<th>Headline/ Slogan</th>
<th>Your best life, your way.</th>
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<tbody>
<tr>
<td>Signature Statement</td>
<td><strong>Disability Hub MN</strong> is a free statewide resource network that helps you solve problems, navigate the system, or plan for your future. Our team knows the ins and outs of community resources and government programs, and has years of experience helping people to fit them all together.</td>
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<tr>
<td>Call To Action</td>
<td>Call or Visit Us Online Today!</td>
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A system of visual elements

Disability Hub MN

Resources for providers and lead agencies

Let us help you help the individuals and families you serve.

Tools and Solutions

- Health: Help with navigating benefits
- Home: Explore housing options
- Work: Make dreams of job a reality
- Community: Access new resources
- Money: Assistance with DBI
- Advocacy: Stay current on rule changes

Your best life, your way.

Disability Hub MN is a free statewide resource network that helps you solve problems, navigate the system, or plan for your future. Our team knows the ins and outs of community resources and government programs, and has years of experience helping people fit them all together.

Your best life, your way. 1-866-333-2466 disabilityhubmn.org
A New Website

Welcome to the Hub. We can help you plan your best life, your way.

What is the Hub?

Disability Hub MN is a free statewide resource network that helps you solve problems, navigate the system and plan for your future.

At the Hub, we focus on your needs — helping you understand your options, connect to resources and find solutions. We’re here to help you get the answers you need. We’ll help you think through additional options and identify new paths toward creating the life you want.

Read more about the Hub

Watch a video about the Hub
Public Engagement Strategy
# My Voice: Overview

My Voice will have **three** points of engagement

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<tr>
<th>E-mail Updates</th>
<th>Online Sharing &amp; Polling</th>
<th>Virtual Insight Panel</th>
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<tr>
<td>Stakeholders sign up to receive updates about changes and improvements to statewide programs.</td>
<td>A more immediate way to engage and gather feedback from stakeholders as well as encourage them to share stories &amp; experiences.</td>
<td>A representative sample of populations served by DSD. Available for interviews, focus groups, and surveys – both in-person and virtually.</td>
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Entry Points: www.disabilityhubmn.org & social media
How You Can Help
How You Can Help

• Use our promotional toolkit to help spread the word within your networks.

• Update your materials and online references to the Disability Hub MN.
What We Do
Hub Services

- Information Referral & Assistance
- Options Counseling
- Follow Along
Services

• Information Referral and Assistance

• Options Counseling
  • Health Insurance Options Counseling

• Follow Along
  • Benefits Planning

Strategy:
Reach Out
Tools

- Disability Hub MN website
- Disability Benefits 101/Housing Benefits 101
  - Estimators
  - Vault
    - Individual
    - Professional
- Direct Support Connect
People are informed, engaged and activated to achieve their goals and live their best life.
Telling our Story
2017 hot topics

Most Frequent Topics

- Health Benefits
- Money
- Benefits and Work
- Work Incentives
- MA Programs and Services
- Health and Wellness
- Housing/Shelter
- Cash Benefits
Telling Our Story

2017 Most Frequent Sub-Topics

- Transition
- Social Security - SSI
- Medicare - A&B
- Social Security - SSDI
- Medicare D
- MA-EPD
- MA
- MA - SNBC
## Customer Satisfaction – How We Helped

<table>
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<tr>
<th>Service</th>
<th>Percentage</th>
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<tr>
<td>Understand my benefits</td>
<td>67%</td>
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<tr>
<td>Resolve a problem</td>
<td>48%</td>
</tr>
<tr>
<td>Make decisions about services</td>
<td>36%</td>
</tr>
<tr>
<td>Connect with another organization</td>
<td>34%</td>
</tr>
<tr>
<td>Other</td>
<td>16%</td>
</tr>
<tr>
<td>Explore work or school/training</td>
<td>5%</td>
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“The person who worked with me was fantastic. She did everything necessary to give me the best possible service needed. Above & beyond would describe your representative. Courteous, professional, knowledgeable.”

“The woman who helped me was amazing. She was able to get me the insurance plan so I could go to the clinic I wanted. Also, connected for dental and optical. She did it all in one phone call. Thank you so much!”
More quotes...

“The person I worked with was very knowledgeable and helpful. She followed up by sending me an application for MA and gave me information on DB101.org, which was helpful at explaining how services link together.”

“We love how they are not rushed and take the time to explain things clearly, they even do a 3-way call to help clarify things with our social worker. We feel very comfortable calling them. Thank you for this service.”
Don’t you just love quotes…

“She was so helpful, she gave me hope for my future. Next time I call I will inquire about my future. Thank you.”

“You are a valued and trusted resource for those of us with disabilities. I am deeply grateful that you exist.”
Success Stories

When you focus on problems, you’ll have more problems. When you focus on possibilities you’ll have more opportunities. - www.livehappy.com
Thank You

Email: info@disabilityhubmn.org