

**MONTHLY 2-1-1 CALL CENTER REPORTING
FOR THE MONTH/YEAR August 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	9949	73%
Northeast OK	1537	11%
Southeast OK	816	6%
Other OK/211 Heartline	133	1%
Not OK	324	2%
Unknown Location	946	7%
Total	13705	100%

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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)	4	<1%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	7430	54%
Crisis (Mental health or life threatening intervention and connection to emergency services)	7	0%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	5281	39%
Total Caller Contacts	12722	93%
Admin/Other	983	7%
Total Calls Records	13705	100%

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CALL VOLUME BY HOUR AND PERCENT

Time	# of Calls	Percent
Midnight	65	<1%
1am	31	<1%
2am	36	<1%
3am	46	<1%
4am	27	<1%
5am	50	<1%
6am	139	1%
7am	384	3%
8am	1111	8%
9am	1459	11%
10am	1522	11%
11am	1461	11%
Noon	1359	10%
1pm	1331	10%
2pm	1270	9%
3pm	1111	8%
4pm	740	5%
5pm	421	3%
6pm	323	2%
7pm	261	2%
8pm	196	1%
9pm	134	1%
10pm	129	1%
11pm	99	1%
Total Calls	13705	100%

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CALL MANAGEMENT-

NOTE: NOT AVAILABLE FOR AUGUST DUE TO REPORTING SYSTEM MALFUNCTION

Category	Standard	Actual
Average Speed of Answering Calls: Average time that caller is in message queue prior to connection to a call specialist	51 sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	11.6%	≤ 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 44 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 24 sec	

NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS

Language and Translation & Percent of Contacts	#		% of Contact
Non-English Calls Total	126	% of 13705	1%
Spanish Language Calls	125	% of 13705	1%
Other Non-English Calls or Deaf Translation	1	% of 13705	<1%
% Non English Calls Taken by Bilingual Call Specialists	24	% of 126	19%
% Non English Calls Translated by Tele-Interpreter	102	% of 126	81%
% Non English Calls Translated by 3rd Party on Call	0	% of 126	<1%
Deaf Translation Calls Using 7-1-1 Relay Service	0	% of 126	<1%

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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	7430			
Number of Calls Flagged For QS Follow Up	340	5%	% of 7430	
Number of Outgoing Calls Made for QS Follow Up	500			
Callers Contacted For QS Follow Up	172	2%	% of 7430	2%
Results of Quality Service Follow Up				Goal
First Time to Call 211	50	29%	% of 172	
Callers Expressing Satisfaction with 211 Services	171	99%	% of 172	85%
Callers Who Plan to Use 211 again	171	99%	% of 172	
Callers Who Did Not Contact Referral Agency	20	12%	% of 172	<20%
Callers Who Contacted One or More Referral Agencies	152	88%	% of 172	80%
Callers Contacting Referral Agency Receiving Services				
Including Those with Applications Pending	124	82%	% of 152	70%
Callers Contacting Agency Not Receiving Desired Services	28	18%	% of 152	<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	7			
Successful Verification of Connection to Crisis Services	3	43%	% of 7	70%
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	4	57%	% of 7	<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 August be compromised. Follow Ups Made within three days of first contact.*

At-Risk Service Follow-Up	#	%		Goal
Number of Advocacy/At-risk Callers Assessments	4			
Number of Outgoing Calls Made for At-risk Follow Up	13			
Results of At-Risk Follow Up	#	%		Goal
Successful Verification of Connection to Critical Services	1	25%	% of 4	70%
Attempted Verification Not Successful Includes unable to contact caller and callers not contacting referral agencies	3	75%	% of 4	<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	60	<1%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	985	7%
Disaster Services	Disaster relief, shelter and recovery services	93	1%
Education	Education and Facilities, School supplies, tutoring	1008	7%
Employment	Job training, career counseling, job search	143	1%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1754	12%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1652	11%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	3310	22%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	480	3%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	729	5%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	1908	13%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	1233	8%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	648	4%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	212	1%
Transportation	Assistance with transportation or transportation for special needs	492	3%
Volunteers/Donations	Volunteer and or Donation Opportunities	83	1%
Total Needs		14790	100%

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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 August 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	0	<1%
Clothing/Personal/ Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	41	7%
Disaster Services	Disaster relief, shelter and recovery services	30	5%
Education	Education and Facilities, School supplies, tutoring	75	14%
Employment	Job training, career counseling, job search	0	<1%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	17	3%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	32	6%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	119	22%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	36	7%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	21	4%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	15	3%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	13	2%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	6	1%
Other Government/ Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	2	<1%
Transportation	Assistance with transportation or transportation for special needs	141	26%
Volunteers/Donations	Volunteer and or Donation Opportunities	2	<1%
Total Needs		550	100%

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TOP 15 AGENCY REFERRALS

Agency Name	Agency Type		
CATHOLIC CHARITIES	Faith Based Non Profit	1563	7%
HELPING HANDS MINISTRY	Faith Based Non Profit	1087	5%
SALVATION ARMY - TULSA CENTER OF HOPE	Faith Based Non Profit	1036	4%
RESTORE HOPE MINISTRIES	Faith Based Non Profit	765	3%
OKLAHOMA DEPARTMENT OF HUMAN SERVICES	Governmental/Public Service	691	3%
JOHN 3:16 MISSION	Faith Based Non Profit	674	3%
FIRST BAPTIST CHURCH OF TULSA	Faith Based Non Profit	637	3%
FREE DIRECTORY ASSISTANCE	Governmental/Public Service	501	2%
CITY OF TULSA	Governmental/Public Service	456	2%
TULSA CITY COUNTY LIBRARY	Governmental/Public Service	408	2%
HARVEST HOUSE	Faith Based Non Profit	394	2%
SCHOOL DISTRICT - TULSA	Educational	372	2%
ASSISTANCE LEAGUE OF TULSA	Private, Non-Profit	343	1%
TULSA COUNTY SOCIAL SERVICES	Governmental/Public Service	312	1%
HEALTH DEPARTMENT - TULSA CITY COUNTY	Governmental/Public Service	301	1%
Top 15 Referrals		9540	40%
Other Referrals		14243	60%
Total Referrals		23783	100%

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**CALL VOLUME ANALYSIS
2013 compared to same time period in 2012 Jan to Dec
Total 2-1-1 Call Volume Year to Date**

	January		February		March		April		May		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%	92.8%	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	14,718	16,808	15,574	15,145		16,325		15,474		12,265	
Answered	14,238	12,952	15,632	13,705	12,864		14,521		13,381		11,580	
Connectivity	87.6%	88.1%	93%	88%	86%		88%		87%		94%	

REFERRALS THROUGH ALTERNATIVE MEANS

Contact Type	August 2013
ReferWeb Site Visits	2,068
ReferWeb Searches for Service	3,102
211Info Email Requests for Referral	5
211Info Voicemail Requests for Referral	0

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 540 heat related calls this summer including screening for Weather Coalition loaner air conditioners and locations of cooling stations.

Back to School Resource Guide: 2-1-1 Helpline's Information Services department compiled the 2013 Back to School Resource Guide, which was posted online at www.211oklahomahelpline.org and distributed to our agency partners via Constant Contact. We listed 37 agencies offering school supply assistance this year. In July and August, 572 referrals were made for assistance with school clothing and 993 for school supply assistance.

2-1-1 Oklahoma to Help Oklahomans Navigate the Health Insurance Marketplace

Forty-two percent of callers to 2-1-1 are uninsured or underinsured. Now 2-1-1 Helpline and other agencies will be better able to help those individuals and families gain access to health insurance. Beginning October 1st, individuals without access to health insurance through their employer or a government sponsored plan will be able to purchase a plan through the new Health Insurance Marketplace at www.healthcare.gov. Oklahomans will be able to dial 2-1-1 to get general information about the Affordable Care Act, the Health Insurance Marketplace or to find help locating in-person assistance. As part of a statewide consortium headed by the Oklahoma Primary Care Association (OKPCA), 2-1-1 staff will be trained as Certified Navigators through the U.S. Dept. of Health and Human Services to assist consumers in understanding their health insurance options and enrolling in insurance plans.

The OKPCA consortium also includes 18 federally-qualified health centers, Legal Aid Services of Oklahoma, Planned Parenthood of Eastern Oklahoma/Central Oklahoma, and Heartline 2-1-1 in Oklahoma City. Both 2-1-1 agencies will serve as the statewide point of entry and clearinghouse for access to information and assistance regarding Oklahoma's Federally Facilitated Health Insurance Marketplace. 2-1-1 will be promoted as the three digit number to access Marketplace information and connection to OKPCA collaborating agencies. All 2-1-1 call specialists will become certified Navigators to field Marketplace related calls 24/7/365 and will maintain a database of OKPCA Navigator sites plus other state and national resources. Additionally, the general public, business community and health and human service professionals will be able to access Oklahoma Marketplace resources on-line at www.211Oklahoma.org. For more information about the Health Insurance Marketplace go to www.healthcare.gov

COMMENTS FROM JULY FOLLOW-UP CALLS

- I did get the things I needed from the agencies. Thank you very much.
- It is a life saver! Thank you so much.
- Yes, I got help and 2-1-1 was very nice and helpful.
- I call 2-1-1 just about every day and we certainly appreciate your help.
- My medication is essential for my life. Without info from 2-1-1, I would not have it.

Note: There was a higher than usual number of comments from follow-up calls that mentioned a difficulty in receiving service from the agencies to which they were referred.

- The agencies all said they could not help.
- I didn't get the help I needed.
- I was not able to get help or get to the places in Tulsa.

- I'm still waiting for confirmation.
- They didn't have what I needed.
- It is very hard in Seminole to find work or help.
- They wouldn't help me because I owed too much.
- I wasn't able to afford the fees.
- The agency did not respond.
- The agency was out of funds.
- I couldn't afford to co-pay or service fee.
- The waiting list was too long.

COMMENTS FROM AUGUST FOLLOW-UP CALLS

- Everyone has been so good to help; I don't know how to thank you. You've made this bad situation easier to handle and are doing good.
- I sure did get help and so appreciate your help. Thank you for calling and asking about it, that is so good.
- Such a big help, thank you.
- Thank you for all the help.
- Yes, your agency helped me. Thank you.
- This is not my first time to be helped, I give your number to everyone. Appreciate your call back.
- Yes, I got help from one of the agencies you gave me. Thank you.
- I got the help I needed. Thank you.
- Such a big help. Thank you.