MI Bridges: Integrated Service Delivery
Benefits and Services for Low-Income Individuals: 80+ Programs Spending $1 Trillion per Year
Moving to an Outcome-Centric Delivery System

A personalized outcome focused delivery model, one that focuses on the individual or family as a whole and aligns their desired outcome with the necessary program and services—positions human services agencies to deliver more effective services that lead to better outcomes.

SHAPING THE CUSTOMER EXPERIENCE

<table>
<thead>
<tr>
<th>Needs Assessment</th>
<th>Contact Log/ Case Notes</th>
<th>Outcomes Monitoring</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue/Incident Management</td>
<td>Service &amp; Provider Coordination</td>
<td>Goal &amp; Service Plan Development</td>
</tr>
<tr>
<td>Referrals / Authorizations</td>
<td>Case &amp; Demographic Data Management</td>
<td>Needs Assessment</td>
</tr>
<tr>
<td>Intake Management &amp; Eligibility</td>
<td>No Wrong / Single Door</td>
<td>Integrated Service Delivery Rules Engine and Predictive Analysis</td>
</tr>
</tbody>
</table>

Outcome(s)

Align

Programs / Services

Personalized Outcome

Predictive Analysis

Integrated Service Delivery

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Social Determinants of Health

Our Help Me Find Resources survey allows customers to tell us what their needs are and lets the system do the work to recommend resources in their area that can help them.
Social Determinants of Health

Our Help Me Find Resources survey allows users to tell us what their needs are and lets the system do the work to recommend resources in their area that can help them.
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COVID Spike in Usage

Due to the COVID pandemic, MI Bridges saw a dramatic increase in usage as seen by the increase in benefits submissions.
MI Bridges is a digital platform that offers an improved customer self-service portal. MI Bridges allows Michiganders to apply for benefits, explore community resources, and manage their case. The MI Bridges team uses an agile transformation approach and is built with a focus on complete digitization, omni-channel support, and continuous improvements for the business. In just a couple short years, the benefits and impact of MI Bridges have been realized.

<table>
<thead>
<tr>
<th>Resources Available</th>
<th>Help Me Find Resources Surveys Completed</th>
<th>Mobile Usage</th>
<th>Applications for Benefits Submitted</th>
<th>Documents Uploaded</th>
<th>Renewals Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>30k+</td>
<td>110K+</td>
<td>75%+</td>
<td>3.7M+</td>
<td>6.2M+</td>
<td>549K+</td>
</tr>
</tbody>
</table>

**Key Metrics:**
- Average Application Completion Time: 20 minutes
- Reduced app time: 50%
- Registered users: 2.5M+
- Surveys completed: 110K+
- Mobile usage: 75%+
- Documents uploaded: 6.2M+
- Renewals completed: 549K+

**Metrics Since February 2018**