NWD Sustainability Series: Peer Action Learning (PAL) Hour
Public Outreach

April 17, 2024

Agenda

☐ Introductions (3 minutes)

☐ Framing (12 minutes)

☐ State Interview with Minnesota (15 minutes)

☐ Participant Break-out Discussions (20 minutes)

☐ Closing (10 minutes)

☐ Optional Office Hours 3-3:30pm

Introductions and Goal Outcomes

❑ Actively engage with peers

❑ Use the chat feature

❑ Take back ideas that you can implement!

Please type into the chat your name, state, and "one good thing" that has happened to you this week (work or personal)!

Working Agreements

Active engagement

Minimize distractions

No right or wrong answers

Participate in breakouts & consider turning videos on

Sustainability Learning Series

☐ Four-part series on the functions of NWD

☐ Each session is followed by an optional, half-hour "office hour" session

☐ Webinars include a lens on how to sustain/finance each function

☐ Step towards a comprehensive strategy to blending and braiding various funding streams to support NWD

Governance
March 6th 2-3 PM ET

Public Outreach
April 17th 2-3 PM ET

Person-Centered Counseling
May 22nd 2-3 PM ET

Streamlined Access
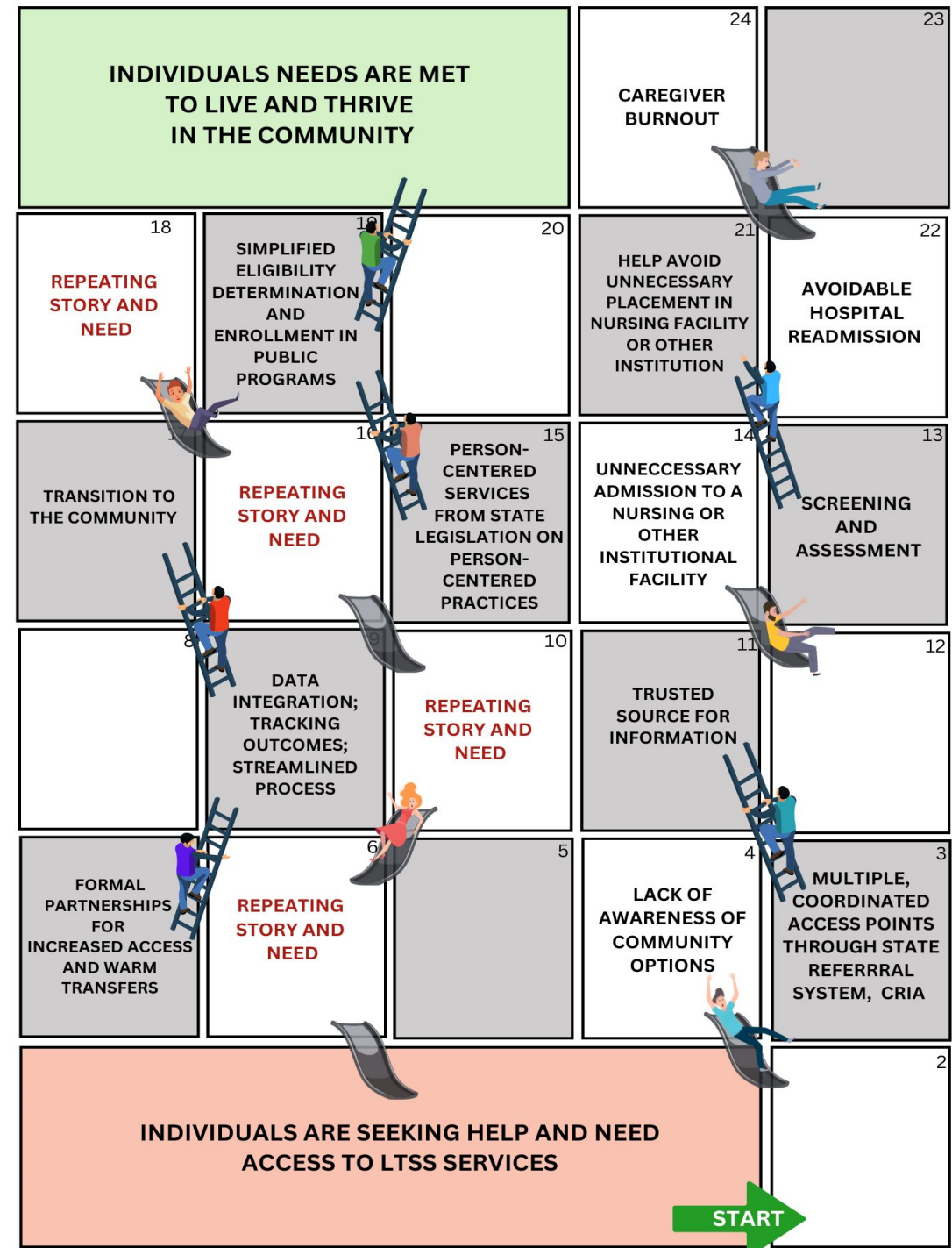June 5th 2-3 PM ET

Framing

Navigating Access to Services

At times, people are faced with navigating confusing, disjointed and often duplicative processes for accessing services and supports at times of need. These experiences, among other challenges and pain points to access services, represent the "chutes".

A more coordinated state access system empowers individuals to make informed decisions, to exercise control over their long-term care needs, and to achieve their personal goals and preferences. Formal partnerships, streamlined access points, and person-centered approaches across all programs and services available to individuals make up the "ladders" to help people meet their needs and live and thrive in the community.

With more "ladders" to lift people needing services, a more coordinated access system can prevent or protect people from falling down the "chutes" of a siloed and confusing landscape of accessing services.
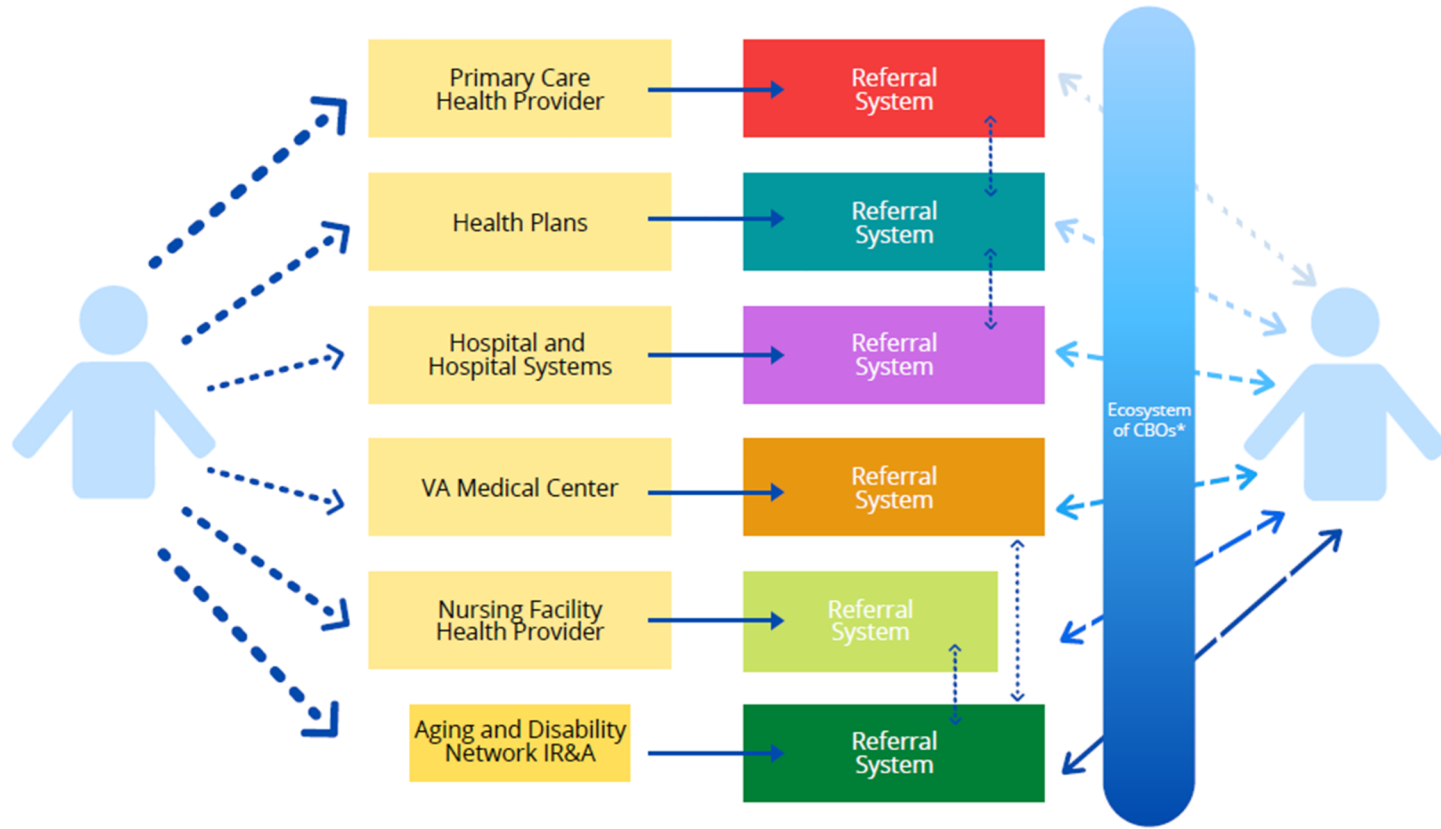

INDIVIDUALS NEEDS ARE MET TO LIVE AND THRIVE IN THE COMMUNITY

24 CAREGIVER BURNOUT

23

18 REPEATING STORY AND NEED

19 SIMPLIFIED ELIGIBILITY DETERMINATION AND ENROLLMENT IN PUBLIC PROGRAMS

20

21 HELP AVOID UNNECESSARY PLACEMENT IN NURSING FACILITY OR OTHER INSTITUTION

22 AVOIDABLE HOSPITAL READMISSION

TRANSITION TO THE COMMUNITY

REPEATING STORY AND NEED

16 PERSON-CENTERED SERVICES FROM STATE LEGISLATION ON PERSON-CENTERED PRACTICES

15

14 UNNECCESSARY ADMISSION TO A NURSING OR OTHER INSTITUTIONAL FACILITY

13 SCREENING AND ASSESSMENT

8 DATA INTEGRATION; TRACKING OUTCOMES; STREAMLINED PROCESS

9 REPEATING STORY AND NEED

10

11 TRUSTED SOURCE FOR INFORMATION

12

FORMAL PARTNERSHIPS FOR INCREASED ACCESS AND WARM TRANSFERS

REPEATING STORY AND NEED

6

5

4 LACK OF AWARENESS OF COMMUNITY OPTIONS

3 MULTIPLE, COORDINATED ACCESS POINTS THROUGH STATE REFERRRAL SYSTEM, CRIA

INDIVIDUALS ARE SEEKING HELP AND NEED ACCESS TO LTSS SERVICES

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START

The need for modernized technology

A challenge of differing platforms that lack seamless connections

| Person has a need, either direct or indirect | An inquiry is conducted | Referrals generated and tracked in different systems and in different ways | Risk assessments, follow-up protocols, and data collection on success or change in needs varies |

Primary Care Health Provider → Referral System

Health Plans → Referral System

Hospital and Hospital Systems → Referral System

VA Medical Center → Referral System

Nursing Facility Health Provider → Referral System

Aging and Disability Network IR&A → Referral System

Ecosystem of CBOs*

*Includes connections to social and health-related services, such as housing assistance, assistive technology, nutrition programs, caregiver support, and in-home services

Components of Public Outreach

- Nursing Facilities, Hospitals and Youth Transition Entities
- Veterans Administration Medical Centers
- Information and Referral Entities
- Statewide Website and Toll-free Number
- Trusted Source of unbiased, in-depth information and 1:1 Counseling
- Public Outreach and Education

Public Outreach Critical Partnerships

No Wrong Door System Impact

NWD Data: April 2020 – September 2022*

14,649,810
Unduplicated contacts receiving information, referrals, and other assistance

2,587,448
Individuals receiving Person-Centered Counseling

Increased access for hard-to-reach populations
How NWD/ADRC Systems have Advanced Equity During the COVID-19 Pandemic and Beyond

Vaccine Rollout

283,032,418
People reached through individual assistance outreach activities

People Receiving Individual Assistance

	710,150	364,553	516,846
	60 Years and Older	People with Disabilities	Minorities

*This data represents all local NWD entities (ADRCs, AAAs, or other CBO partner organization) as best as possible and takes into account each state and territory's particular NWD and reporting system.

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2023 LTSS State Scorecard:
Public Outreach and Coordination with Key Referral Sources

Outcomes
42 states have a toll-free number that connects to trained Information and Assistance Specialists
37 states have a publicly searchable and accessible website that includes regularly updated information about public and private LTSS
6 states have formal agreements with hospitals or rehab facilities for transitions home
8 states have formal agreements with VA Medical Centers to provide the Veteran Directed Care (VDC) program

Top 4 States for Public Outreach	Washington, Massachusetts, Connecticut, Minnesota

Sustaining NWD Public Outreach

Partner with 211

❑ The Wisconsin Department of Health Services developed a sample MOU for use between the state's ADRCs and 211. Each of Wisconsin's 48 ADRCs has its own MOU with 211 using the template as a reference.

❑ The Maryland Department of Aging partnered with 211 Maryland to increase access to aging and disability information and connect consumers to resources quicker.

❑ Virginia has a NWD contractual agreement with 211 for trained professionals to support the 24/7 Live Chat for information and referrals and monitor the 24/7 toll- free number available in 200+ languages.

Leverage 90/10 Medicaid Claiming

❑ The Medicaid Management Information System (MMIS) is a foundational component of a state's NWD System information technology structure.

❑ States can obtain Federal Financial Participation (FFP) for enhancements made to the state's MMIS to support the state's NWD System.

❑ States can obtain a matching rate of 90 percent (90/10 funding) for costs associated with building eligibility and enrollment systems and 75 percent (75/25 funding) for maintenance and operations.

❑ 90/10 Claiming Resource:

❑ Sustaining a No Wrong Door System: Federal Funding Strategies for Information Technology and Preadmission Screening and Resident Review (acl.gov)

Sustaining a No Wrong Door System: Federal Funding Strategies for Information Technology and Preadmission Screening and Resident Review

August 2021
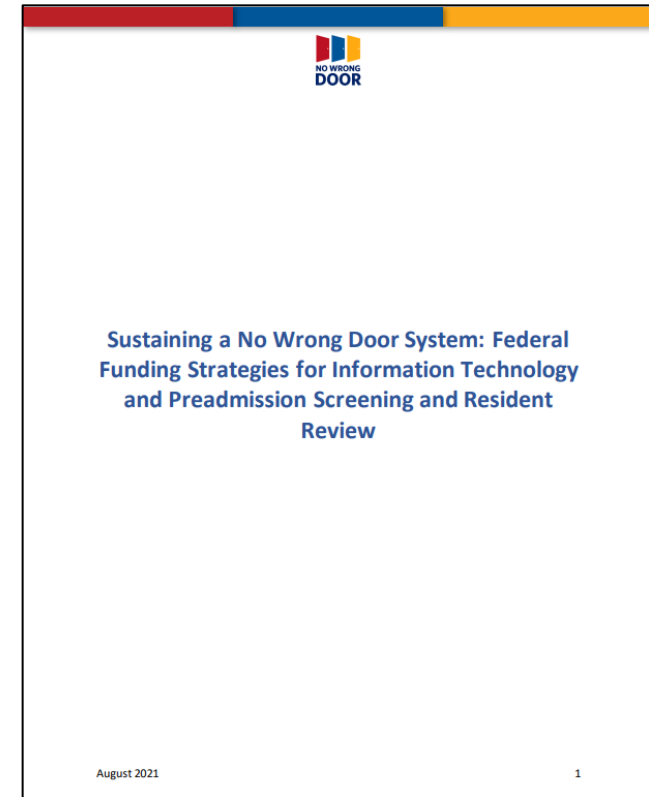
Leverage 50/50 Medicaid Administrative Claiming

27 states currently claiming
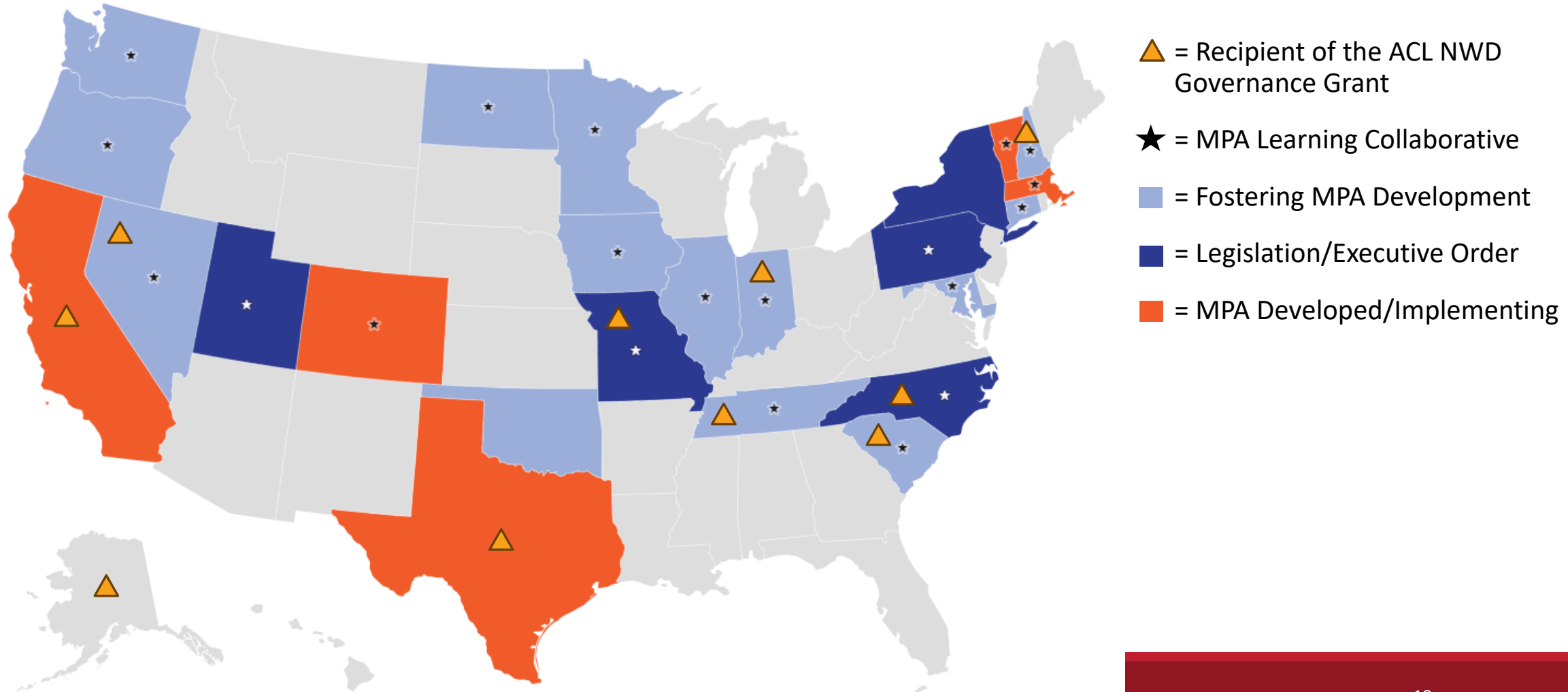14 states in the planning phase

Legend:
- Currently Claiming
- Planning
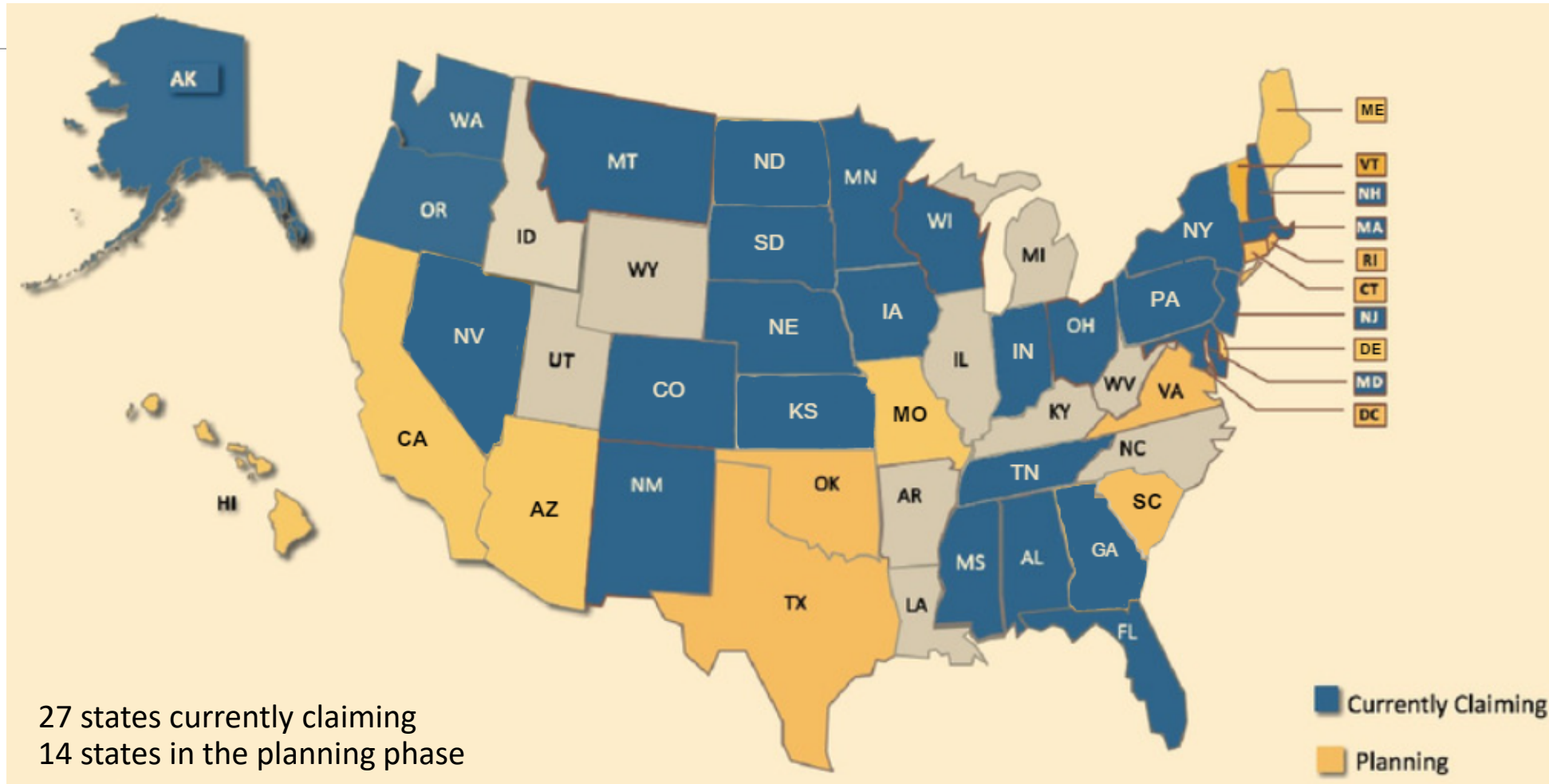
Explore ARPA 9817 spending plans for Information Technology (IT) Enhancements

❑ The American Rescue Plan Act (ARPA) provides states with a temporary ten percentage point increase in federal funding to enhance, expand, or strengthen home and community-based services under the Medicaid program.

❑ Many states are using ARPA funds to enhance their IT systems.

❑ IT Enhancement Resources:

   ❑ [Use of Information Technology and Management Information Systems (IT/MIS)](#)
   ❑ [Selecting an IT/MIS Vendor Checklist and Timeline](#)

Follow Public Outreach Goals coming out of Multisector Plans for Aging (MPA)

△ = Recipient of the ACL NWD Governance Grant

★ = MPA Learning Collaborative

▨ = Fostering MPA Development

▨ = Legislation/Executive Order

▨ = MPA Developed/Implementing

NWD/MPA Areas for Collaboration

Governor/legislative support

Leadership/program team overlap between initiatives

Initiatives to strengthen the direct service workforce

Interested party engagement

Mapping the access system

State Interview with Minnesota

❑ Tell us about your NWD system. What have been some of your greatest challenges/ accomplishments?

❑ Please share your approach to marketing and outreach.

❑ How are you intervening in critical pathways (i.e. hospitalizations, nursing facility stays, educational system transitions, etc.)

❑ What funding sources have you leveraged to build your public outreach capacity? (i.e. IT systems, call center, capacity of network to respond to need, marketing)

❑ What advice do you have for other states?

Discussion Questions

❑ Reflecting on the presentation and interview, what are some of the strengths of your state that could be leveraged to enhance the public outreach function?

❑ Of the following areas, which is one that you think your state can successfully work or which of these are already "top of mind" and why?

- Coordination of key referral sources
- Facilitating care transitions from hospital to home/nursing facility to home or school to adult service system
- Providing person-centered counseling
- Streamlining access to public and private LTSS
- Coordinating information technology
- Supporting caregivers
- Reaching underserved or hard to reach populations

Sharing with the Group

What was one of the best ideas or innovations your group discussed?

Any light bulb moments?

Any documents discussed that you want to share with each other?

Call to Action

What is one action you will
take related to today's topic?

Continue the Conversation....

https://www.ta-community.com

☐ A collaboration space to stay informed, access resources, and connect with one another

☐ Features include:

- Updates on NWD-related announcements and upcoming events
- Resources and promising practices
- Materials from past events
- Discussion board

Technical Assistance Resources

- [NWD Key Elements](#)

- [NWD Toll-Free Numbers and Websites](#)

- [ADBI: Decision Points for CBOs Considering Working with Social Health Access Referral Platforms](#)

- [State Examples of NWD Funding](#)

- [CMS Claiming Guidance](#)

- [ARPA Section 9817: Enhancing No Wrong Door Systems](#)

- [Strategies to Sustain a No Wrong Door System](#)

- [MPA Website](#)

- [NWD Fact Sheet](#)

Save the Date

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June 5th 2-3 PM ET

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Thank you!

For TA requests or questions, please contact NoWrongDoor@acl.hhs.gov