

MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.
FOR THE MONTH/YEAR June 2013
2-1-1 HELPLINE

CALL CENTER: 2-1-1 Helpline

COUNTIES COVERED: 37 counties in Eastern Oklahoma

Tulsa County,

Northeastern Oklahoma Counties: ADAIR, CHEROKEE, CRAIG, CREEK, DELAWARE, JUNEES, MUSKOGEE, NOWATA, OKMULGEE, OSAGE, OTTAWA, ROGERS, WAGONER, WASHINGTON

Southeastern Oklahoma Counties: ATOKA ,BRYAN, CARTER, CHOCTAW, COAL, GARVIN, HASKELL, HUGHES, JOHNSTON, LATIMER, LEFLORE, LOVE, MARSHALL, MCCURTAIN, MCINTOSH, MURRAY, OKFUSKEE, PITTSBURG, PONTOTOC, PUSHMATAHA, SEMINOLE, SEQUOYAH,

CALL VOLUME BY AREA (Number & Percentage of Total Calls):

County	# of Calls	%
Tulsa	8490	71%
Northeast OK	1379	12%
Southeast OK	779	7%
Other OK/211 Heartline	124	1%
Not OK	277	2%
Unknown Location	878	7%
Total	11927	100%

TOTAL NUMBER OF CONNECTED CALLS THIS MONTH by Service Level
MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.

FOR THE MONTH/YEAR June 2013
211 HELPLINE

Service Level Provided to Caller	# of Calls	% of Total
Advocacy /At-Risk(Connects caller to additional assistance)	3	<1%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	6378	53%
Crisis (Mental health or life threatening intervention and connection to emergency services)	5	<1%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	4635	39%
Total Caller Contacts	11021	92%
Admin/Other	906	8%
Total Calls Records	11927	100%

MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.
FOR THE MONTH/YEAR June 2013
2-1-1 HELPLINE

CALL VOLUME BY HOUR AND PERCENT:

Time	# of Calls	Percent
Midnight	57	<1%
1am	44	<1%
2am	44	<1%
3am	26	<1%
4am	27	<1%
5am	41	<1%
6am	177	1%
7am	346	7%
8am	862	7%
9am	1169	10%
10am	1335	11%
11am	1256	11%
Noon	1145	10%
1pm	1173	10%
2pm	1094	9%
3pm	918	8%
4pm	739	6%
5pm	381	3%
6pm	299	3%
7pm	225	2%
8pm	204	2%
9pm	157	1%
10pm	114	1%
11pm	94	1%
Total Calls	11927	100%

MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.
FOR THE MONTH/YEAR: June 2013
211 HELPLINE

CALL MANAGEMENT-

NOTE NOT AVAILABLE FOR JULY DUE TO REPORTING SYSTEM MALFUNCTION

Average Speed of Answering Calls: Average time that caller is in message queue prior to connection to a call specialist	57 sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	12%	≤ 10%
Average Time a Caller is in Queue before Abandoning Call: Average time callers responding to auto attendant are in message queue prior to abandoning	3 min 4 sec	
Average Length of Incoming Calls: Average talk time for all connected calls not including call record data entry time after call has ended	3 min 18 sec	

NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS

Language and Translation & Percent of Contacts	#		% of Contact
Non-English Calls Total	99	% of 11927	1%
Spanish Language Calls	98	% of 11927	1%
Other Non-English Calls or Deaf Translation	1	% of 11927	<1%
% Non English Calls Taken by Bilingual Call Specialists	24	% of 99	24%
% Non English Calls Translated by Tele-Interpreter	0	% of 99	<1%
% Non English Calls Translated by 3rd Party on Call	1	% of 99	1%
Deaf Translation Calls Using 7-1-1 Relay Service	1	% of 99	1%

MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.

FOR THE MONTH/YEAR June 2013

211 HELPLINE

FOLLOW-UP CALLS REPORT

Service Quality Follow Up : *Service Quality Follow-up services provided to a random sampling of caller contacts receiving Assessment of call need assistance. Calls are made Within 15 days of original contact date.*

Quality Service Follow-Up	#	%		Goal
Number of Callers Receiving Assessment Services	6378			
Number of Calls Flagged For QS Follow Up	333	5%	% of 6378	
Number of Outgoing Calls Made for QS Follow Up	563			
Callers Contacted For QS Follow Up	175	3%	% of 6378	2%
Results of Quality Service Follow Up				Goal
First Time to Call 211	40	23%	% of 175	
Callers Expressing Satisfaction with 211 Services	175	100%	% of 175	85%
Callers Who Plan to Use 211 again	173	99%	% of 175	
Callers Who Did Not Contact Referral Agency	14	8%	% of 175	<20%
Callers Who Contacted One or More Referral Agencies	161	92%	% of 175	80%
Callers Contacting Referral Agency Receiving Services				
Including Those with Applications Pending	133	83%	% of 161	70%
Callers Contacting Agency Not Receiving Desired Services	28	17%	% of 161	<30%

Enhanced Service Crisis Call Follow Up: *Verification of connection to crisis and/or emergency services within 24 hours of providing crisis intervention assistance to caller.*

Results of Crisis Service Follow Up	#	%		Goal
Number of Callers Receiving Crisis Intervention Assessments	5			
Successful Verification of Connection to Crisis Services	5	100%	% of 8	70%
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	0	<1%	% of 8	<30%

Enhanced Service At-Risk Call Follow Up: *Follow up services offered to all callers receiving advocacy assistance and callers assessed to be at-risk when the caller's physical, mental or emotional state June be compromised. Follow Ups Made within three days of first contact.*

At-Risk Service Follow-Up	#	%		Goal
Number of Advocacy/At-risk Callers Assessments	3			
Number of Outgoing Calls Made for At-risk Follow Up	8			
Results of At-Risk Follow Up	#	%		Goal
Successful Verification of Connection to Critical Services	2	67%	% of 3	70%
Attempted Verification Not Successful Includes unable to contact caller and callers not contacting referral agencies	1	33%	% of 3	<30%

MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.

FOR THE MONTH/YEAR: June 2013

211 HELPLINE

AIRS NEEDS CATEGORIES: CALLER NEEDS FOR ALL 2-1-1 CALLERS

AIRS Needs	Definition	#	Percent
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	100	1%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	497	4%
Disaster Services	Disaster relief, shelter and recovery services	418	3%
Education	Education and Facilities, School supplies, tutoring	106	1%
Employment	Job training, career counseling, job search	144	1%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1610	13%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1427	11%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	3020	24%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment, Taxes	403	3%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	579	5%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	1799	14%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	1113	9%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling, Case Management and Support Groups	597	5%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	219	2%
Transportation	Assistance with transportation or transportation for special needs	416	3%
Volunteers/Donations	Volunteer and or Donation Opportunities	104	1%
Total Needs		12552	100%

MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.
FOR THE MONTH/YEAR: June 2013
211 HELPLINE

Unmet Needs: *The Unmet needs category is a subset of AIRS Caller Needs for all 2-1-1 Callers. A need is identified as unmet when no referral source is available to meet the caller's need. Need June be unmet because 1) service in database does not meet the client's need, 2) service doesn't exist in the callers location or no service can be found in the database for the specific need or 3) client is not eligible for specific services.*

AIRS Unmet Needs	Definition	#	Percent
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	1	<1%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	25	5%
Disaster Services	Disaster relief, shelter and recovery services	172	32%
Education	Education and Facilities, School supplies, tutoring	7	1%
Employment	Job training, career counseling, job search	1	<1%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	7	1%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	35	6%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	110	20%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	24	4%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	14	3%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	41	8%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	11	2%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	2	<1%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	1	<1%
Transportation	Assistance with transportation or transportation for special needs	89	16%
Volunteers/Donations	Volunteer and or Donation Opportunities	5	1%
Total Needs		545	100%

FOR THE MONTH/YEAR: June 2013

211 HELPLINE

TOP 15 AGENCY REFERRALS			
In June 2-1-1 Helpline made 11,927 Referrals			
CATHOLIC CHARITIES	Faith Based Non Profit	1349	6%
NEIGHBOR FOR NEIGHBOR	Faith Based Non Profit	967	5%
HELPING HANDS MINISTRY	Faith Based Non Profit	961	5%
SALVATION ARMY - TULSA CENTER OF HOPE	Faith Based Non Profit	943	5%
OKLAHOMA DEPARTMENT OF HUMAN SERVICES	Governmental/Public Service	766	4%
CITY OF TULSA	Governmental/Public Service	541	3%
FIRST BAPTIST CHURCH OF TULSA	Faith Based Non Profit	517	2%
FREE DIRECTORY ASSISTANCE	Governmental/Public Service	473	2%
RESTORE HOPE MINISTRIES	Faith Based Non Profit	424	2%
HARVEST HOUSE	Faith Based Non Profit	354	2%
JOHN 3:16 MISSION	Faith Based Non Profit	323	2%
TULSA CITY COUNTY LIBRARY	Governmental/Public Service	312	1%
TULSA COUNTY SOCIAL SERVICES	Governmental/Public Service	295	1%
2-1-1 HELPLINE WEATHER COALITION	Private Non Profit	267	1%
IRON GATE AT TRINITY - TULSA	Faith Based Non Profit	239	1%
Top 15 Referrals		8731	42%
Other Referrals		12147	58%
Total Referrals		20878	100%

FOR THE MONTH/YEAR: June 2013

211 HELPLINE

Call Volumes Analysis- 2013 compared to same time period in 2012 Jan to Dec

	January		February		March		April		June		June	
	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013
Incoming	13,846	13,968	11,530	11,201	11,990	11,675	12,495	10,100	13,215	12,865	13,965	13,553
Answered	12,461	12,571	10,676	10,193	11,031	10,531	11,595	11,311	12,385	11,759	12,708	11,927
Connectivity	89.9%	90%	92%	91%	92.2%	90.2%	92.80%	89.3%	93.3%	91.4%	91%	88%
	July		August		September		October		November		December	
	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013
Incoming	16,180		16,808		15,145		16,325		15,474		12,265	
Answered	14,238		15,632		12,864		14,521		13,381		11,580	
Connectivity	87.60%		93%		86%		88%		87%		94%	

Notes and Seasonal Programs:

Heat Related Calls. 2-1-1 Helpline experiences a rise in call volume during summer months due to its work with the Tulsa Weather Coalition and with EMSA, the National Weather Service and Tulsa Area Emergency Management Agency to promote health safety during the hot summer months. When EMSA responds to five or more heat-related medical calls in a 24-hour period and dangerously, hot weather is expected to continue, an EMSA Heat Alert is issued to advise the media and public of the severity of the situation for current situation and the following day. 2-1-1 is the go to number for the public to use for locating community Cool Stations. 2-1-1 Helpline has also worked distributing thousands of Heat Safety Brochures in English and Spanish to public housing, shelters, and recreation centers and at community events. 2-1-1 responded to 245 heat related calls in June including screening for Weather Coalition loaner air conditioners and locations of cooling stations.

Health Insurance Marketplace. 2-1-1 Helpline is making preparation to assist callers as the Affordable Care Act October 1st deadline approaches for uninsured Oklahomans to enroll in a Qualified Health Care Insurance plan. A survey of callers to 2-1-1 Helpline and 2-1-1 Heartline indicated that 42% of households contacting 2-1-1 Oklahoma lack health insurance coverage. In response to an RFP published by the Centers for Medicaid and Medicare (CMS), 2-1-1 OK has been working collaboratively with organizations making application to become Oklahoma's Federally Facilitated Marketplace providers. If awarded 2-1-1 Oklahoma would be promoted as the three digit number to access Health Care Insurance Exchange (HIX) information and connection to Health Insurance Navigators. All 2-1-1 Service Specialists would receive 30 hours of training to become certified Health Insurance Marketplace Navigators. Grant awards will be announced in August and the Navigator program would begin October 1st.

AIRS Conference. The Alliance of Information and Referral Systems held its annual national conference June 2nd to 5th in Portland Oregon. 2-1-1 Oklahoma was represented by Lori Linstead , formerly 2-1-1 Oklahoma Program Director; Heartline's Director and Director of Operations, Kelly Nutter and Matt Cordray; and 2-1-1 Helpline's Program Manager and Service Coordinator, Donnie House and Janice Harris. In addition to attending the traditional I&R tracks and participating in the planning for 2-1-1 US, this was an opportunity to meet with staff from Centers of Medicaid and Medicare regarding 2-1-1's role in responding to federal health care reform issues. Donnie House was also a presenter in the Resource Database Management track.

Comments about 2-1-1 services from June follow up calls:

- You Are Always Very Helpful. Thank You So Much For Calling Back. Things Are Better.
- Yes, We Got Help And My Daughter Will Be Able To See A Doctor Too.
- My 1st Time to Call 211, it was Very Helpful.
- 211 Is Great. You Helped Me Very Much.