



# Key Features of a Successful Portal

Today, online eligibility & enrollment (E&E) portals can do more than simply allow individuals and families to apply online for benefits or to find information, especially when demand for benefits increases. An effective online portal can anticipate common questions or provide a way to complete common tasks, which helps those applying for or renewing benefits and also reduces demand on agency staff. Below is a list of features that any benefit agency's online portal should provide.

## All Programs

- An eligibility screening tool that does not require personal information
- Multi-benefit application
- Ability to create a login through other accounts (e.g., Facebook, Google)
- Ability to check application or case status, including upcoming deadlines
- Ability to report changes
- Ability to upload/manage/view documents
- Ability to renew benefits
- Ability to send and receive secure messages
- Ability to opt in or opt out of receipt of text messages or electronic notices
- Multiple ways to reach the agency (e.g., chat, phone, email)
- A mapping feature to find nearby offices
- Ability to schedule, view, or change phone or In-person appointments
- Updated frequently asked questions (FAQs)
- Information and a link to register to vote

## Don't Forget...

- *Online portals should be mobile-friendly and work on all browser applications (e.g., Chrome, Firefox, Internet Explorer).*
- *Agencies can accept electronic or telephonic signatures for applications or renewals.*

## Medicaid Specific

- Ability to view or print Medicaid card
- Tool to find a healthcare provider
- Options to select/change health plan
- List of covered benefits
- Ability to view and sign pre-populated renewal form

## SNAP Specific

- EBT/SNAP balance
- Downloadable shopping list template with SNAP-approved items
- Retail store or farmers market locator with mapping feature
- On-demand scheduling for interviews

## Other Programs

- TANF cash balance
- Free ATM locator (TANF)
- Summer meals site finder