Presenter: Blake Elliott, Vice President of Disability Services
INTRODUCTION

- Have operations in 7 county metro as well as Stearns, Sherburne, Wright, Benton, Chisago & Isanti

- Serves individuals along all disabilities

- The Bridges Difference
  - Serving those with complex needs
  - Transitioning individuals to more independent living
  - Innovation, Rumi–Lifesharing
GENESIS OF RUMI - WHAT YOU SEEK IS SEEKING YOU

• My brother’s story
• Sur La Rue
• Rumi - What you seek is seeking you
• DHS Innovation Grant
THE TIME IS NOW

- Recent history of disability services
- Olmstead transition plan
- Moratorium Exception
- The acceptance of the Sharing Economy
- Advancement in technology
- Statewide and industry-wide staffing crisis
**VALUE ADD FOR PEOPLE WITH DISABILITIES**

- **Choice.** The individual is in control of their own services. They’ll have the choice of where to live, whom to live with, and what support they need.

- **Integration.** They can live more independently in their own space, in a more integrated community setting.

- **Power.** The individual can live the life they want and do the things that matter to them.

- **Convenience.** They can browse potential roommates on their computer or phone through our website. Search by location, rent price, interests and hobbies, and more.
VALUE ADD FOR CAREGIVERS

- Two reasons our industry loses potential caregivers:
  - Stress
  - Compensation

- Make a living by living

- Is Rumi right for everyone? Yes!

*Annual Tax Free Caregiver Salary
based on hours per week you work

*hours worked per week while sleeping in your own home
*asleep night supervision
VALUE ADD FOR THE SYSTEM

• Sustainable budget

• Allow for funds to be used for others
YouTube: A RUMI SUCCESS STORY – GREG AND YANNI
HOW IT WORKS
CREATING A PROFILE

CREATE A RUMI ACCOUNT, OR LOGIN TO AN EXISTING ACCOUNT

Hover over a field to see who can view that field's information.

First Name*
  John

Middle Name

Last Name*
  Doe

Suffix
CREATING A PROFILE

I am...

- a potential caregiver looking to provide support to a roommate with disabilities
- someone with a Minnesota disability waiver looking for a roommate. It does not matter if they also have a disability or not
- someone with a Minnesota disability waiver looking for a roommate who also has disabilities
- someone with a Minnesota disability waiver looking for a roommate who can be a caregiver

Not seeing yourself? Give us a call at 651-772-4957 or email at r.uni@bridgesmn.com

Do you have your own living setting with an extra bedroom available to rent?

- Yes
- No

Where would you like to live?
Choose all that apply:

- East Metro
- Minneapolis
- South Metro
- St. Paul
CREATING A PROFILE

Rental Budget
Choose all that apply:

- 500-750

What is your ideal timeframe to change your living situation?
Choose all that apply:

- 1-3 months
- I'm flexible / when I find the right room

Housing Requirements
Choose all that apply:

- 1st floor bedroom
- Alcohol free
- Close to public transportation
- Smoke free

Hobbies & Interests
Choose all that apply:

- Art
- Board games
- Cards
- Cats
- Cooking
- TV

I consent to an online background check*
CREATING A PROFILE

Profile Picture

Choose File

Add a Video
Copy and paste a link to your video from YouTube

e.g. https://youtu.be/DLzxrzFCyoS

Narrative

Please refrain from disclosing identifying information, such as your full name or current address.

I am living in a 4 person group home in rural Minnesota but would like to live in the metro area with someone who enjoys watching tv, cooking and playing cards.
CREATING A PROFILE

Thanks!

Your profile is being reviewed.

Please expect a phone call within 2 business days to discuss next steps.

WHAT'S NEXT?

Call for Assistance:
651-772-4957
MAKING A CONNECTION

Search Results

- **44, Male**
  Desired Area(s): Anywhere in the metro

- **48, Male**
  Desired Area(s): East Metro, St. Paul, South Metro, Minneapolis

- **36, Male**
  Desired Area(s): Minneapolis

- **47, Male**
  Desired Area(s): Anywhere in the metro, Minneapolis
MAKING A CONNECTION

My Story

Looking for a great Rumi that is needing support to live with myself, my wife and 3 young kids in Minneapolis. We are looking for someone that can handle stairs as our spare bedroom is upstairs, likes family noise around the house and also is okay with dogs (we
MAKING A CONNECTION

Blake Elliott

NEW CONNECTION
You have a new match!

VIEW ALL MATCHES
Now that you’ve matched with Blake, it’s time for the next steps.

**WHAT’S NEXT?**

Call Blake at [___]

Call RUMI for help at [651.772.4957]
WHAT’S NEXT?

• A connection becomes a match

• Housing

• Get the team involved

• Set a move-in date, finalize contract

• Continual Quality Assurance
WHITE GLOVE SERVICE WITH EVERY STEP

- Profile creation
- Finding connections
- Introductions
- Locating housing
- Compliance
- HR (hiring paperwork, on-boarding, training, staffing)
- Ongoing Quality Assurance
SAFETY

- Initial public database checks
- Partial versus full profile views
- Getting involved with all matches
- Our Zero Tolerance policy
- Final DHS background study
- Property inspection
RUMI TO DATE - Launched June 6, 2018

- 285 Profiles Created with a 5/1 Ratio
- 383 Attempted Connections
- 74 Connections in communication
- 9 Matches living together
BEST PRACTICES–WHAT WE’VE LEARNED

1. White glove
2. The match is key
3. In person meetings between potential Rumi’s
4. Team involvement
5. Housing is of utmost importance
HOW ARE THESE SERVICES PAID FOR?

• 245-D waiver services, customized
• Caregiver Living Expense
• ILS/SLS/Adult Companion
• 24-hour assistance
• Housing Access Coordination
RUMI VERSION 1.0

- 7 County metro
- Individuals with disabilities

RUMI VERSION 2.0

- Stearns/Sherburne/Wright Counties
- Individuals with disabilities
- Timeline

RUMI VERSION 3.0

- Entire state
- Individuals with disabilities
- Timeline
OTHER APPLICATIONS FOR RUMI

• Aging population
• Homelessness
• Chemical dependency
• Tesla analogy
• Marketing
RUMI MARKETING

- Current marketing channels include:
  - Busses, Bus Shelters, and Light Rail cars
  - Targeted Social media promoted posts (Facebook/Twitter)
  - Targeted search engine Adwords (Bing/Google)

- Industry-specific initiatives
  - Over 20 in-person outreach events
  - Industry-specific emails
  - Sponsoring events (e.g. Special Olympics)
  - Industry Groups (e.g. Highland Friendship Club)

- Top Highlights
  - Over 4,000 unique users have visited www.MeetMyRumi.com!
  - Average user spends over 8 minutes on the site, per session!
RUMI IS DIFFERENT

- Relationships, matching process-selection
- Recruit and retain high quality Rumi’s
- Support with 245-D compliance and HR functions
- Public utility - Rumi is not designed to be specific to Bridges MN
Thank you! For more information, visit www.MeetMyRumi.com

Contact Us:
Angie Kurkoski, Rumi Connector
651-772-4957
Rumi@BridgesMN.com