

**MONTHLY 2-1-1 CALL CENTER REPORTING  
FOR THE MONTH/YEAR September 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):**

<b>County</b>	<b># of Calls</b>	<b>%</b>
Tulsa	8046	71%
Northeast OK	1407	12%
Southeast OK	717	6%
Other OK/211 Heartline	111	1%
Not OK	304	3%
Unknown Location	787	7%
<b>Total</b>	<b>11372</b>	<b>100%</b>

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**TOTAL NUMBER OF CONNECTED CALLS THIS MONTH by Service Level**

<b>Service Level Provided to Caller</b>	<b># of Calls</b>	<b>% of Total</b>
Advocacy /At-Risk (Connects caller to additional assistance)	3	<1%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	5985	53%
Crisis (Mental health or life threatening intervention and connection to emergency services)	8	40%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	4559	40%
Total Caller Contacts	10555	93%
Admin/Other	817	7%
Total Calls Records	<b>11372</b>	100%

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**CALL VOLUME BY HOUR AND PERCENT**

<b>Time</b>	<b># of Calls</b>	<b>Percent</b>
Midnight	35	<1%
1am	43	<1%
2am	21	<1%
3am	26	<1%
4am	23	<1%
5am	43	<1%
6am	111	1%
7am	354	3%
8am	991	9%
9am	1238	11%
10am	1279	11%
11am	1171	10%
Noon	1134	10%
1pm	1196	11%
2pm	1064	9%
3pm	892	8%
4pm	553	5%
5pm	353	3%
6pm	233	2%
7pm	181	2%
8pm	132	1%
9pm	111	1%
10pm	113	1%
11pm	75	1%
<b>Total Calls</b>	<b>11372</b>	<b>100%</b>

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**CALL MANAGEMENT-**

**NOTE: NOT AVAILABLE FOR AUGUST DUE TO REPORTING SYSTEM MALFUNCTION**

<b>Category</b>	<b>Standard</b>	<b>Actual</b>
Average Speed of Answering Calls: Average time that caller is in message queue prior to connection to a call specialist	1 min 4 sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	15%	≤ 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 35 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 19 sec	

**NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS**

<b>Language and Translation &amp; Percent of Contacts</b>	<b>#</b>		<b>% of Contact</b>
Non-English Calls Total	119	% of 11372	1%
Spanish Language Calls	117	% of 11372	1%
Other Non-English Calls or Deaf Translation	2	% of 11372	<1%
% Non English Calls Taken by Bilingual Call Specialists	17	% of 119	14%
% Non English Calls Translated by Tele-Interpreter	100	% of 119	84%
% Non English Calls Translated by 3rd Party on Call	1	% of 119	1%
Deaf Translation Calls Using 7-1-1 Relay Service	1	% of 119	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.*

<b>Quality Service Follow-Up</b>	<b>#</b>	<b>%</b>		<b>Goal</b>
Number of Callers Receiving Assessment Services	5985			
Number of Calls Flagged For QS Follow Up	240	4%	% of 5985	
Number of Outgoing Calls Made for QS Follow Up	377			
Callers Contacted For QS Follow Up	116	2%	% of 5985	2%
<b>Results of Quality Service Follow Up</b>				<b>Goal</b>
First Time to Call 211	46	40%	% of 116	
Callers Expressing Satisfaction with 211 Services	115	99%	% of 116	85%
Callers Who Plan to Use 211 again	116	100%	% of 116	
Callers Who Did Not Contact Referral Agency	8	7%	% of 116	<20%
Callers Who Contacted One or More Referral Agencies	108	93%	% of 116	80%
Callers Contacting Referral Agency Receiving Services				
Including Those with Applications Pending	92	85%	% of 108	70%
Callers Contacting Agency Not Receiving Desired Services	16	15%	% of 108	<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.*

<b>Results of Crisis Service Follow Up</b>	<b>#</b>	<b>%</b>		<b>Goal</b>
Number of Callers Receiving Crisis Intervention Assessments	8			
Successful Verification of Connection to Crisis Services	7	88%	% of 8	70%
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	1	13%	% of 8	<30%

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**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 September be compromised. Follow Ups Made within three days of first contact.*

<b>At-Risk Service Follow-Up</b>	<b>#</b>	<b>%</b>		<b>Goal</b>
Number of Advocacy/At-risk Callers Assessments	<b>3</b>			
Number of Outgoing Calls Made for At-risk Follow Up	<b>6</b>			
<b>Results of At-Risk Follow Up</b>	<b>#</b>	<b>%</b>		<b>Goal</b>
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%

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

<b>AIRS Needs</b>	<b>Definition</b>	<b>#</b>	<b>Percent</b>
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	85	1%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	501	4%
Disaster Services	Disaster relief, shelter and recovery services	43	<1%
Education	Education and Facilities, School supplies, tutoring	174	1%
Employment	Job training, career counseling, job search	138	1%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1535	13%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1415	12%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	2880	24%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	485	4%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	817	7%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	1499	13%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	1104	9%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	653	5%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	170	1%
Transportation	Assistance with transportation or transportation for special needs	400	3%
Volunteers/Donations	Volunteer and or Donation Opportunities	61	1%
Total Needs		11960	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 September 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.*

<b>AIRS Unmet Needs</b>	<b>Definition</b>	<b>#</b>	<b>Percent</b>
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	2	<1%
Clothing/Personal/ Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	15	3%
Disaster Services	Disaster relief, shelter and recovery services	5	1%
Education	Education and Facilities, School supplies, tutoring	6	1%
Employment	Job training, career counseling, job search	1	0%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	12	2%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	31	6%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	118	25%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	20	4%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	131	27%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	21	4%
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	11	2%
Other Government/ Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	2	0%
Transportation	Assistance with transportation or transportation for special needs	94	20%
Volunteers/Donations	Volunteer and or Donation Opportunities	1	<1%
Total Needs		481	100%



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**TOP 15 AGENCY REFERRALS**

Agency Name	Agency Type		
<b>In September 2-1-1 Helpline made 13705 Referrals</b>			
CATHOLIC CHARITIES	Faith Based Non Profit	1159	6%
SALVATION ARMY - TULSA CENTER OF HOPE	Faith Based Non Profit	865	5%
HELPING HANDS MINISTRY	Faith Based Non Profit	787	4%
NEIGHBOR FOR NEIGHBOR	Faith Based Non Profit	760	4%
OKLAHOMA DEPARTMENT OF HUMAN SERVICES	Governmental/Public Service	678	4%
FREE DIRECTORY ASSISTANCE	Governmental/Public Service	439	2%
CITY OF TULSA	Governmental/Public Service	409	2%
FIRST BAPTIST CHURCH OF TULSA	Faith Based Non Profit	403	2%
RESTORE HOPE MINISTRIES	Faith Based Non Profit	395	2%
TULSA COUNTY SOCIAL SERVICES	Governmental/Public Service	266	1%
JOHN 3:16 MISSION	Faith Based Non Profit	265	1%
MORTON COMPREHENSIVE HEALTH SERVICES	Private, Non-Profit	227	1%
LEGAL AID SERVICES OF OKLAHOMA	Governmental/Public Service	203	1%
HARVEST HOUSE	Faith Based Non Profit	201	1%
UNIVERSITY OF OKLAHOMA	Educational	190	1%
Top 15 Referrals		7247	38%
Other Referrals		11658	62%
Total Referrals		<b>18905</b>	100%

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**CALL VOLUME ANALYSIS  
2013 compared to same time period in 2012 Jan to Dec**

	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	13,378	16,325		15,474		12,265	
Answered	14,238	12,952	15,632	13,705	12,864	11,372	14,521		13,381		11,580	
Connectivity	87.6%	88.1%	93%	88%	86%	85%	88%		87%		94%	

**REFERRALS THROUGH ALTERNATIVE MEANS**

Contact Type	September 2013
ReferWeb Site Visits	1,843
ReferWeb Searches for Service	3,033
211Info Email Requests for Referral	1
211Info Voicemail Requests for Referral	2

**NOTES AND SEASONAL PROGRAMS**

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

Beginning October 1<sup>st</sup>, 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](http://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 members have completed 20 hours of training to become 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. In the month of September 2-1-1 Helpline staff also completed training and testing to meet HIPAA-HiTech privacy and security regulations.

2-1-1 Helpline Resource Department has updated the 2-1-1 resource database with the locations of over 100 local Navigator sites in the state of Oklahoma. In addition to dialing 2-1-1, 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](http://www.211Oklahoma.org). For more information about the Health Insurance Marketplace go to [www.healthcare.gov](http://www.healthcare.gov)

#### **COMMENTS FROM SEPTEMBER FOLLOW-UP CALLS**

- I so appreciate the help, you guys are a blessing!
- Thank you very much, I appreciate it.
- You all have done everything you can do for us and we appreciate it.
- Oh, we got help just in time, Thank you!
- I got some help but not much, you all did what you could for me.
- 211 always helps, thank you!
- Thank you and appreciate the call!