

kynect benefits

October 2020 Launch



Vision of SSP Redesign



Increased Access

- Mobile-First Design
- More services to more people
- Increase Adoption



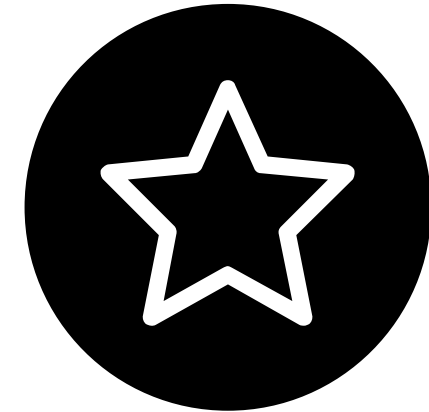
Remove Barriers

- Make It Easier To Use
- More Guided Flows
- More Notifications & Reminders



Continuous Improvements

- Usage Trends / Patterns
- Drop-off Points
- Feedback for Improvement

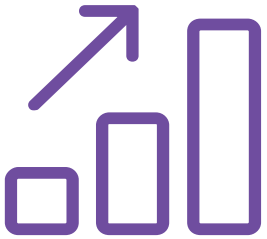


Align DCBS Staff

- More Time With Client
- Help Improve QA / QC Metrics
- Reduce Rework

Goals of SSP Redesign

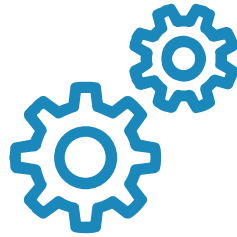
To ultimately increase adoption and remove barriers...



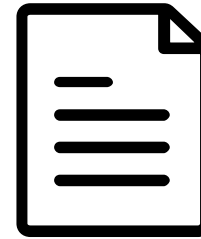
30% increase in unique users logging in per month



40% increase in unique community partner logging in per month



Increase from 10% to 20% in App Intake thru self-service channel



Increase from 8% to 30% in Documents Uploaded thru self-service



40% usage target for mobile device usage



8% decrease in Call Center volume for Benefind self-service related calls to reduce wait time

*Goals for self-service are targeted after one year of implementation based on experiences and outcomes in other states that successfully launched SSP

Features

1 | Human Centered Design and Mobile First Approach

2 | National Plain Language & 6th Grade Reading Level standards

3 | Omni-channel nudges and notifications

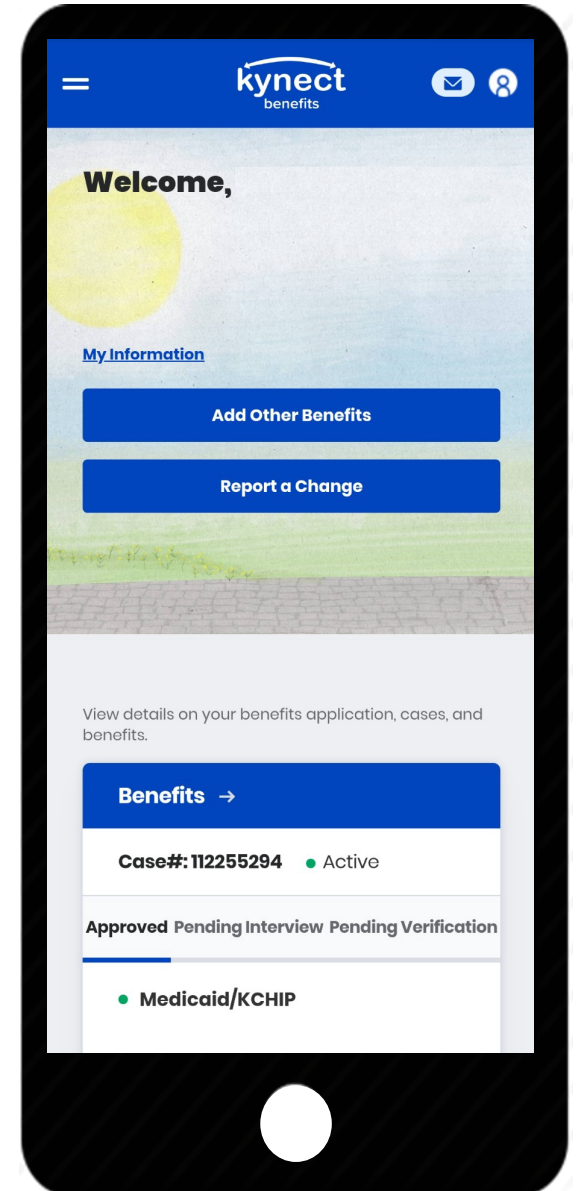
4 | Document Center – Easy upload from mobile device

5 | Data entry accuracy with simple screen flows

6 | Hub and spoke model - Provides guidance and progress indication

7 | Member Determination - Do not collect data for non-members

8 | Front loaded gate post questions - Easy to understand what details are needed



Mission and Benefits

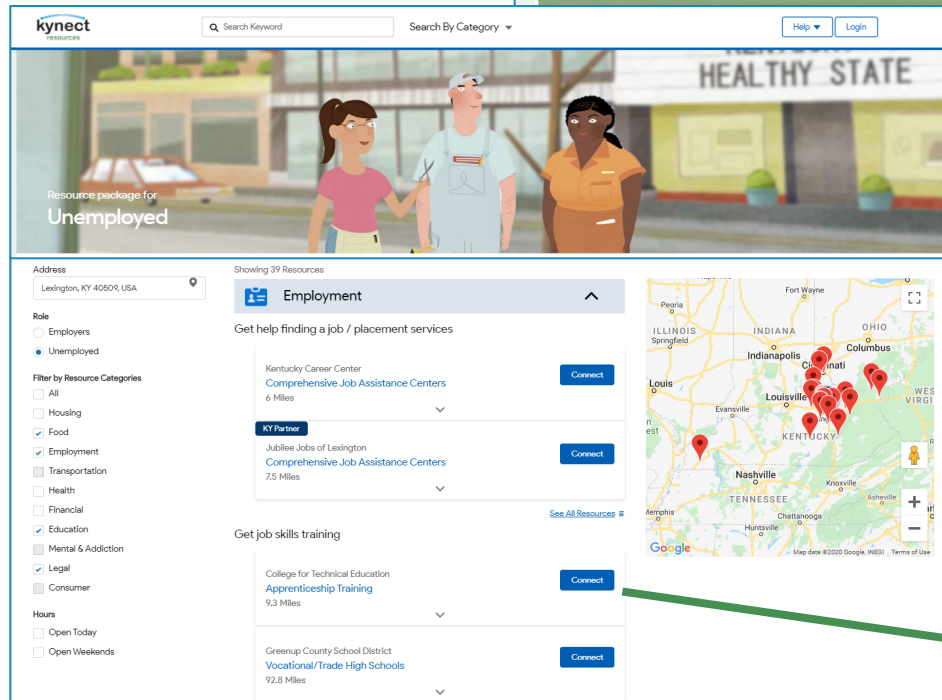
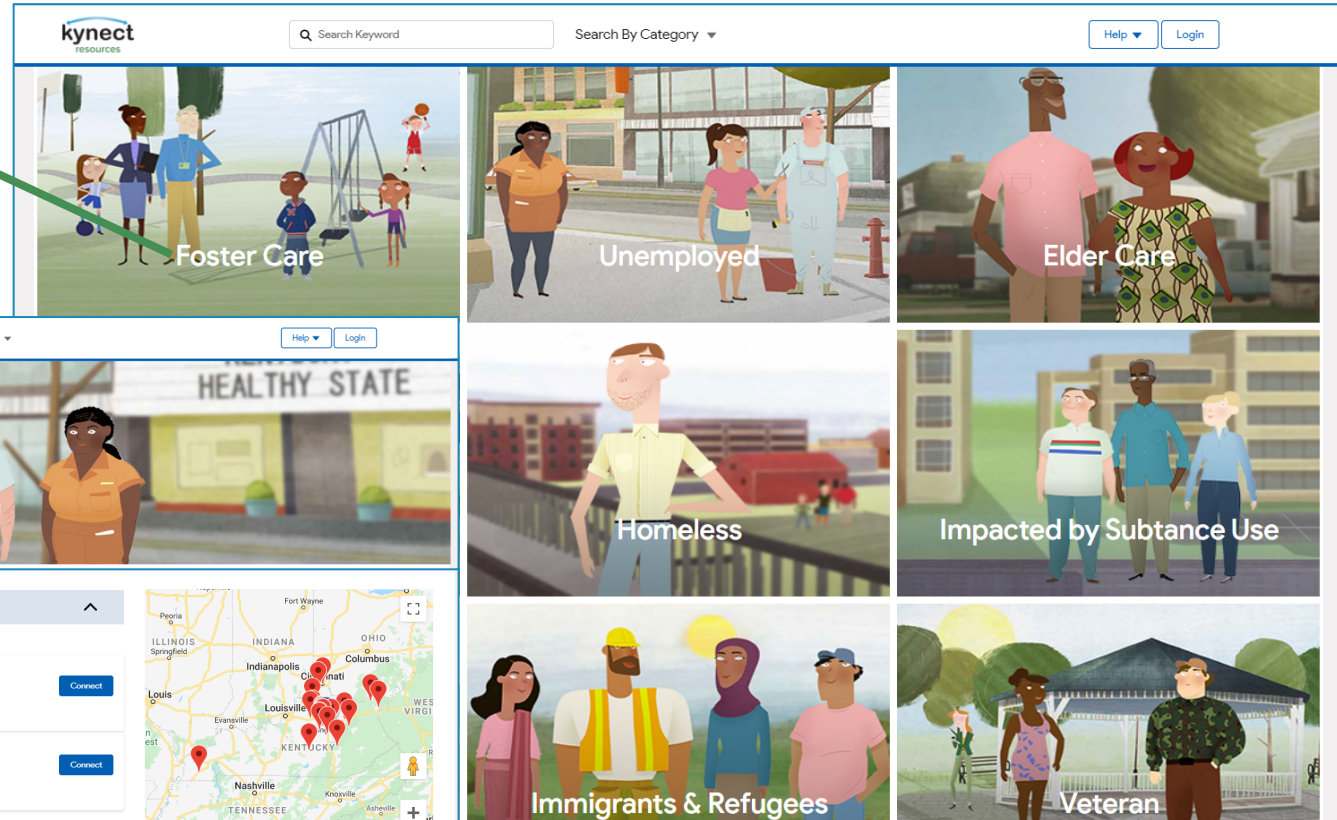
Our mission is to **bring together** Community Partners and Commonwealth agencies into a comprehensive, single platform that *connects Kentuckians to help*

- ✓ Reduce Barriers
- ✓ Faster Help
- ✓ Trusted Network
- ✓ Stronger Community
- ✓ Informative Data



kynect resources: Connecting Kentuckians to Help

Browse programs or services in your community based on your situation



Connect with resources to let the Community Partner in the area know you are interested in their services