



NO WRONG DOOR

ENVISIONING THE FUTURE OF NO WRONG DOOR

The No Wrong Door Summit brought together individuals and organizations from across the state of Virginia to envision No Wrong Door's future in local communities by way of: data analytics, consumer voice and accessibility, outreach and marketing, and person-centered options counseling. This report outlines the outputs of the No Wrong Door Summit and next steps for the initiative.



Prepared by: No Wrong Door Virginia

NO WRONG DOOR VISION

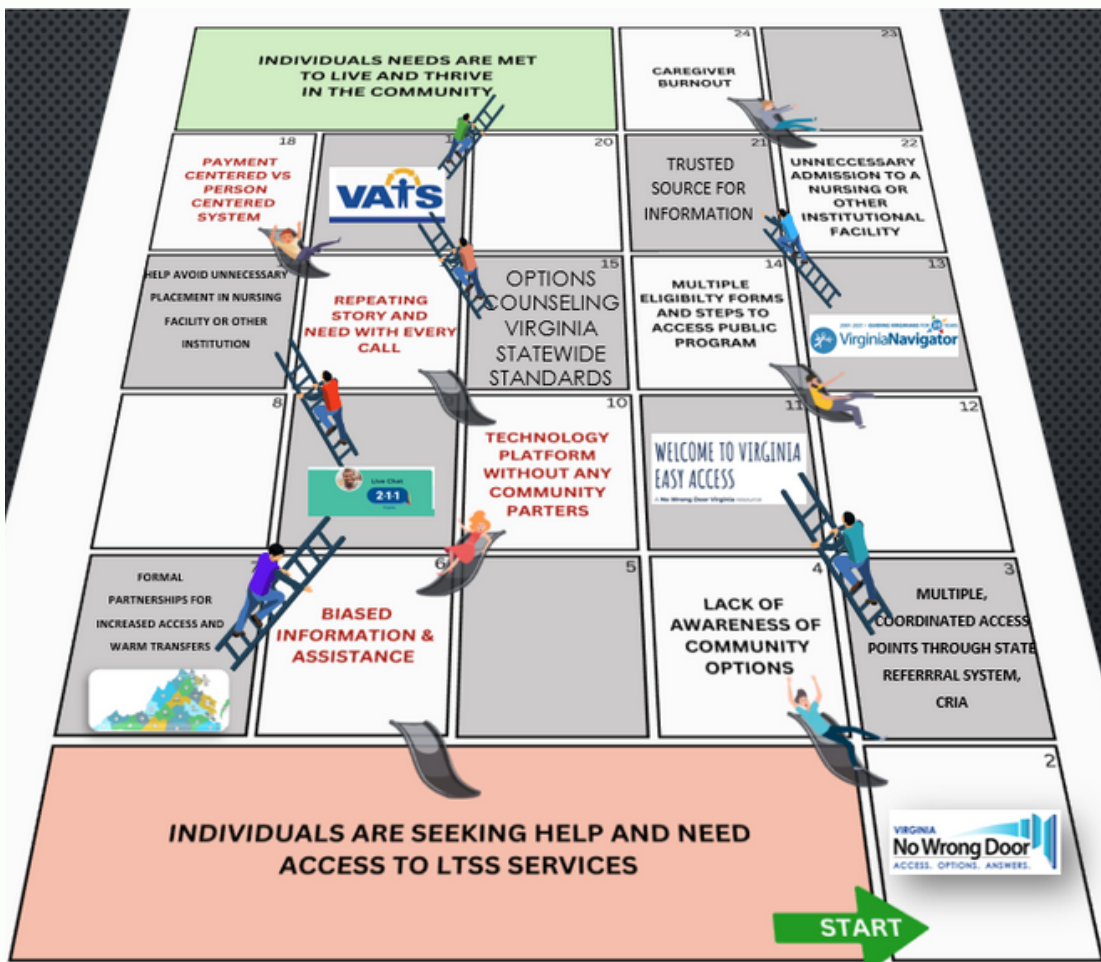
The No Wrong Door (NWD) vision is developed and supported through a partnership between the Administration for Community Living, the Centers for Medicare and Medicaid Services and the Veterans Health Administration. Building off the national model, Virginia's NWD system is where anyone can seamlessly be connected to the full range of community-based options available to them.

A successful NWD system is built around a framework of four key functions:

1. Public Outreach and Coordination
2. Person-Centered Options Counseling
3. Streamlined Access
4. State Governance and Administration



From left to right: Virginia Department for Aging and Rehabilitative Services Commissioner Kathy Hayfield, Administration for Community Living's Joseph Lugo, and ADvancing States' Nanette Relave



This graphic (pictured left) created by the Administration for Community Living (ACL) is a play on the popular children's game *Chutes and Ladders*. The ladders represent the assets of Virginia's No Wrong Door system. Whereas, the chutes represents the pitfalls of a long-term services and supports system without a no wrong door philosophy. Virginia adheres to the ACL's vision for a successful No Wrong Door System.

WHY BRING PEOPLE TOGETHER?

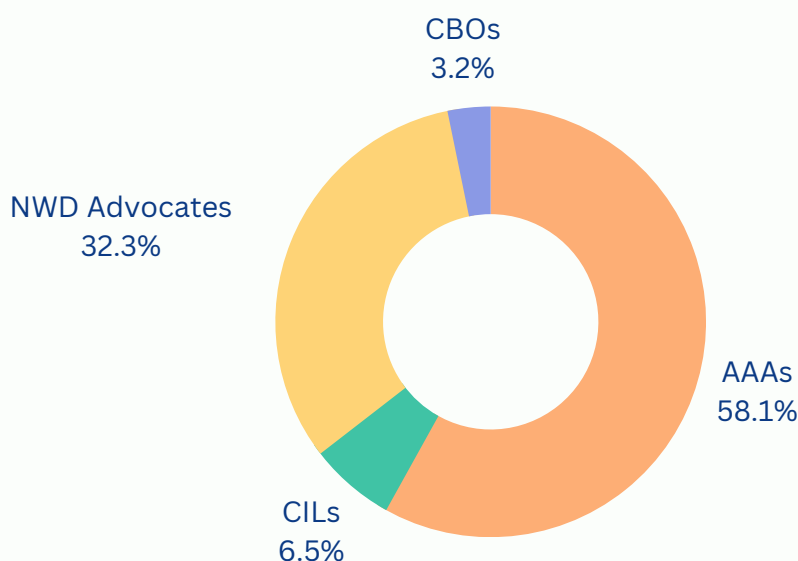
The No Wrong Door (NWD) Summit was a long time in the making. As the world has created a new sense of normal following the COVID-19 Pandemic and as many of our NWD partners have felt these changes, it was time to reconvene.

Events such as the NWD Summit provided an opportunity to conceptualize the day-to-day work of partner organizations into a broader dialogue for better serving Virginians with information access. It allowed our network and community of providers to reinvigorate our approach towards a NWD System of care. In addition, it provided a chance for attendees to connect with one another. This forum included a dynamic sharing of ideas, exploration of best practices, and discussion of processes from across the state.

There is a larger impact of bringing people together: Social Connectedness. In the roles of long term services and supports, we recognize the importance of being socially connected and forging relationships for people in their different roles to come together who are mission driven.

The No Wrong Door Summit was hosted as a way for us to envision No Wrong Door's future in our local communities through the use of the 4 core pillars of a NWD System. Workgroups of the following topics were established to align with those 4 core pillars: data analytics, consumer voices and accessibility, outreach and marketing, and person-centered options counseling.

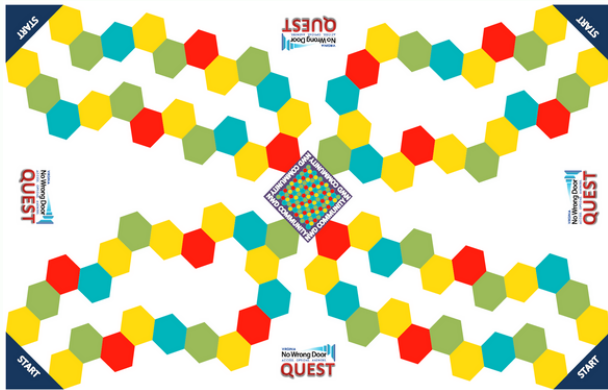
ATTENDEES



The No Wrong Door Summit consisted of diverse group of organizations from Area Agencies on Aging (AAAs), Centers for Independent Living (CILs), Community Based Organizations (CBOs), and NWD Advocates.

62 Attendees from all across the state of Virginia

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NO WRONG DOOR QUEST BOARD GAME

NWD developed an interactive board game called *NWD Quest*. This board game is played with up to 8 players using dice, cards, and game board pieces. It has been used by local advisory groups, conference, and trainings to showcase knowledge of a no wrong door system. Email us at NoWrongDoor@dars.virginia.gov to request a copy

NWD DIRECTCONNECT

NWD DirectConnect is an easy, efficient way to connect Virginians to services and supports. Older adults, persons with disabilities, veterans, caregivers and their families can directly request services and get an answer quickly.



VIRGINIA EASY ACCESS

Virginia Easy Access is No Wrong Door's person-centered portal for individuals, caregivers and providers. Organized by the Social Determinants of Health (SDoH), visitors can easily locate articles, links and other information about the topic of their choice.



Virginia Easy Access features access to two statewide resource databases via a *Service Finder* tool and via a live chat tool at the bottom of each page. Accessing the live chat feature means visitors will connect with a Specialist in real-time who is trained on the NWD System. Visitors may also access the assistance via a 24/7 toll-free phone number available in more than 200 languages.

Coming Soon to Virginia Easy Access:

- Screening Tools
 - Brain Injury Screening Tool
 - Safety Connector Tool
- Explore My Community

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BRAIN INJURY SCREENING TOOL

The Brain Injury (BI) Screening Tool is a partnership with DARS' Brain Injury Services Coordination Unit. The Screening Tool is based on the evidence-based Ohio State University Traumatic Brain Injury Identification Method developed by Dr. John Corrigan and has been modified with Dr. Corrigan for Virginians.



The BI Screening Tool is a self-assessment allowing individuals an opportunity to answer a few questions to help understand their cognitive health.

ASSISTIVE TECHNOLOGY PARTNERSHIP

No Wrong Door and Virginia Assistive Technology System (VATS) partner to provide assistive technology (AT) items to Virginians and improve access to AT through affordable, appropriate technologies and services.



Through this collaboration, Virginians can access assistive technology in more ways.

- **Assistive Technology (AT) Consultations**

AT Consultations provide an opportunity for Virginians to speak directly with an AT Specialist to determine which device(s) or resource may be appropriate for themselves or loved one.

- **Assistive Technology Kits**

VATS and NWD have collaborated to create a number of AT Kits such as: Social Health Kit, Emergency Preparedness Kit, Sensory Kit and Falls Prevention Kit to provide assistive technologies to Virginians through education and loans.

- **Trainings**

VATS and NWD have developed a series of videos for Virginians to explore the AT Kits and learn a little more about each item. [Click here to access our training platform.](#)

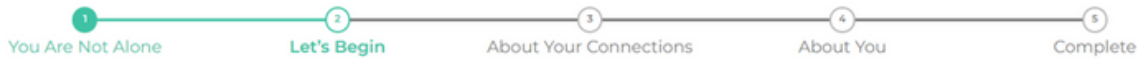


No Wrong Door (NWD) and Virginia Assistive Technology Systems (VATS) have collaborated to create three (3) Assistive Technology Kits: Social Health Kit, Emergency Preparedness Kit, and Training Videos Kit. This gallery outlines the items in the Social Health Kit and Emergency Preparedness Kit. The Training Videos Kit can be found at: <https://www.nowrongdoortraining.dars.virginia.gov/>

No Wrong Door (NWD) and Virginia Assistive Technology Systems (VATS) does not endorse any particular brands. This gallery is considered a resource guide for assistive technology.

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SOCIAL HEALTH CONNECTOR



The Social Health Connector is No Wrong Door's newest tool. This tool came to life as No Wrong Door was the winner of the Administration for Community Living's MENTAL Health Challenge in 2020. The tool's purpose is to help individuals think about their social connections and current life circumstances to offer valuable local resources for supporting positive health outcomes.

The personalized Social Connection Plan is generated using a 3 step process:

- Individual answers a series of questions
- Natural Language analysis determines keywords and processes answers appropriately based on trained model
- Generation of a personalized social plan

The interactive survey takes you through a reflective process asking a series of open-ended questions. Upon the completion of the survey, a personalized plan is generated based on your answers and includes a list of local resources.

The Personalized Plan is organized into four (4) categories:

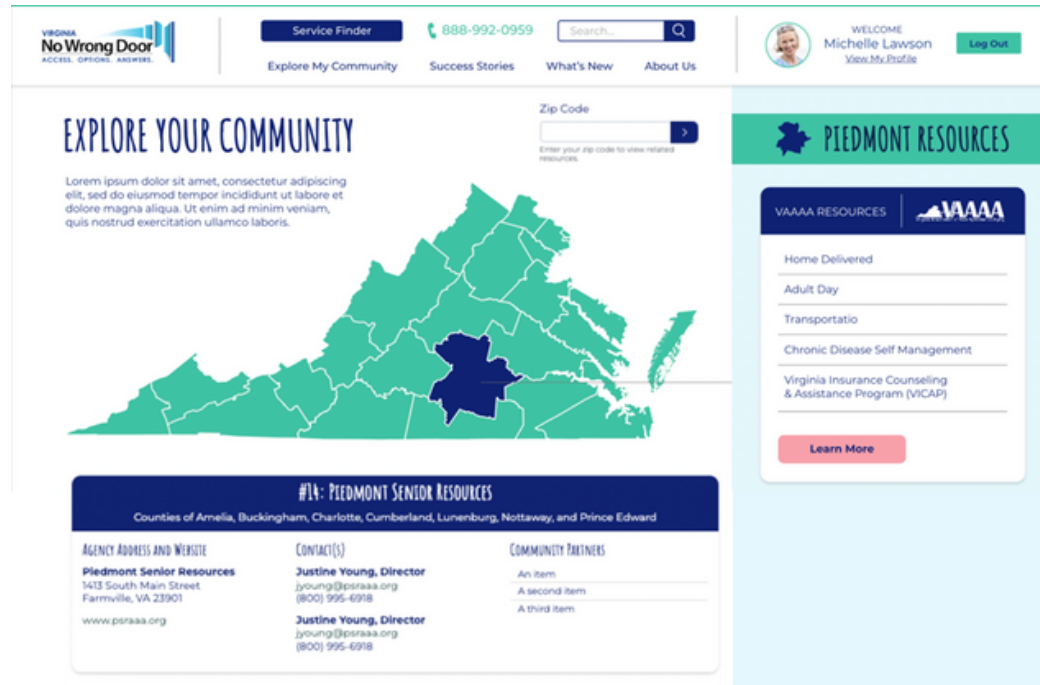
1. What is social connection and why does it matter?
2. What are my unique risk factors and protective factors?
3. Where can I find help near me? (Virginia Residents Only)
4. Where can I go for further information?

Personalized resources have been curated utilizing the individual's responses to pair local resources. Local resources are located using the Virginia 2-1-1 database using the zipcode provided. Then the service information including location, phone number, and website are provided.

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EXPLORE MY COMMUNITY

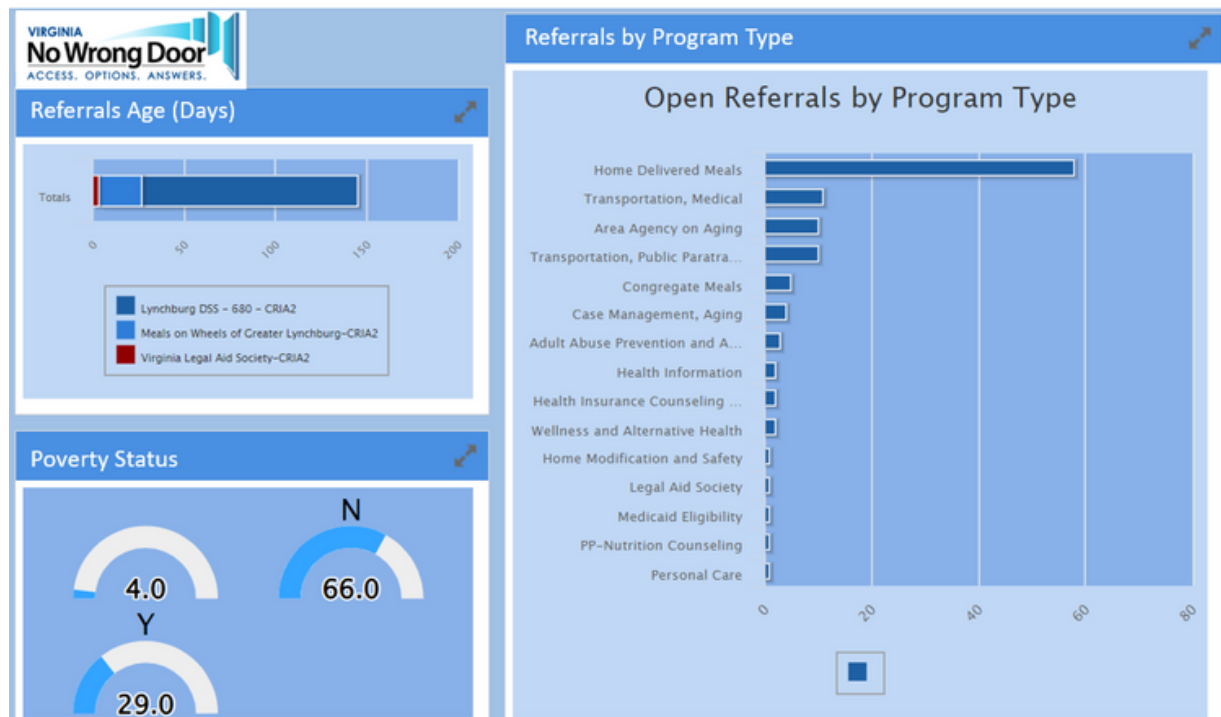
The *Explore My Community* tool is designed to showcase No Wrong Door's Local Lead Agencies, Virginia's Area Agencies on Aging (AAAs). The interactive map allows the visitor to locate their region by entering a zip code. Beyond information about the services and supports offered by the AAAs additional services in the AAAs region are also populated including 2-1-1 resources, FarmLink, Recreation, and more.



DATA DASHBOARDS

No Wrong Door is exploring a new way to visualize data within the NWD System. Data Dashboards and Interactive Reports will be included for NWD Partners who utilize the NWD System. The Dashboards will showcase a snapshot of data on a single page at a point in time. While the Interactive Reports will showcase a couple of data points allowing for a deeper dive into organization level data on people served.

The addition of these reports is important to telling the story of your organization, team, and community. It allows for the creation of benchmarks, baselines and goals and for NWD partners to make the most out of the funding through strategic decision making.



SUMMIT WORKGROUPS

Attendees of the NWD Summit rotated through four workgroups: *Consumer Voices and Accessibility, Data Analytics, Marketing and Outreach, and Person-Centered Options Counseling.* Each of these workgroups are inspired by the four pillars adopted by Virginia's No Wrong Door System and as outlined by the Administration for Community Living.



Consumer Voices and Accessibility

Participants explored person-centered practices and discussed ways to engage and power the clients they and their organizations serve. Participants received tips and tools to create individualized self-directed plans for services and supports

Data Analytics



Participants gathered tools for improving data collection techniques to help better target resources and better serve local communities.



Outreach and Marketing

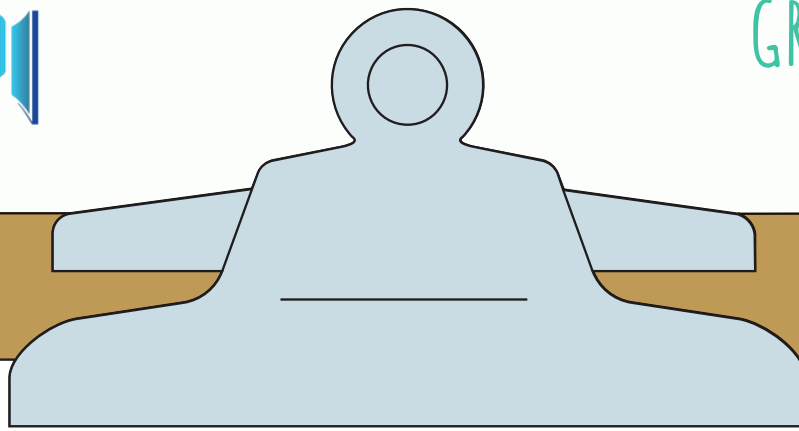
Participants explored outreach and marketing efforts that showcase NWD to consumers, local communities, organizations, and partners.

Person-Centered Options Counseling



Empowered individuals to utilize self-directed services/resources in their communities.

Developed guidance for providing person centered resources and closed loop referrals.



Consumer Voices and Accessibility

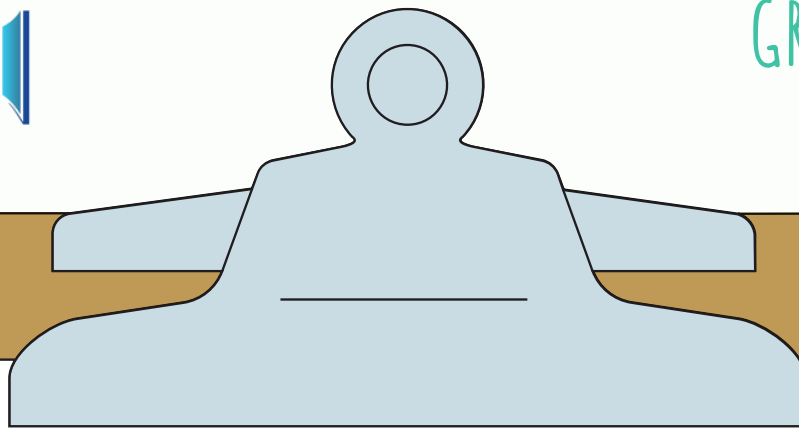
Tools/Skills

- Active Listening
- Direct Connection
- Relate with life experience
- Everyday language
- “Tell me what’s happening?”
- Observation
- Building rapport and trust
- Prioritize the needs and concerns

Barriers

- Power differential- sense of vulnerability
- Stigma to receiving services
- Assumption of needs/services
- Access to information

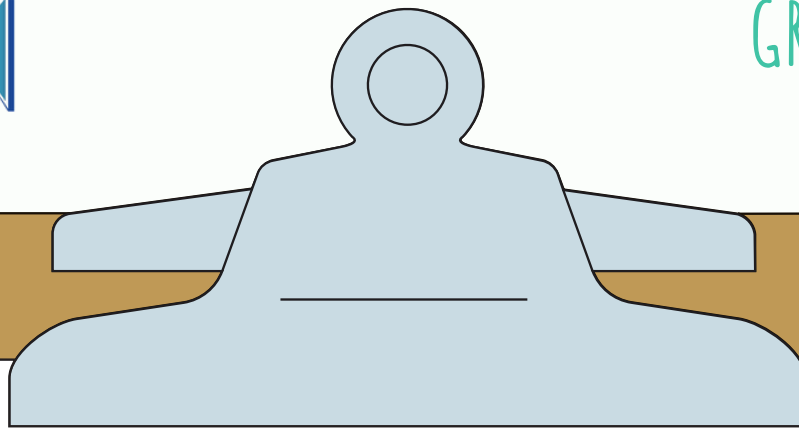




Data Analytics

- Disconnect between (quantitative) data and (qualitative) stories
- Contextualization of data
 - Geography, market, language, acuity, language, client-based)
- Internal capacity to meaningful use PeerPlace
- Many agencies use multiple data systems (avg. of 5)
- Outcomes and impact are difficult to measure vs. outputs
- Use data for many internal and external purposes
- Desire to use data for trend analysis (partnerships)
- Regional data ambassadors, incentivized
- State level sharing benefits all
- New Tools: intuitive, accessible, mobile-friendly
- Trends: dashboard to integrate with larger data sets





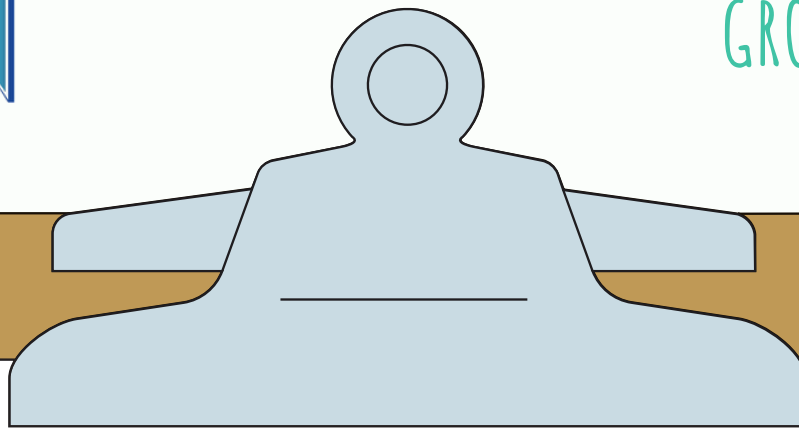
Outreach and Marketing

- Small teams, many hats, not marketers and are spread thin
- Credibility is good, marketing = weak, can be expensive and cumbersome
- Multiple systems is cumbersome and time consuming
- Know that NWD is more than a tech tool—philosophy and value of collaboration/person-centeredness
- The training involved in NWD is a lot, but valuable, you literally buy-in—Could it be simplified?

Needs

- Messages vary by audience and geography, regions, neighborhoods, ability, demographics
- Other technologies: Product not great, but the advertising + user experience are great
- Power of word of mouth
- NWD= resource collaboration, toolbox
- Simple, plain language
- We are siloed even though we know who's providing services in our area
- Value: two-way referrals, lots of partners on board
- "Start here"





Person-Centered Options Counseling

Tried

- Consider how PCOC/Care Coordination/Case Management could be a continuum of care
- Increasing education, awareness and outreach
- Speaking/Building relationships with service recipients

Learned

- Improve efforts
- Decrease paperwork
- Easy to build trust
- Time efficient/resources

Pleased

- Offering number of options
- Empowering recipients
- Reduces waitlists
- Connect with other referral sources
- Partners in the area
- Supports self-determination
- Easier than care coordination

Concerned

- Used as a program rather than a process
- Self direction may be difficult when multiple stakeholders are involved
- The word "counseling" can be off-putting

What's Next?

- Additional education for experienced PCOC
- Consider name change to Advisors/ Specialists
- Workflow/Manual/Enhanced Standards



You Spoke and We Listened!



No Wrong Door Virginia asked for feedback from our partners and they delivered! As a result of the No Wrong Door Summit we are proud to introduce new programs and initiatives. Three new efforts will be launched.

- (1) No Wrong Door would like to continue hearing from our partners so the *NWD Data Ambassador Program* has been created for a core group of NWD users can share feedback and insight on new NWD tools.
- (2) "Plug and Play" marketing materials are being developed to help our NWD Partners tell the NWD story, and
- (3) Person-Centered Options Counseling technical assistance is being offered to all NWD partners. More information on each effort is below:

DATA AMBASSADOR PROGRAM



No Wrong Door Data Ambassadors are staff from No Wrong Door Local Lead organizations (Virginia's Area Agencies on Aging) who receive enhanced training from No Wrong Door to provide coaching on data collection, data quality, data visualizations, and data storytelling. This core group of individuals also provides insights and feedback on the tools of NWD.

Program Launch: Summer 2023

MARKETING NO WRONG DOOR

No Wrong Door will be launching plug-and-play marketing templates for No Wrong Door partners and Local Lead organizations to provide clear and consistent messaging about the No Wrong Door initiative.



Toolkit Launch: Fall 2023

PERSON-CENTERED OPTIONS COUNSELING



There are various options for supporting individuals through the long-term services and supports system such as case management, care coordination, and person-centered options counseling. No Wrong Door's Trainer is working with organizations to determine which processes may be appropriate for certain situations. Information and referral is a highly individualized process and we want to be sure your organizations are supported. Reach out to NoWrongDoor@dars.virginia.gov if you would like to receive additional training on Person-Centered Options Counseling or visit the [NWD Training Platform](#).