

MONTHLY 2-1-1 CALL CENTER REPORTING, *ctd.*
FOR THE MONTH/YEAR MARCH 2013
HEARTLINE OKLAHOMA

CALL CENTER: HeartLine Oklahoma

COUNTIES COVERED: 40 counties in Western Oklahoma

Central Oklahoma: Canadian, Cleveland, Garfield, Grady, Grant, Kay, Kingfisher, Lincoln, Logan, McClain, Noble, Oklahoma, Payne, Pawnee, Pottawatomie

Northwestern Oklahoma Counties: Alfalfa, Beaver, Blaine, Cimarron, Custer, Dewey, Ellis, Harper, Major, Roger Mills, Texas, Woods, Woodward

Southwestern Oklahoma Counties: Beckham, Caddo, Comanche, Cotton, Greer, Harmon, Jackson, Jefferson, Kiowa, Stephens, Tillman, Washita

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

County	# of Calls	%
Central Oklahoma	7,965	79.80%
NW Oklahoma	48	0.48%
Not Oklahoma	464	4.65%
Other Oklahoma	223	2.23%
SW Oklahoma	450	4.51%
Unknown Location	316	3.17%
Total	9,981	100.00%

TOTAL NUMBER OF CONNECTED CALLS THIS MONTH by Service Level

Service Level Provided to Caller	# of Calls	% of Total
Advocacy /At-Risk(Connects caller to additional assistance)	122	1.23%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	7,135	71.75%
Crisis (Mental health or life threatening intervention and connection to emergency services)	64	0.64%
Listening and Support(Listening, support or redirection of callers with emotional distress or complex issues)	1,710	17.20%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	433	4.35%
Total Caller Contacts	9,464	95.17%
Other	480	4.83%
Total Calls Records	9,944	100.00%

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CALL VOLUME BY HOUR AND PERCENT:

Time	# of Calls	Percent
12:00-01:00 AM	167	1.68%
01:00-02:00 AM	158	1.59%
02:00-03:00 AM	79	0.79%
03:00-04:00 AM	82	0.83%
04:00-05:00 AM	88	0.89%
05:00-06:00 AM	74	0.74%
06:00-07:00 AM	97	0.98%
07:00-08:00 AM	243	2.44%
08:00-09:00 AM	702	7.06%
09:00-10:00 AM	888	8.93%
10:00-11:00 AM	937	9.42%
11:00-12:00 PM	946	9.51%
12:00-01:00 PM	827	8.32%
01:00-02:00 PM	919	9.24%
02:00-03:00 PM	847	8.52%
03:00-04:00 PM	642	6.46%
04:00-05:00 PM	536	5.39%
05:00-06:00 PM	366	3.68%
06:00-07:00 PM	300	3.02%
07:00-08:00 PM	239	2.40%
08:00-09:00 PM	246	2.47%
09:00-10:00 PM	228	2.29%
10:00-11:00 PM	172	1.73%
11:00-12:00 AM	161	1.62%
Total Calls	9,944	100.00%

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CALL MANAGEMENT

Metric		GOAL
Average Speed of Answering Calls: Average time that caller is in message queue prior to connection to a call specialist	1 Min 00 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	15.96%	≤ 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	2 Min 01 Sec	
Average Length of Incoming Calls: Average talk time for all connected calls not including call record data entry time after call has ended	4 Min 15 Sec	

NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS

Language and Translation & Percent of Contacts	#	% of Contact
Non-English Calls Total	116	1.17%
Spanish Language Calls	116	1.17%
Other Non-English Calls or Deaf Translation	0	0.00%
% Non English Calls Taken by Bilingual Call Specialists	89	0.90%
% Non English Calls Translated by Tele-Interpreter	16	0.16%
% Non English Calls Translated by 3rd Party on Call	11	0.11%
Deaf Translation Calls Using 7-1-1 Relay Service	0	0.00%

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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	7,135	71.75% of 9,944	N/A
Number of Calls Flagged For QS Follow Up	448	4.50% of 9,944	5%
Number of Outgoing Calls Made for QS Follow Up	1,104	N/A	N/A
Callers Contacted For QS Follow Up	282	3.95% of 7,135	2.50%
Results of Quality Service Follow Up			Goal
Callers Expressing Satisfaction with 211 Services	279	98.94% of 282	85%
Callers Who Plan to Use 211 again	281	99.65% of 282	N/A
Callers Who Did Not Contact Referral Agency	36	12.77% of 282	<20%
Callers Who Contacted One or More Referral Agencies	246	87.23% of 282	80%
Callers Contacting Referral Agency Receiving Services			
Including Those with Applications Pending	173	61.35% of 282	70%
Callers Contacting Agency Not Receiving Desired Services	73	25.89% of 282	<30%

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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	14	0.13%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	310	2.96%
Disaster Services	Disaster relief, shelter and recovery services	19	0.18%
Education	Education and Facilities, School supplies, tutoring	77	0.74%
Employment	Job training, career counseling, job search	89	0.85%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1,054	10.07%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1,374	13.13%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	2,633	25.16%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	258	2.47%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	404	3.86%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	947	9.05%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	547	5.23%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	2,314	22.11%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	75	0.72%
Transportation	Assistance with transportation or transportation for special needs ,	292	2.79%
Volunteers/Donations	Volunteer and or Donation Opportunities	58	0.55%
Total Needs		10,465	100.00%

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Unmet Needs: *The Unmet needs category is a subset of AIRS Caller Needs for all 2-1-1 Calls. A need is identified as unmet when no referral source is available to meet the caller's need. Need may 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 Needs	Definition	#	Percent
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	2	0.67%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	19	6.38%
Disaster Services	Disaster relief, shelter and recovery services	0	0.00%
Education	Education and Facilities, School supplies, tutoring	2	0.67%
Employment	Job training, career counseling, job search	1	0.34%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	8	2.68%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	30	10.07%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	107	35.91%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	3	1.01%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	20	6.71%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	41	13.76%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	13	4.36%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	9	3.02%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	1	0.34%
Transportation	Assistance with transportation or transportation for special needs ,	40	13.42%
Volunteers/Donations	Volunteer and or Donation Opportunities	2	0.67%
Total Unmet needs		298	100.00%

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	TOP AGENCY REFERRALS	Agency Type	Count	Percent
1	HLOK4004- SALVATION ARMY CENTRAL OKLAHOMA AREA COMMAND	Faith-based, Non-Profit	1,050	6.08%
2	HLOK482- CATHOLIC CHARITIES ARCHDIOCESE OF OKLAHOMA CITY	Non-Profit	852	4.93%
3	HLOK2604- NEIGHBORHOOD SERVICES ORGANIZATION	Faith Based	545	3.16%
4	HLOK16253- COUNTY OF OKLAHOMA	Public-County	500	2.90%
5	HLOK796- COMMUNITY ACTION AGENCY OF OKLAHOMA & CANADIAN COUNTY	Non-Profit	394	2.28%
6	HLOK4551- VARIETY CARE FAMILY HEALTH	Private, Non-Profit	325	1.88%
7	HLOK730- CITY RESCUE MISSION	Faith-based, Non-Profit	278	1.61%
8	HLOK1416- FREE DIRECTORY ASSISTANCE	For Profit	220	1.27%
9	HLOK1548- GOOD SHEPHERD MINISTRIES	Non-Profit	213	1.23%
10	HLOK268- BAPTIST MISSION CENTER	Faith-based, Non-Profit	191	1.11%
11	HLOK3820-Quail Springs Baptist Church	Faith Based	172	1.00%
12	HLOK4130- Skyline Urban Ministry	Faith-based, Non-Profit	123	0.71%
13	HLOK2103-Kings Clinic	Private, Non-Profit	145	0.84%
14	HLOK834- Community Health Centers	Non-Profit	145	0.84%
15	HLOK2031- Jesus House	Non-Profit	135	0.78%
	Top 15 Referrals		5,328	30.86%
	Other Referrals		11,937	69.14%
	Total Referrals		17,265	100.00%