

MONTHLY 2-1-1 CALL CENTER REPORTING, *ctd.*
FOR THE MONTH/YEAR APRIL 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	8,660	81.64%
NW Oklahoma	67	.63%
Not Oklahoma	720	6.79%
Other Oklahoma	153	1.44%
SW Oklahoma	518	4.88%
Unknown Location	490	4.62%
Total	10,608	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)	141	1.33%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	7,884	74.60%
Crisis (Mental health or life threatening intervention and connection to emergency services)	65	0.62%
Listening and Support(Listening, support or redirection of callers with emotional distress or complex issues)	1,729	16.36%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	287	2.72%
Total Caller Contacts	10,106	95.63%
Other	462	4.37%
Total Calls Records	10,568	100.00%

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CALL VOLUME BY HOUR AND PERCENT:

Time	# of Calls	Percent
12:00-01:00 AM	144	1.36%
01:00-02:00 AM	125	1.18%
02:00-03:00 AM	95	0.90%
03:00-04:00 AM	78	0.74%
04:00-05:00 AM	89	0.84%
05:00-06:00 AM	68	0.64%
06:00-07:00 AM	134	1.27%
07:00-08:00 AM	297	2.81%
08:00-09:00 AM	737	6.97%
09:00-10:00 AM	998	9.44%
10:00-11:00 AM	1,094	10.35%
11:00-12:00 PM	980	9.27%
12:00-01:00 PM	905	8.56%
01:00-02:00 PM	864	8.18%
02:00-03:00 PM	870	8.23%
03:00-04:00 PM	702	6.64%
04:00-05:00 PM	626	5.92%
05:00-06:00 PM	422	3.99%
06:00-07:00 PM	317	3.00%
07:00-08:00 PM	250	2.37%
08:00-09:00 PM	232	2.20%
09:00-10:00 PM	213	2.02%
10:00-11:00 PM	167	1.58%
11:00-12:00 AM	161	1.52%
Total Calls	10,568	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 22 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	18.07%	≤ 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 03 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 18 Sec	

NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS*

Language and Translation & Percent of Contacts*	#	% of Contact
Non-English Calls Total	145	1.37%
Spanish Language Calls	145	1.37%
Other Non-English Calls or Deaf Translation	0	0.00%
% Non English Calls Taken by Bilingual Call Specialists	119	1.13%
% Non English Calls Translated by Tele-Interpreter	13	0.12%
% Non English Calls Translated by 3rd Party on Call	13	0.12%
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	7,884	74.32% of 10,608	N/A
Number of Calls Flagged For QS Follow Up	399	3.76% of 10,608	5%
Number of Outgoing Calls Made for QS Follow Up	634	N/A	N/A
Callers Contacted For QS Follow Up	252	3.20% of 7,884	2.50%
Results of Quality Service Follow Up			Goal
Callers Expressing Satisfaction with 211 Services	251	99.60% of 252	85%
Callers Who Plan to Use 211 again	251	99.60% of 252	N/A
Callers Who Did Not Contact Referral Agency	12	4.76% of 252	<20%
Callers Who Contacted One or More Referral Agencies	240	95.24% of 252	80%
Callers Contacting Referral Agency Receiving Services			
Including Those with Applications Pending	161	63.89% of 252	70%
Callers Contacting Agency Not Receiving Desired Services	91	36.11% of 252	<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	24	0.21%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	317	2.83%
Disaster Services	Disaster relief, shelter and recovery services	35	0.31%
Education	Education and Facilities, School supplies, tutoring	72	0.64%
Employment	Job training, career counseling, job search	123	1.10%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1,117	9.97%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1,542	13.76%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	2,861	25.52%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	270	2.41%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	483	4.31%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	972	8.67%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	601	5.36%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	2,342	20.89%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	82	0.73%
Transportation	Assistance with transportation or transportation for special needs ,	328	2.93%
Volunteers/Donations	Volunteer and or Donation Opportunities	40	0.36%
Total Needs		11,209	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	0.51%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	27	6.85%
Disaster Services	Disaster relief, shelter and recovery services	2	0.51%
Education	Education and Facilities, School supplies, tutoring	4	1.02%
Employment	Job training, career counseling, job search	4	1.02%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	13	3.30%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	42	10.66%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	157	39.85%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	4	1.02%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	18	4.57%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	37	9.39%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	16	4.06%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	13	3.30%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	5	1.27%
Transportation	Assistance with transportation or transportation for special needs	47	11.93%
Volunteers/Donations	Volunteer and or Donation Opportunities	3	0.76%
Total Unmet needs		394	100.00%

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	TOP 15 AGENCY REFERRALS	Agency Type	Count	Percent
1	HLOK4004- SALVATION ARMY CENTRAL OKLAHOMA AREA COMMAND	Faith-based, Non-Profit	1,073	6.88%
2	HLOK482- CATHOLIC CHARITIES ARCHDIOCESE OF OKLAHOMA CITY	Non-Profit	906	5.81%
3	HLOK16253- COUNTY OF OKLAHOMA	Public-County	552	3.54%
4	HLOK796- COMMUNITY ACTION AGENCY OF OKLAHOMA & CANADIAN COUNTY	Non-Profit	542	3.47%
5	HLOK2604- NEIGHBORHOOD SERVICES ORGANIZATION	Faith Based	464	2.97%
6	HLOK4551- VARIETY CARE FAMILY HEALTH	Private, Non-Profit	318	2.04%
7	HLOK730- CITY RESCUE MISSION	Faith-based, Non-Profit	273	1.75%
8	HLOK1416- FREE DIRECTORY ASSISTANCE	For Profit	268	1.72%
9	HLOK3822- QUAIL SPRINGS CHURCH OF CHRIST	Church-Affiliated	250	1.60%
10	HLOK1548- GOOD SHEPHERD MINISTRIES	Non-Profit	221	1.42%
11	HLOK4244- ST CHARLES BORROMEO CONFERENCE	Faith-based, Non-Profit	177	1.13%
12	HLOK2103-KINGS KLINIC	Private, Non-Profit	175	1.12%
13	HLOK4526-UPWARD TRANSITIONS TRAVELERS AID	Non-Profit	165	1.06%
14	HLOK4130- SKYLINE URBAN MINISTRY	Faith-based, Non-Profit	162	1.04%
15	HLOK268 - BAPTIST MISSION CENTER	Faith Based	155	0.99%
	Top 15 Referrals		5,701	36.54%
	Other Referrals		9,900	63.46%
	Total Referrals		15,601	100.00%