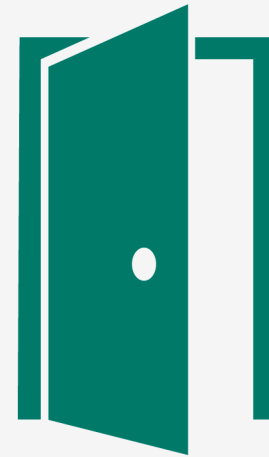
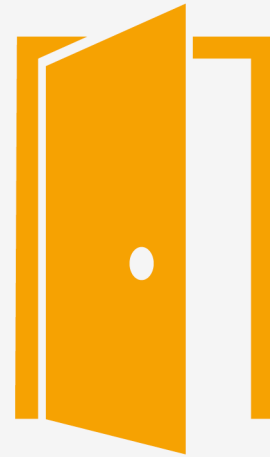
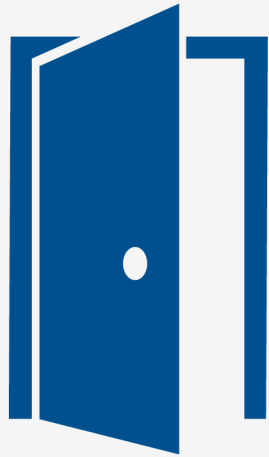
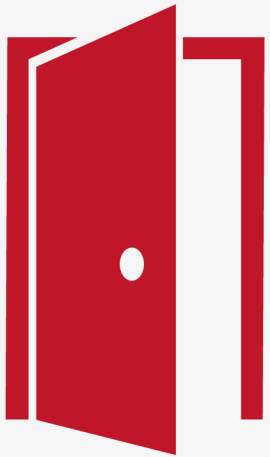


# A No Wrong Door Approach to Benefits Enrollment

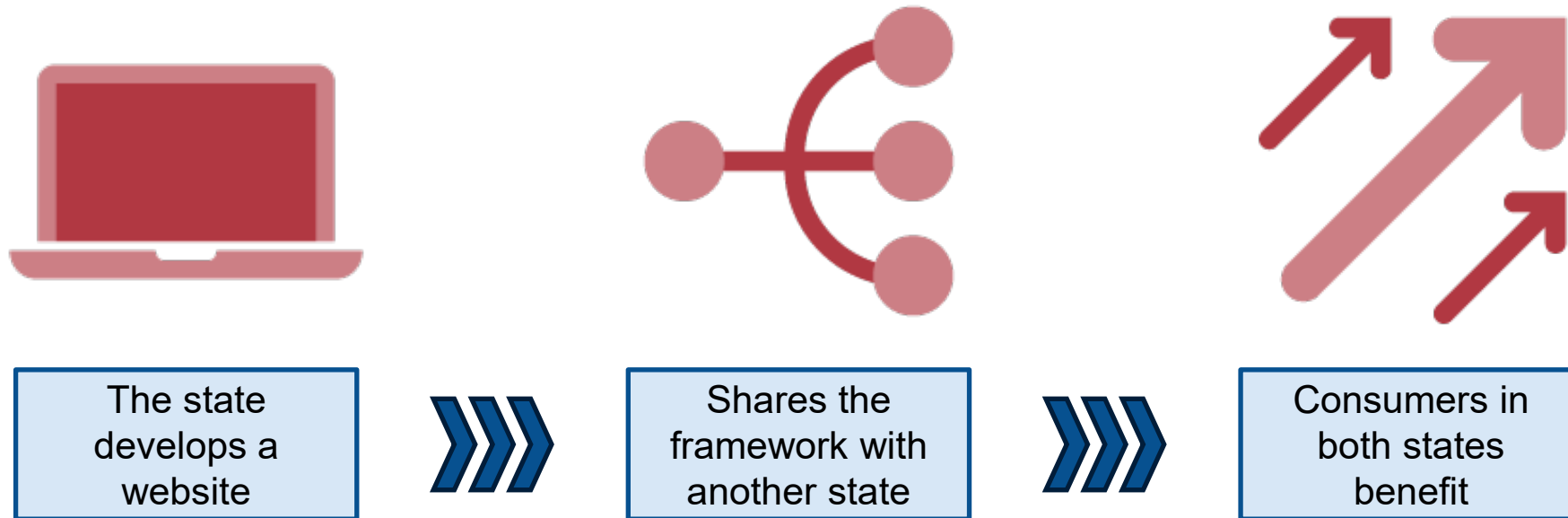
**Age + Action**

**May 28<sup>th</sup>, 2026, 1:45pm to 2:45pm**



# No Wrong Door Resource Center Promotional Video

## A website redesign project



# Agenda



Warm-up



No Wrong Door Vision



Milwaukee Benefit Enrollment  
Center (BEC)



Interactive Activity

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# ACL and Person-Centered Practices



## Mission

Maximize the independence, well-being, and health of older adults, people with disabilities, and their families and caregivers.

## Vision

All people, regardless of age and disability, live with dignity, make their own choices, and participate in society.

## Key Functions

- Administer 40+ disability and aging programs
- Fund services and supports provided by networks of state, tribal, educational, and community-based organizations
- Advance research and innovation to address the nation's most pressing disability and rehabilitation challenges
- Advise the HHS Secretary and other departments and agencies on aging and disability policy



Administration for Community Living

*Advancing independence and inclusion of  
older adults and people with disabilities*



# ACL Office of Healthcare Information & Counseling (OHIC) Medicare Assistance

## Senior Medicare Patrol (SMP)

- Protect, Detect, Report Suspected Medicare Fraud, Errors, and Abuse
- 54 State & Territory Grants

## Medicare Improvements for Patients and Providers Act (MIPPA)

- Educate, Enroll, Connect to Access Medicare Savings and Preventive Services
- Up to Three Available Grants per State & Territory

## State Health Insurance Assistance Program (SHIP)

- Educate & Assist with Medicare Eligibility, Options, Enrollment, & Benefits Access
- 54 State & Territory Grants



# National Center for Benefits Outreach & Enrollment (NCBOE)

The National Council on Aging serves as the NCBOE, and supports the MIPPA network by:

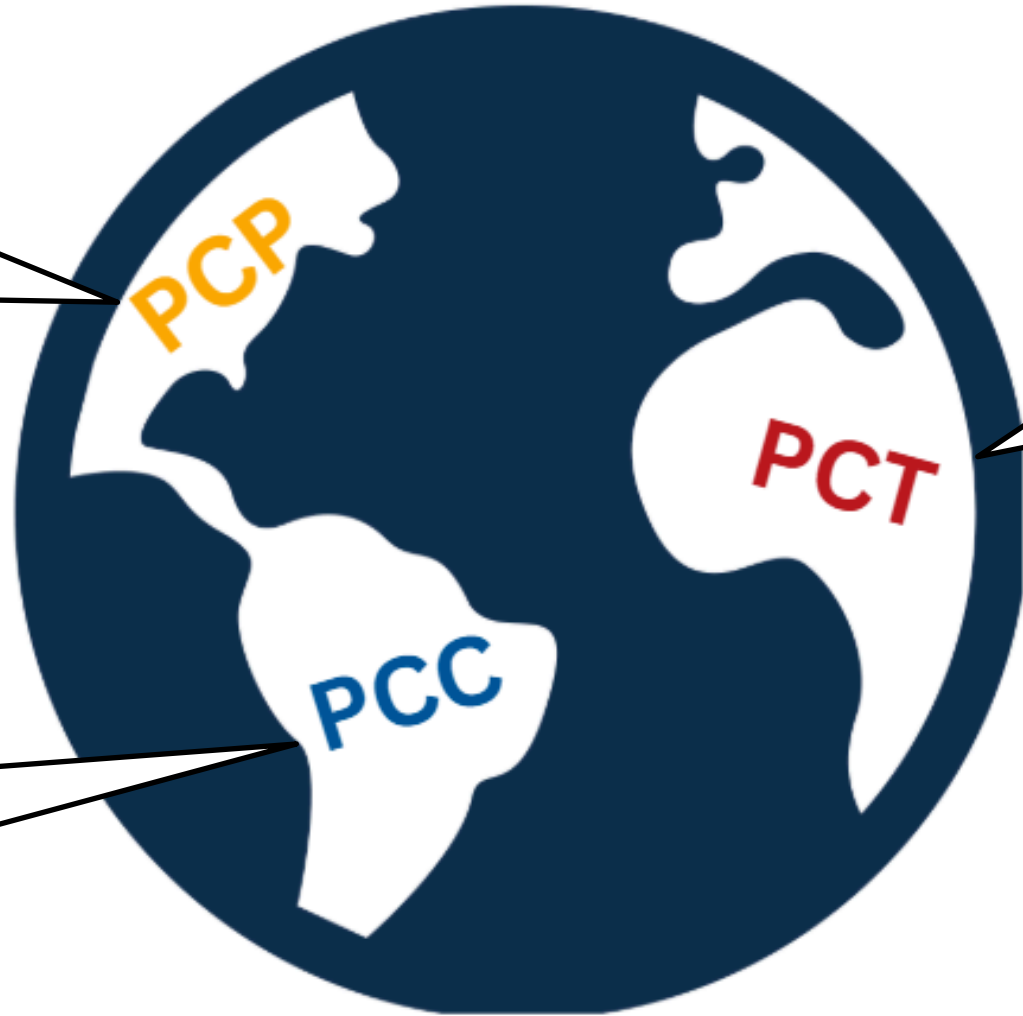
- **Hosting BenefitsCheckUp®** to help older adults identify and understand all eligible benefits.
- **Establishing Benefits Enrollment Centers (BECs)** to assist low-income beneficiaries with Extra Help, MSP, and SNAP applications.
- **Maintaining a Best Practices Library** to share proven outreach and enrollment strategies with the network.
- **Serving as a National Resource Center** providing specialized training and support to all MIPPA grantees.

[NCOA Center for Economic Well-Being](#)



# Person-Centered Practices Universe

**Person-Centered Planning (PCP)**  
in Older Americans Act programs  
and supports



**Person-Centered Thinking (PCT)** in SHIP, SMP, MIPPA  
Grant Programs

**Person-Centered Counseling (PCC)**  
in No Wrong Door Systems



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# ACL's Vision for Access Systems

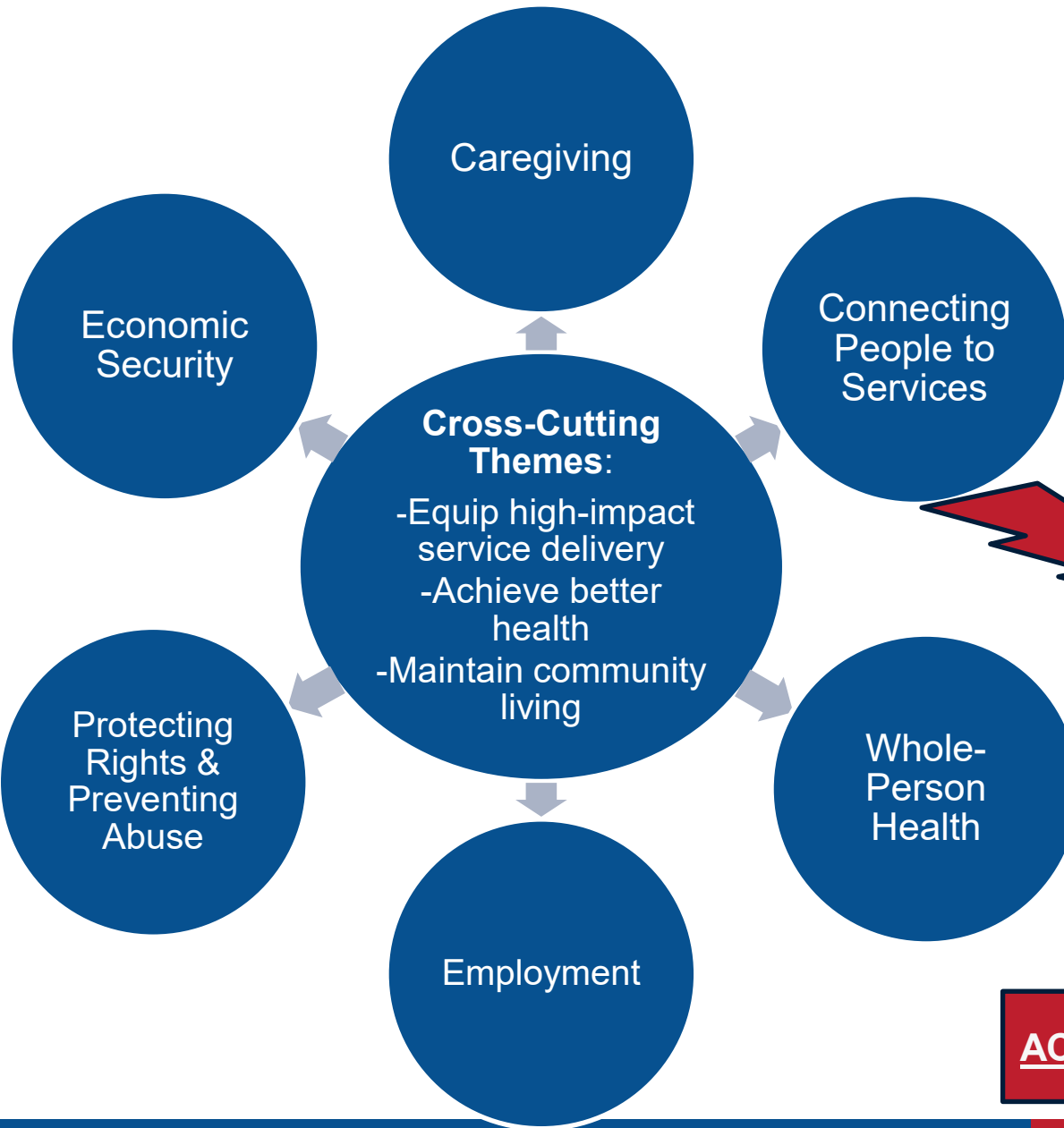


# No Wrong Door: Catalyst for ACL Strategic Priorities

**Governance:**  
Aligning state government for efficiency

MAHA Agenda

**Public Outreach:**  
Building partnerships so more organizations are working together



**Person-Centered Counseling:**  
Workforce focused on what matters to the person and ensuring people can make informed choices.



**Streamlined Eligibility:**  
Making the process easier, starting with the initial request for help

ACL: Mission, Vision, & Priorities

# No Wrong Door



**One-Stop Coordinated System**  
Not just one entity or network



**Single Standard Process**  
Common protocols and information exchange



**Objective and Neutral**  
Impartial and unbiased



**Person-Centered**  
Focusing on you and not the system



**Seamless and Person-Friendly**  
Tell your story once



**Use of Private and Public Programs**  
Streamlined access to Long Term Support and Services

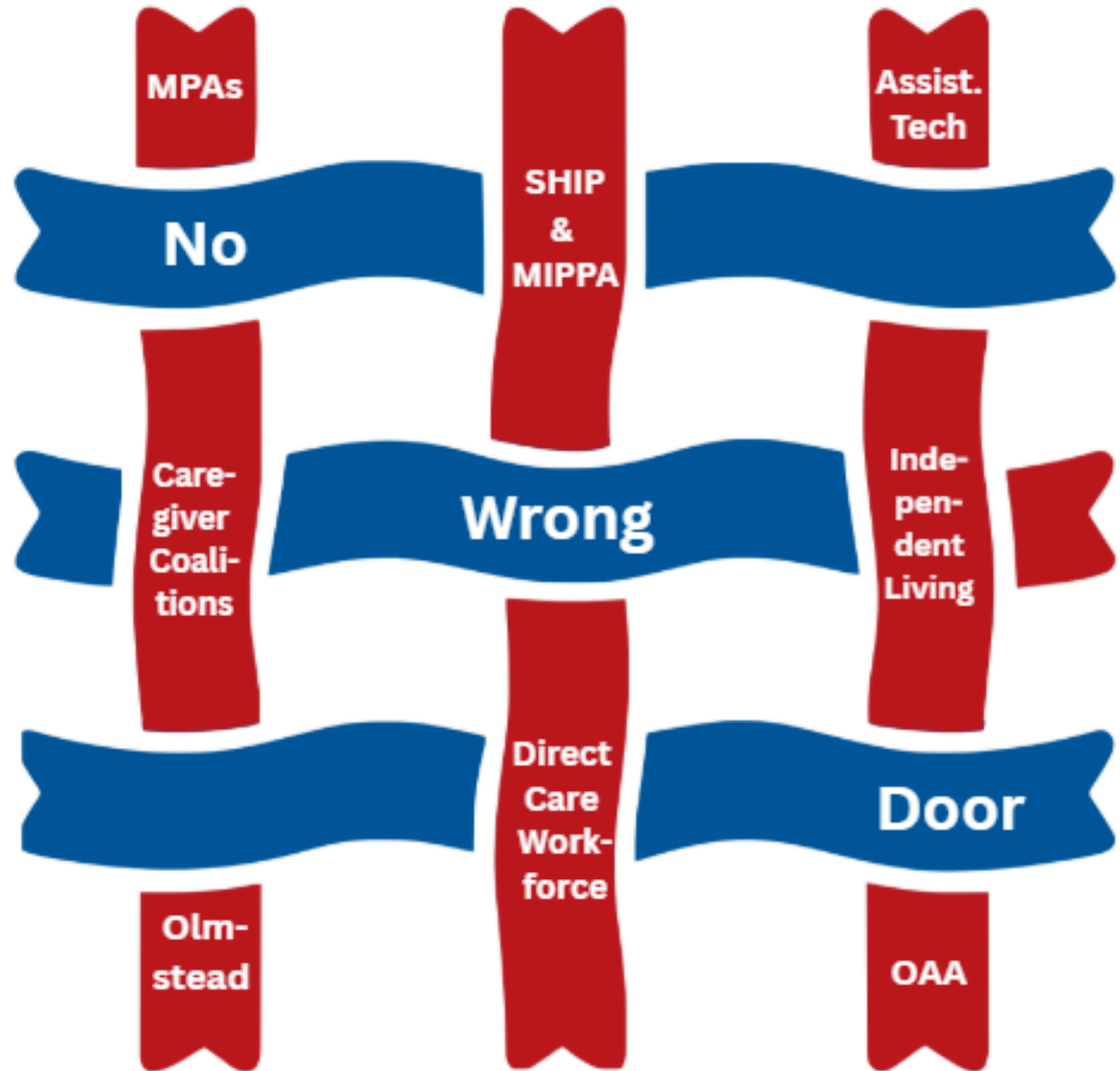
A No Wrong Door system makes it easier for people to get the services they need.

# Federal Vision; State Governance

No Wrong Door is a network of state agencies and community-based organizations that help people access long-term services and supports (LTSS) by coordinating entry points.



# Intersecting Initiatives



# No Wrong Door Reach & Marketing

1.6M: Individuals and caregivers receiving person-centered counseling

Narrow the gap through person-centered counseling to support current and future needs

39.2M: Demand for person-centered counseling



2.4M SHIP counseling sessions

1.2M MIPPA total contacts

1.7M Reached through SMP

# Accessing LTSS: Missouri's Front Door

## Access Points: How do people who need LTSS find you?

- Personal network (e.g. family, friends, caregivers)
- Professional relationships
- Self-referrals
- Referral by other community partners
- Referral by other state/local government agencies
- Agency's website
- Community events or presentation
- Internet search
- Healthcare providers
- Center for Independent Living (CIL)
- Area Agencies on Aging (AAA)
- Social media groups
- Printed resources
- Referral by a federal government agency
- Referral by schools
- Faith-based organizations
- Eldercare Locator
- 211
- Statewide 800 number
- Disability Information and Access Line (DIAL)



## What types of organizations provide front door supports?

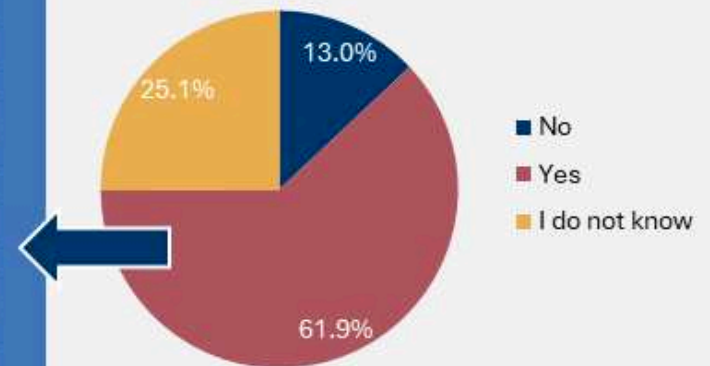


## What roles provide front door supports?

- Independent Living Specialist
- Information & Referral Specialist
- Services Liaison/Navigator
- Person-Centered Care Provider
- Social Service Specialist
- Case Manager
- Care Coordinator/Specialist
- Service Coordinator
- Public Information Director
- Social Worker
- Intake Worker
- Benefits Counselor
- CDS Support Specialist
- EVW Specialist
- Office Assistant
- Consumer Directed Service Specialist
- Care Manager
- Eligibility Specialist
- Integrated Care Specialist
- Ombudsman
- Resource Development Specialist
- Senior Integrated Care Specialist
- Community Skills Teacher
- Community Living Specialist
- Integrated Care Specialist
- Direct Support Professional
- Employment Specialist
- Life Skills Teacher

PCC Services	% Respondents Who Provide
Informed decision making	72.6%
Person-centered plan development	69.5%
Informal supports (e.g., technology, relationships, community-based resources)	65.6%
Personal goals, strengths, and preferences	64.1%
Implementation support of person-centered plan	56.8%
Assess for future needs	52.1%
Navigation support of multiple organizations, agencies, and resources	51.7%
Transition from post-secondary school to post-secondary life	32.4%
Immediate LTSS needs	27.8%
Unexpressed needs	27.8%
Transition from institutional to community-based living	26.6%
Transition from nursing homes	25.9%
Application to public LTSS programs	23.2%
Private/ private pay resources	23.2%

## Do you feel that your organization provides PCC? (n=642)



DOOR

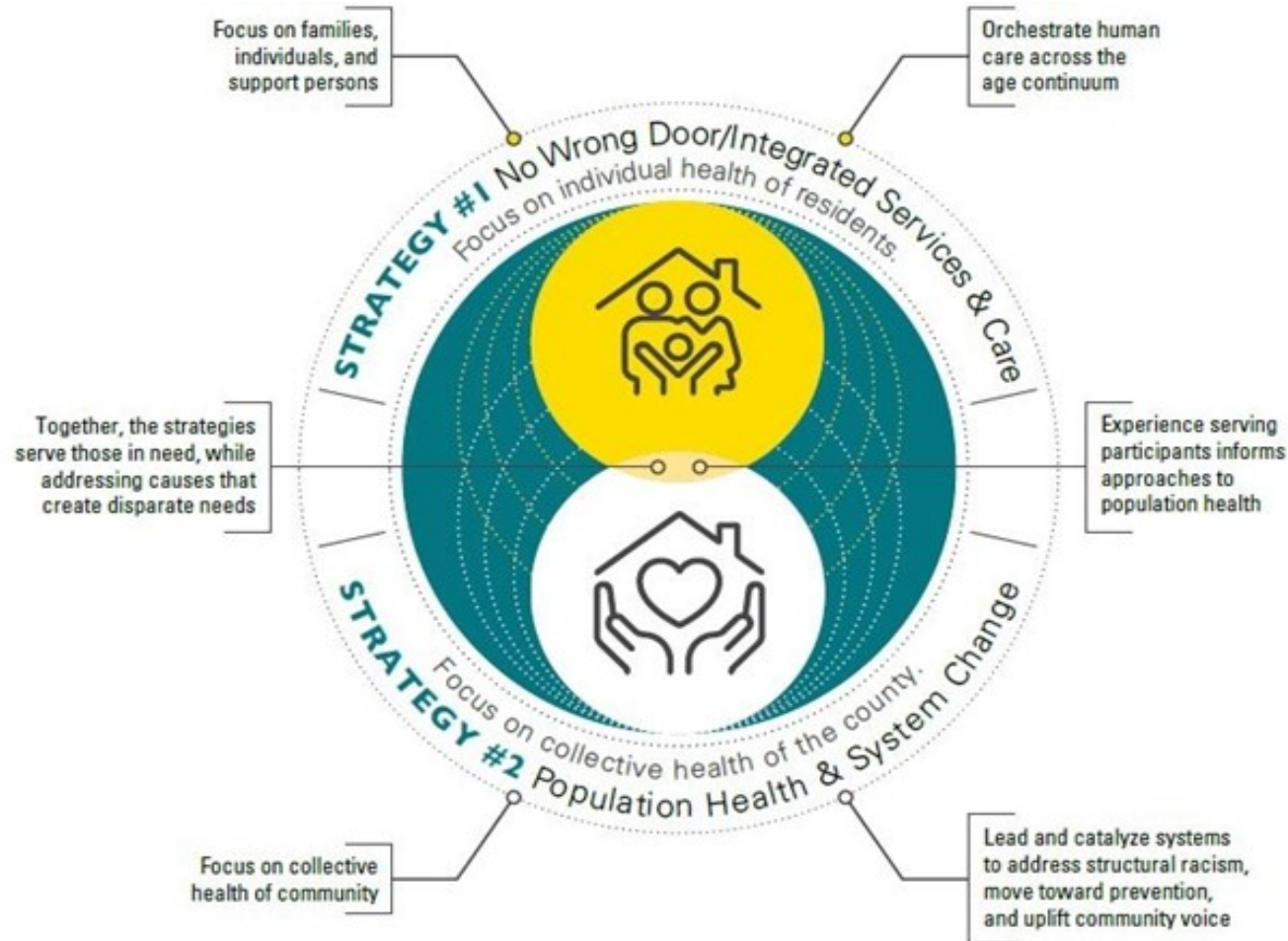
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# Milwaukee BEC

# No Wrong Door Approach To Benefits in Wisconsin



# DHHS TWO STRATEGIES



# Why No Wrong Door

- Powerful system built to support and assist individuals seeking support and resources, regardless of age, income or disability
- Provide objective information, advice, counseling and assistance, empower people to make informed decisions about their long-term care and easier access public and private long term supports and services
- Innovative system that provides the flexibility for the ADRC and BEC to meet the needs of customers, while providing timely and efficient services, while preparing to meet the needs of future populations



# Core Services of the ADRC

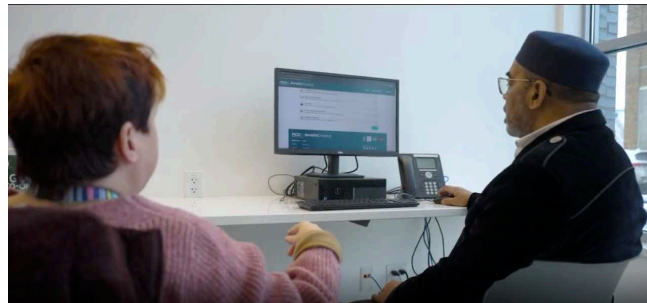
- Information and Assistance
- Disability Benefits Specialists
- Elder Benefits Specialists
- Options Counseling
- Youth Transition
- Dementia Care
- Community Health Workers
- Link to APS and access to Community Programs
- Benefit Enrollment Center



# Milwaukee County Benefit Enrollment Center

With support from a National Council on Aging Benefit Enrollment Center grant, we launched a **Self-Help Kiosk**, expanding access to essential benefits such as Energy Assistance, SNAP, Medicare, and Medicaid.

Through this initiative and the dedicated efforts of our Community Health Workers and Benefit Specialists, we were able to help over **750 individuals** get connected to the benefits they need to remain safe, supported, and independent in 2025.



# Person Centered Care Through the BEC Initiative



MILWAUKEE  
COUNTY

# Person Centered Customer Service

- Putting people at the center of services
- Creating greater access to critical health and human services, while addressing whole person health
- Focus on the person, not just their diagnosis or disability, provide support and resources to vulnerable residents
- Embrace each person's unique culture and identity
- Person centered model allows us to bridge the gap between people and resources to ensure access is achieved



# Implementing Person Centered Care

- Wrapping services around people: same customer might benefit from various programs
- Assisting customers with identify their strengths, goals, and connecting them with community resources that fit their needs
- Strategically placing ADRC staff in the community – meeting people where they are at
- Ongoing staff trainings on Person Centered Care and motivational interviewing
- Community Outreach events and team events



# Implementing Person Centered Care (con't)

- Build relationship with customer and family
  - Empower people to have a voice and have positive control over their lives
  - Respectful of other cultures, classes, ethnic backgrounds, and races
- Focus on choice among services and supports, help customer make informed decisions by
  - Removing barriers
  - Easy access to services and programs
  - Professional staff accessible in the community to assist customers
- In process of developing an integrated database system across DHHS
- Utilizing tools to measure customer satisfaction



# The Importance of Outreach



# Milwaukee County Community Outreach



- Staffed nearly **500 outreach events** in the community in 2025
- Collaborated to include staff from ADRC, Area Agency on Aging, Adult Protective Services and DHHS in outreach efforts
- Strengthened outreach with youth transition partners, healthcare agencies, community-based organizations, Latino, African American, Hmong and Native American communities



# Outreach Ideas for a No Wrong Door Approach



- Expand staff involved in outreach – across service areas
- Increase the amount of outreach to reach community members where they are
- Seek new outreach partners and sites that may reach underserved populations

# Expanded External Collaborations



- ADRC staff working from alternatives locations within the community: Veterans Services, Housing, Senior Centers
- Electronic Referral Forms for Dementia Care Specialists, Hospital Expedited Referrals Pilot, Housing, and APS
- ADRC Governing Board focus on FQHC's and healthcare connections as well as Transition Coordinators from MPS and suburban school systems
- Staff trainings "Road Show" to key community partners such as Milwaukee Public Schools, Community Advocates, Independence First

# A Data Driven No Wrong Door Approach

## Tracking Through ADRC Customer Satisfaction Surveys

- Customer Satisfaction Surveys
  - Information & Assistance
  - Options Counseling
  - Dementia Care Specialists
  - Elder and Disability Benefit Specialist
- Implementation
  - Identify customers - random is best
  - Paper surveys can be left during home visit
  - Online survey link can be emailed
  - DocuSign survey can be texted
  - Ask racial equity questions-see sample



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Activity: How can this be applied to your own work? Consider opportunities and challenges.

# Core Services of the ADRC

- Information and Assistance
- Disability Benefits Specialists
- Elder Benefits Specialists
- Options Counseling
- Youth Transition
- Dementia Care
- Community Health Workers
- Link to APS and access to Community Programs
- Benefit Enrollment Center



# Leaving in Action

How can this be applied  
to your own work?

# Stay in touch!

The Monday Mailer is a brief, weekly email with resources, events, and opportunities related to No Wrong Door



The No Wrong Door Community Discussion Board is a closed community for you to engage with your peers



Good afternoon,

Here is today's Monday Mailer for you:

## No Wrong Door Fall Reading List

As the weather cools down and the season begins to change, we want to add a few No Wrong Door resources to your Fall reading list.



- [The No Wrong Door Fact Sheet](#) provides a succinct definition of No Wrong Door and its purpose. It also describes how to connect with ACL for No Wrong Door technical assistance.
- [Resources to Strengthen No Wrong Door Systems](#) is a complement to the [No Wrong Door Key Elements](#) document and offers resources to states and territories as they operationalize their No Wrong Door vision.
- [Disability and Aging Partnerships in No Wrong Door](#) offers state examples of disability and aging organizations partnering to achieve their shared goal of providing comprehensive long-term services and supports (LTSS).

Check out these resources and more under the [Essential NWD Resources](#) page on the TA Community.

## Discussion Board

Active Newest Popular Tags

**F** **Virginia Department for Aging and Rehabilitative Services (DARS) No Wrong Door Road Tour**  
The Virginia No Wrong Door (NWD) team recently completed a statewide road tour, visiting all 25 Area Agencies on...  
Felencia McGee · STATE UNIT ON AGING · 33 min ago · 3 · 2

**M** **MAC Random Moment Sampling**  
Iowa has been using 100% Time Study for our ADRC Medicaid Administrative Claiming for several years, and we are...  
Morgan Casey · STATE UNIT ON AGING · 4 mths ago · 1 reply · 16 · 2 · Last reply 4 mths ago

Medicaid Claiming Surveys IT/Data

**J** **IT infrastructure for a NWD System**  
Hello from West Virginia!! We are reaching out to ask if any states are utilizing Salesforce for their IT infrastructure/...  
Justin Knapp · STATE UNIT ON AGING · 4 mths ago · 2 replies · 27 · 1 · Last reply 4 mths ago