

MinnesotaHelp.info is the state's most comprehensive online human services database. The site is growing larger as all providers that are licensed by DHS and/or certified as Medicare and Medicaid providers, are added. The initiative is sponsored by numerous partners including the Department of Human Services, the Minnesota Board on Aging (lead), Hennepin County and the University of Minnesota Center of Aging, the area agencies on aging and the Metropolitan and Southwest Centers for Independent Living. The site includes services from government, for-profit and not for profit entities. The mission of the site is to ensure accurate and timely delivery of the most up-to-date information about resource to anyone who is doing a search for help whether consumer or professional. A secondary mission is to ensure that consumers can get access to private and public pay services so that they can make informed decision about their best options and direct their own lives.

The database includes a wide range of information that has services for various specialty populations:

| <b>DD_ALL_SEARCHABLE_Services_Counts</b> |                               |                   |
|--|-------------------------------|-------------------|
| <b>Trigger</b>                           | <b>Description</b>            | <b># Services</b> |
| ANY or None                              | Total Unique Topics' Services | 19940             |
| None-DWI                                 | DWI                           | 50                |
| None-OM                                  | Homeless                      | 1701              |
| None-PDH                                 | Prescription Drugs            | 1000              |
| None-Smo                                 | Stop Smoking                  | 137               |
| O4-150                                   | Chemical Health               | 350               |
| O4-600.500                               | Mental Health                 | 945               |
| OA-300                                   | Seniors                       | 10317             |
| OJ                                       | PWD                           | 7766              |
| OJ-150.190                               | HIV/AIDS                      | 80                |
| OV-400                                   | CFS                           | 12113             |

Totals as of 8/18/04

| <b>Mnthly_DataBase_Stats</b> |            |
|------------------------------|------------|
| <b>Type</b>                  | <b>Num</b> |
| Exist Agencies               | 12655      |
| Exist Links                  | 34042      |
| Exist Services               | 29594      |
| Exist Sites                  | 17264      |

Minnesota has become recognized as a primary expert in the development of statewide access systems of this type. Staff have provided subject matter expertise and technical assistance to 16 states through one to one meetings, NASUA and the National Technical Assistance Exchange Network sponsored by CMS and The Lewin Group. Minnesota is also now part of a multi-state collaborative effort with the states of Washington and Ohio in the continued enhancement of the software and web site with a focus on the newest relevant technology. Enhancements include:

- *Handheld Device*: Making the site available for download to a PDA (Initial project will distribute site to 500 physicians in partnership with the Minnesota Medical Association in Fall 2004 – the site is now available for download),
- *State's Most Comprehensive Services Database*: Ensuring all Medicaid and Medicare Certified Providers are in the database and coded to the appropriate payor source, allowing consumers to search based on payor source and vacancies (Spring 2004).
- *Cell Phone Access*: Making the site available to cell phone users that have web capabilities (In development),
- *Automated Data Collection*: Using data mining technologies to reduce the amount of human interaction required to populate the database and allowing providers to revise their data online with review by a trained data manager to ensure quality of data (Provider Portal roll out in Fall 2004),
- *Interactivity with Guided Choices*: Creating enhanced consumer user interfaces to the database based on unique user groups based on the research based algorithms that result in the most accurate and appropriate data set (long-term care screening tool to roll out in Winter 2004.)
- *Data Sharing and Automation of Formal Screening*: Using .xml data sharing strategies and automating formal screening processes to ensure that the site can interactively move people through systems without requiring them to fill out a form multiple times (professional screening interface in development and scheduled for roll out in Winter 2004),
- *Access for Community Resource Centers*: Supporting local resource center staff so that they have access to the most accurate and up-to-date information in order to support caregivers and the people they care for (Hennepin County to open first resource center in September 2004),
- *Vacancy Tracking*: Tracking vacancies in services and housing in order to support the discharge planning function and promote the recommendation of home and community-based care over institutional options, (Provider Portal to roll out in Fall 2004 with Vacancy Tracking Project to roll out in conjunction with Provider Portal),
- *Quality Profiles*: Making quality information available about the resource data to allow the consumer to access quality assessment information from other consumers and from government data sources (Quality Profiles Project in development)
- *Power User Search*: The creation of an advanced searching option for professionals and power users that has many results (Roll out in November 2004).
- *API*: Application Program Interface will be developed to allow other agencies and tools to interface with the database. (E.g. Health Match)

### ***How is MinnesotaHelp.info Unique?***

The site in its current form has several unique features including:

- Designed for consumers, a six-step process that "funnels" search results into a manageable, relevant summary,
- Ease of organization of data results, based on county of residence,
- Special topics focused on the needs of various populations,
- The ability to conduct a search in a variety of ways,
- A user can target his or her results based on the specific features of a service e.g. 220 features including "takes a pet" or "close to bus stop",
- The site is being translated into Hmong and Spanish with more languages as resources are available (Spanish now live),
- 500 plus tips about service types,
- The ability to save tips and resources in a customized home page with these resources being updated in the home page, whenever the data or project manager updates the listings,
- The ability to provide feedback to other users about a service experience through an one to five star ranking process, and
- Comprehensive data integrity procedures that include standardized, uniform entry of DHS or county-administered programs such as MFIP, Child Care Assistance and the waivers.

## **MinnesotaHelp.info Web Trend Report**

### **Year 2003**

Unique visitors = **14,098**

### **Year 2004**

Unique visitors to date = 17185

**(Projected to end of year - 27,000) 200% Increase**

### **Hour trends:**

- In 2003, the hours people most frequented the site were 3-8 p.m.
- For 2004, the hours people are most frequenting the site are 3-10 p.m.

### **Connect to site from:**

**Direct address / Bookmarks 11%**

**Links from an Internet Search Engine 2%**

- Other search engines
- MSN
- Google
- Yahoo
- AOL

## **Top Keywords Used in Search Engines**

Foster Care

Section 8

Minnesota Social Services

Low income housing minnesota

Social service minnesota

Adoption Minnesota