House of Representatives
COMMONWEALTH OF PENNSYLVANIA
HARRISBURG

HOUSE DEMOCRATIC POLICY COMMITTEE HEARING
Topic: Human Services
Rep. Kevin Haggerty's Satellite Office – Olyphant, PA
May 2, 2017

AGENDA

2:00 p.m.   Welcome and Opening Remarks

2:10 p.m.   Patricia Allen
              Director of Bureau of Program Support
              Pennsylvania Department of Human Services

2:35 p.m.   *Questions from Committee Members*

2:50 p.m.   Panel from Local Organizations:
- Don Barney
  Director of Clinical Services, Keystone Community Resources
- Paul Emark
  Program Participant, Keystone Community Resources
- Don Broderick
  Executive Director, The Arc of Northeastern PA

3:15 p.m.   *Questions from Committee Members*

3:30 p.m.   Closing Remarks

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myCOMPASS PA

House Democratic Policy Committee Hearing

May 2, 2017

Agenda

1. Project Motivation

2. Choosing the Features

3. Understanding our Users

4. First Release

5. Measuring Success

6. Data Driven Approach to Marketing

7. Second Release

8. Demo

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The Vision

DHS Priorities

- Improve customer service
- Government that works
- Improve operating efficiencies
- Use modern technologies and platforms
- Reduce costs

myCOMPASS PA

COMPASS
CLICK. APPLY. BENEFIT.

DHS Mobile Vision

- Improve customer service and save client time
- Gain worker efficiencies
- Reduce the number of CAO and Call Center calls
- Provide multiple channels to apply for and access benefits

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User Challenges

Four user challenges serve as our charter

Access to Desktop · Website Navigation · Transportation · Limited Financial Resources

May 24, 2016   3

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Community Partners Steered Us

In January 2016…We took the show to the road

➢ 300 community partners were invited

➢ Listening sessions were held in Harrisburg, Philadelphia, and Pittsburgh

➢ Each group brainstormed features they felt would be most helpful to their clientele

➢ Many of the ideas aligned with those of DHS staff

Output of discussion with Community Partners

PHILADELPHIA
1. Create MyCOMPASS Account
2. Document Upload/Verification Submission
3. Status Updates
4. Language Help/Plain Language
5. Reminders

HARRISBURG
1. Clear Communication / Access for People with Disabilites
2. Language Access
3. Interactive Submission Process / My Documents / Submit Verification
4. Important Reminders (Calendar Dates) / Reminders & Notifications
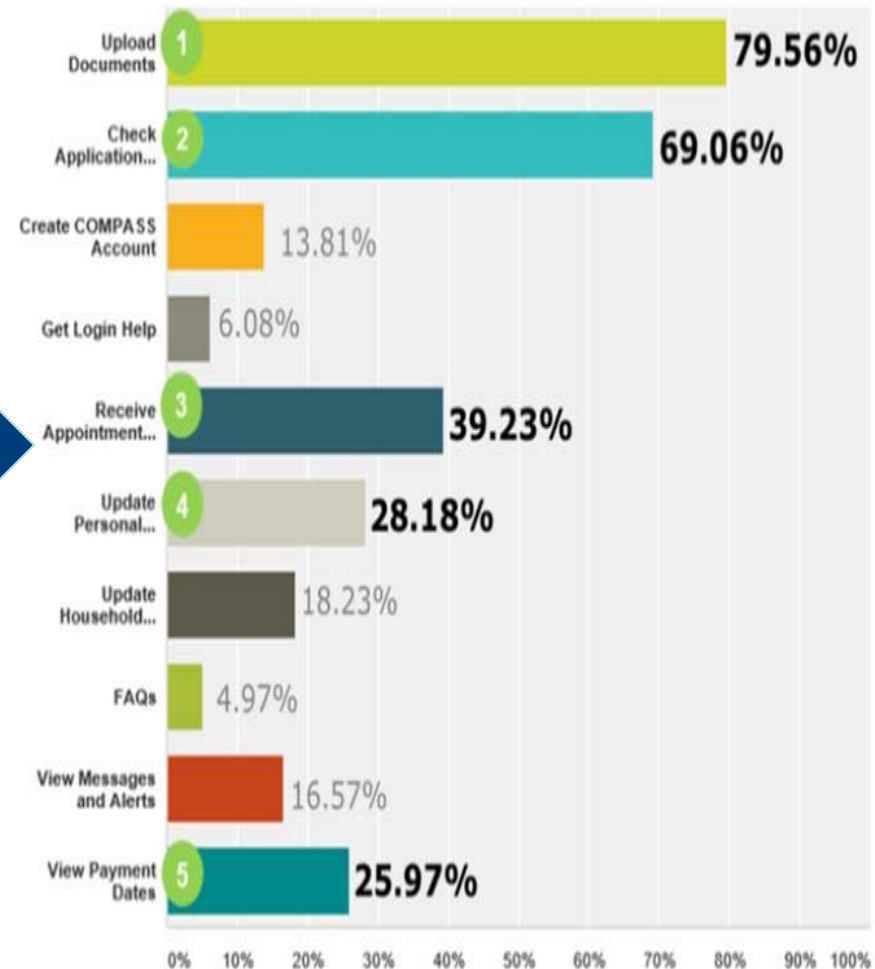5. Schedule Interviews / Scheduler

PITTSBURGH
1. Notification & Alerts
2. Upload Documents
3. Eligibility Screening
4. Change Reporting
5. Quick Access to Records, EBT Cards and Access Cards

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Citizen Surveys Widened Our Reach

We talked to ….Our Clients

- Client surveys were conducted after listening sessions in the lobbies
- 209 clients were surveyed in Harrisburg, Philadelphia, and Pittsburgh
- Clients were asked 9 questions ranging from age group to benefit enrollment and functions that would appeal to them on a mobile app
- Almost all of them stated they would prefer using a mobile app to driving to a CAO

Output of Citizen Survey

Upload Documents	79.56%
Check Application...	69.06%
Create COMPASS Account	13.81%
Get Login Help	6.08%
Receive Appointment...	39.23%
Update Personal...	28.18%
Update Household...	18.23%
FAQs	4.97%
View Messages and Alerts	16.57%
View Payment Dates	25.97%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

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Release 1 Features

#	Function	Description
1	**Create COMPASS Account**	This function enables clients to create a My COMPASS Account (MCA)
2	**Get Login Help**	This function enables clients to retrieve username and reset password for their MCA
3	**Upload Documents**	This function enables clients to upload verification documents via their smart phones
4	**View Application Status/Benefit Status**	This function enables clients to view their status of their application and benefits
5	**Update Personal Information**	This function enables clients to update address, phone number, and email address associated with their case
6	**Broadcast Messages**	This function enables clients to receive generic broadcast messages about the app or specific function unavailability on their smart phones
7	**App Tour**	This function enables clients to view a guided tour of the app to help them navigate the app
8	**FAQs**	This function enables clients to view answers to the most frequently asked questions
9	**Version Check**	This function informs clients of newer version of the app available for download in the app store
10	**Simplified Language**	This function provides clients with contextual help during the navigation of the app

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Measuring Mobile Success

#	Metric
1	Number of **active downloads** from the App Store and Google Play to: • Track the effectiveness of the marketing strategy
2	Number of **uninstalled downloads** from the App Store and Google Play to: • Track the effectiveness of the marketing strategy
3	Number and type of **documents uploaded** to: • Track the successful usage of the upload function
4	Number of **successful and unsuccessful logins** to: • Track the successful usage of this function
5	Number of **new accounts** created via the mobile app to: • Track the successful usage of this function
6	Number of **benefit and application** status views to: • Track the successful usage of this function
7	Number of Get Login Help access (successful **username retrieval and password** reset) to: • Track the successful usage of this function
8	Number of **demographic changes reported** which includes: residential and mailing address, email address, and phone number to: • Track the successful usage of this function

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Key Performance Indicators (KPI)

Install Data

48,002 | Current Installs
Unique Devices Registered
23m ago

3.9 | Stars
Apple Store Current Version Average Rating

17 | Apple App Ratings

3.0 | Stars
Google Play Store Average Rating

74 | Google App Ratings

Call Center Tickets / App Changes Data

243,141 | Benefit Status View
Estimated Benefit Status Views

4,554 | Personal Information Changes
Reported by Users

1,086 | Total InspiriTec Calls

1,062 | Resolved InspiriTec Calls

1,095 | Total ServiceNow Tickets Created

Account Data

151,963 | Successful Logins

13,622 | Accounts Created

11,730 | Password Resets

6,301 | Username Retrievals

1.66 | Minutes
Average Session Time

Documents Submitted

33,762 | Documents Submitted

Form Name ⇕	Total Count ⇕
Paystubs	13480
Client Correspondence	7233
Rental Costs	4525
Photo ID	2157
Medical / Doctor Forms	1586
Birth Certificate	1207
Bank Accounts	1201
Medical Bills	1168
Dependant Care	207
Vehicles	199

As of April 26, 2017

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Marketing and Communications

An audience and channel analysis was conducted to identify the best means of communicating to clients, staff, and partners. A detailed plan based on the results of that analysis include;

External Marketing Plan

- Direct mail
- Posters and giveaway cards in CAOs
- Road shows to high volume CAOs
- Phone message updates
- New dedicated Helpline staff
- Updated notifications
- Email blasts
- Social Media video/articles
- Press Releases
- DHS Community Partner "Press Kit"
    - PPT presentation
    - Printable flyers, posters
    - Scripts for phone message updates & end of call messaging

Internal Communications Plan

- Intensive Training
- All Hands Meeting for HQ Staff
- CAO Staff meeting presentation
- Deputy Secretary Messages
- Newsletters/OIM Transformer Articles
- Posters, cards, and flyers sent out for distribution

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Release 2 Features

Function	Description
Update Household Information	The myCOMPASS PA mobile app will provide the ability to report changes to household information on the case – wage change, new job, pregnancy, shelter & utilities, resources, other communications.
Upload Documents - Additional	The myCOMPASS PA mobile app will expand the existing document upload functionality to support the view history log feature for uploaded documents.
My COMPASS Account (MCA)	The myCOMPASS PA mobile app will be enhanced by providing account linking capabilities to client case after login.
Semi-Annual Review (SAR) Process	The myCOMPASS PA mobile app will provide the ability to start and complete the SAR process on the smart phone.
View e-Notices	The myCOMPASS PA mobile app will provide the ability to view notices on the smart phone.
Contextual Help	The myCOMPASS PA mobile app will provide helpful hints during navigation.

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- First Time User Experience
- User Name Retrieval
- Create a My COMPASS Acct
- Log On & Benefits Screens
- Report Changes
- Upload Documents
- Change History
- Application Status and Info