

## **PRESS RELEASE - HIGGLE - SOCIAL SERVICES SOLUTION**

This document is an artifact of the work performed by NACRN at the ASU Smart City Cloud Innovation Center (CIC). The ASU CIC uses the Amazon working backwards product development process to identify a solution to a public sector challenge. This process includes a series of workshops to deeply understand the customer, the customer problem, and define a solution. One of the artifacts generated during these workshops is a fictitious Press Release that describes the problem and solution as if it were a new product being released. The Press Release is used by the development team as a guide to build a proof of concept or minimally viable product and helps to determine the most important features to build. Below is the mock press release developed by NACRN and the ASU CIC which was used by the developers to build a proof of concept on AWS.

**Disclaimer: For visioning purposes only, document may not reflect current state of project**

### **NACRN LAUNCHES NEW HIGGLE TOOL TO MOVE WORKFORCE SERVICES INTO THE FUTURE**

Application Improves Access to Benefits and Services for People Experiencing Poverty.

**(Show Low, Arizona - December 15, 2019)** Northern Arizonans in fiscal crisis can now easily discover and apply for benefits to assist them in recovery. The Northeastern Arizona Community Resources Network (NACRN), a partnership of community organizations, announced the launch of a new tool, the HIGGLE social service management platform to connect citizens in need to services with the overall goal of reducing the impact of poverty on Navajo County. The platform was developed in partnership with the ASU Smart City Cloud Innovation Center.

“One of our top priorities is to eliminate poverty for all Arizonans. While we’ve done a great job in getting the overall state poverty rate down below 14%, that’s largely driven by the robust economic activity in urban areas like Phoenix and Tucson. In our rural areas there is more to be done to connect people to jobs, education and training. Here in Navajo County over 28% of residents remain in poverty and we need more tools like HIGGLE to help get people the help they need,” said County Commissioner Mary Jones. “I am confident the HIGGLE application will be a powerful resource for connecting people in need to available services to make Arizona a model in reducing poverty.”

Navajo County is a large, rural area with few jobs and extreme poverty. While there are a number of local government and non-profit social services agencies dedicated to helping people in fiscal crisis, the case managers at these agencies lacked the ability to generate a complete profile of their clients, understand what services they were already accessing and what services they were eligible to receive. Success or failure was often based on the case manager’s knowledge of programs and experience working with people in poverty and people often had to travel from agency to agency to get the help they needed. All of this was frustrating for both case managers and clients, led to an inefficient and ineffective use of resources and prevented the development of comprehensive programs to help people end their cycle of poverty and reduce Navajo County’s poverty rate.

“I used to get frustrated when I couldn’t find the information I needed to help my clients. I often knew there was a program or service, but couldn’t remember the name. Or I only had part of a client’s case history and didn’t know what other agencies they were working with and I didn’t have

the tools to put all the pieces together," said Mary Bates, NACRN Success Coach. "Now I am able to get a complete picture of a client's situation and connect them to the help they need to end their poverty. I finally have resources at my fingertips to offer comprehensive case management in less time than it used to take to research just one program. I'm able to help more people in more significant ways."

HIGGLE is a cloud based system that is simple for case managers to access and use on any device, whether in the office or in the field. HIGGLE provides case managers with both accurate information on the universe of benefits and services and how to apply for them as well as complete client profiles. Case managers log-in, find an existing client profile or build a new one and enter qualifying information. HIGGLE takes the guesswork out of service coordination through a simplified universal intake process and referral management program thus ensuring individuals receive all qualified services. The HIGGLE application compares the client information provided to benefit eligibility criteria and identifies all matches and provides the application and instructions to apply. With HIGGLE clients receive complete and accurate information and case managers are better able to help more people end their poverty with comprehensive services.

To learn more about the HIGGLE and how you can use it as an open-source, social service solution go to [www.navajocountyaz.gov/higgle](http://www.navajocountyaz.gov/higgle) (not a live site).

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## FREQUENTLY ASKED QUESTIONS (FAQ) - HIGGLE PLATFORM

### HIGGLE CUSTOMER FAQ'S

1. What are we building and why?

HIGGLE is an open source, cloud based, software application for social service organizations that provides tools for both case management of clients and the matching of available benefits to qualifying clients.

NACRN and the ASU CIC built HIGGLE because poverty is a large, complex problem and organizations working to end poverty need more solutions. HIGGLE provides part of the solution by supporting case managers as they try to understand their clients and how to help them.

Case managers using HIGGLE can now see a complete profile of their clients and the benefits and services they are receiving from participating, affiliate organizations and use the digital benefits directory to quickly and

accurately identify the benefits and services that clients are eligible to receive.

HIGGLE will contribute to a reduction of the Navajo County poverty rate and improve the efficient and effective use of benefits. HIGGLE will do this by providing county social service organizations with real time data and insights on need, use and trends to improve program design, focus and response. Additionally, because case managers can now match clients with the most helpful benefits - more people will get the specific help they need to end their poverty and the overall impact of benefits will be improved.

## 2. Who are we building it for?

HIGGLE will primarily be used by case managers at government and non-profit social services agencies. HIGGLE will be an effective tool for connecting people experiencing poverty to the benefits and services that will end their poverty.

## 3. What is the value to the customer?

HIGGLE provides value by taking guesswork and chance out of the equation by quickly and accurately identifying available benefits and services clients are eligible to receive.

HIGGLE increases the speed and accuracy of matching the right benefits to the right person. This provides value to the client who gets the right help, the case manager who gets the satisfaction of knowing they made a difference and it helps everyone by maximizing the impact of resources.

## 4. How does it work? Can I refer clients to other service providers through the platform?

The system will have a referral interface that will allow a service provider to send a client referral to any other service provider. The system will also have a calendar module with limited availability information so, at the option of each customer, the service provider customers can share some days/weeks and allow other service provider customers to schedule referral clients into intake appointment slots. The system will provide push notifications to both

the service provider customer and the client for appointments.

Missed appointments will trigger a push notification to the referral service provider. When clients make appointments, the system will alert the service provider who met with the client to create a service note that will be sent to referring service providers for tracking and follow-up reporting.

## **ORGANIZATIONS USING HIGGLE FAQ'S**

### **5. How do we maximize adoption of HIGGLE?**

One big step to adoption is that HIGGLE now exists and there is the opportunity to use one standardized tool to improve case management and service delivery. Another is the leadership of Navajo County in developing HIGGLE with the inclusion and support of partner organizations - NACRN already has buy-in from the partner organizations they need to adopt. NACRN's leadership and support will lead to a maximized adoption. Adoption will be supported with ongoing training and support from NACRN staff.

### **6. Where is the HIGGLE application housed?**

HIGGLE is a cloud based application. With NACRN, data is stored in the AWS cloud on the HIGGLE users account and is delivered via web or mobile browsers. As an open source solution, users can run HIGGLE in the cloud or on-premises.

### **7. What data is needed to run HIGGLE?**

HIGGLE is a social service benefits solution that matches clients needs to available resources. The base data required to do this, includes both client data and information on available benefits and services.

Client data records will be migrated from existing applications into HIGGLE and serve as the default case management software application. This includes personal information, case records and other data as deemed

necessary by the using entity.

The digital benefits directory is the complete universe of local, state and federal benefits and services. NACRN had the information already and was able to assemble, load and quality review as part of the initial build. For new users, data availability will differ by geography and will be easier to access and compile in different areas. Users may be able to access existing digital benefits directories or need to populate. The HIGGLE Directory will require consistent review and updating to ensure complete and accurate information.

8. What are the API / data sharing agreements?

External APIs will be able to tap into NACRN if people sign the universal agreement. API or data sharing agreements for NACRN to tap into 3<sup>rd</sup> party systems will need to be done on a case by case basis. There will be implementation costs associated for each new service provider that allows us to link into their existing system.

Note: This is easier for us to collect the data through our platform then authorize API's and then let the service providers handle the integration into their system. (we can help of course, but responsibility lays on them, we can not become IT admins for each and every provider.

9. How does HIGGLE support interoperability with other agencies work?

Inter-agency interoperability is based on a unique client identifier and customer approval. Each client will have one unique record within the system. Each service provider will be able to access the data on clients with their approval. Clients will have the opportunity to opt-in or out of sharing. Rule based access controls will allow organizations to support interoperability access.

10. Can HIGGLE be used on mobile devices like smartphones and tablets?

Yes. HIGGLE is designed and built to be accessible on mobile devices.

11. What training is provided to teach case managers how to use HIGGLE?

A training program is in development by NACRN. It is expected that the initial training will be digital content, including written instructions and online videos focused on users in Navajo County. Additional training could be provided on site by NACRN representatives if deemed applicable.

12. How much of the data capture required by the Workforce Investment and

Opportunities Act can be met with a common universal intake form?

All partners will need the same general intake data so a large percentage of intake data will be gathered during a client's first interaction with a service customer. Each partner's local interface will be tailored to just their data. The participant interface, as mentioned, will need to be adaptive questions to avoid collecting data that is not needed. Reviews will be done to ensure people aren't being asked the same questions from the generic intake form and the custom intake forms associated with the specific organization.

At this time, HIGGLE can not be used to directly apply for benefits and services. HIGGLE does provide case managers with the information required to apply. .

13. Is HIGGLE HIPAA and FIRPA compliant?

Yes, HIGGLE is designed and built to be compliant. The underlying AWS database is HIPAA and FIRPA compliant and the HIGGLE platform interface security (password, session time-out, etc.) provides confidentiality for health and other personal or sensitive data beyond the client release of information internally. Further, industry standard encryption is used in transit and at rest to increase security.

14. How can other organizations use HIGGLE?

HIGGLE is available for use by all interested parties as open source and can be downloaded from GitHub and configured to meet the users needs and then provisioned with user data.

In Arizona, NACRN is collaborating with the state and other counties to drive

statewide adoption and collaboration.

15. What is the value to partner organizations to adopt the platform together?

A primary value proposition for NACRN to create HIGGLE was to support collaboration amongst social service organizations working to reduce poverty in Navajo County and across the State of Arizona. NACRN works with a number of partner organizations to service the same population. Before HIGGLE, these organizations all provided case management in different ways and lacked a common platform that shared information on clients and resources to ensure they were helping their clients in the most effective and efficient manner. Because they use different systems and collected different data in different ways, they lacked the ability to understand both how individual clients were being helped to end their poverty and a complete picture of poverty in the County.

With Higggle, NACRN expects the value to partner organizations to include,

- Standardized and improved case management capabilities.
- Networking and information sharing across organizations.
- Reduced operating costs from better efficiencies.
- Reporting and Tracking in multiple formats for compliance with funding.
- Self-service reporting limited to their own data. Ability to request data analytics/reports related to an entire network. There will be certain automatic reports and special requests built into HIGGLE.

Ultimately the value of a collaborative use of HIGGLE will be the reduction of poverty in Navajo County.

16. What are the elements of the marketing plan to inform the public about HIGGLE?

NACRN is developing a marketing plan to inform social service providers and the public. The primary HIGGLE audience is social service providers. The market plan will focus on the development of digital content that can be distributed to applicable organizations to inform on what HIGGLE is, how to get and use it. Trade and advocacy associations, lead government agencies and others partners will be leveraged to distribute this content and provide direction to groups of organizations at the once to drive adoption and use.

17. How much does HIGGLE cost to own and operate?

The ASU CIC built this solution as open-source. There is no acquisition or licensing costs to use HIGGLE. Users will have operating costs for hosting in the cloud or on-premises.

One fundamental of hosting in the cloud is the ability to pay as you go. Users only pay for the amount of services they consume. The operating cost will vary depending on the size of the organization, the number of clients and the amount of data used. AWS can help potential users calculate the Total Cost of Ownership (TCO) based on their projected level of use of data storage and services. If hosted on-premises the costs are for equipment, electricity and any labor costs.

18. How can HIGGLE users communicate with other service provider customers?

The initial HIGGLE application does not allow for any in application communications. For future development, the HIGGLE will consider offering the ability to email the whole system of users or a specific group of users. HIGGLE could also allow for push notifications in the website to the whole platform or a specific group. Another potential communication function would be a moderated chat-room. In the future, HIGGLE could also allow users to text specific users to their cell phone or a group of users.

19. What database is hosting?

The HIGGLE hosting database is Microsoft SQL server using High availability groups



and asp.net for the front end. hosted with IIS (internet Information Services).

20. Who owns the data?

Using organizations control the data they enter into HIGGLE and how that data can be used. No data entered into HIGGLE will be sold or used by a 3rd party.

21. Will there be application authentication and permissions?

User authentication will be done. Permissions should be controlled by an Administrator assigned by the organization to set participant/partner access levels. Users can request access to specific things and a NACRN administrator will approve. Administrators can also use role based access control groups for different user groups like administrators, case managers, analysts, etc.

22. How is NACRN bringing HIGGLE to market?

NACRN is in the process of developing a multi-phase go-to-market strategy. The first part is to drive adoption in Navajo County and collaborate with local organizations to conduct Beta testing and identify necessary improvements. NACRN will also use the first phase to develop and refine user and training materials to support further adoption.

The 2nd and 3rd phases may happen in parallel. The 2nd phase is the rollout and adoption by the State of Arizona and the 14 other counties.

The 3rd phase is to encourage use by other social service providers outside of Arizona.

23. How will NACRN conduct Alpha and Beta testing?

The alpha test will be a small subset of users around 50 that will try out the system in a production setting before moving to a larger beta test around 500 users if the beta test is successful it will then go to production where it will be opened up to the entire State of Arizona

The alpha test, and beta test will be considered successful if users are able to get the benefits and the care they need within the system.

24. What will the case management process look like?

The case management process is being developed and refined by NACRN. Service providers who have long-term case management processes will be able to enter ongoing case notes throughout the client's participation. Service providers who have common clients will be able to view each other's case notes (given the customer has given permission for that provider). Service providers will also need to have a mechanism to document services provided; some will be from drop-down menus and will have follow-up requirements such as start and end dates, cost, provider, etc.

25. How will new features be prioritized?

HIGGLE is open-source and users can add new features as desired. NACRN may add features as they are identified and prioritized in the future, however there is no current roadmap for adding new features.

Primary drivers for new features will be compliance with the federal Workforce Innovation and Opportunity Act (WIOA) and requests from Arizona users essential to universal adoption of HIGGLE.

26. What could go wrong? What would be the worst possible headline?

A number of possible things could go wrong, including the hacking of the system and the leaking of client data and personal information. HIGGLE could also be used incorrectly to provide clients with inaccurate information on the benefits and services they are eligible to apply for and receive. To mitigate against things going wrong, it is recommended that NACRN and other users develop and implement a program evaluation to see how HIGGLE is being used and how it can be improved.