

**MONTHLY 2-1-1 CALL CENTER REPORTING  
FOR THE MONTH/YEAR March 2014  
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	8225	71.55%
Northeast OK	1400	12.18%
Southeast OK	661	5.75%
Other OK/211 Heartline	149	1.30%
Not OK	246	2.14%
Unknown Location	814	7.08%
<b>Total</b>	<b>11495</b>	<b>100%</b>

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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)	9	<1%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	6188	53.8%
Crisis (Mental health or life threatening intervention and connection to emergency services)	8	0.1%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	4463	38.8%
Total Caller Contacts	10668	92.8%
Admin/Other	827	7.2%
Total Calls Records	<b>11495</b>	100.0%

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**CALL VOLUME BY HOUR AND PERCENT**

<b>Time</b>	<b># of Calls</b>	<b>Percent</b>
Midnight	56	<1%
1am	53	<1%
2am	44	<1%
3am	30	<1%
4am	35	<1%
5am	41	<1%
6am	117	1%
7am	234	2%
8am	801	7%
9am	1204	10%
10am	1305	11%
11am	1206	10%
Noon	1109	10%
1pm	1124	10%
2pm	1062	9%
3pm	991	9%
4pm	698	6%
5pm	433	4%
6pm	283	2%
7pm	222	2%
8pm	143	1%
9pm	114	1%
10pm	115	1%
11pm	75	1%
<b>Total Calls</b>	<b>11495</b>	<b>100%</b>

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**CALL MANAGEMENT-**

<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 7 sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	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	3 min 37 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 36 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	84	% of Total Call Volume	1%
Spanish Language Calls	83	% of Total Call Volume	1%
Other Non-English Calls or Deaf Translation	1	% of Total Call Volume	<1%
% Non English Calls Taken by Bilingual Call Specialists	24	% of Non-English Call Total	29%
% Non English Calls Translated by Tele-Interpreter	59	% of Non-English Call Total	70%
% Non English Calls Translated by 3rd Party on Call	0	% of Non-English Call Total	0%
Deaf Translation Calls Using 7-1-1 Relay Service	1	% of Non-English Call Total	<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	<b>6188</b>			
Number of Calls Flagged For QS Follow Up	<b>261</b>	<b>4%</b>	<b>% of 6188</b>	
Number of Outgoing Calls Made for QS Follow Up	<b>450</b>			
Callers Contacted For QS Follow Up	<b>108</b>	<b>2%</b>	<b>% of 6188</b>	<b>2%</b>
<b>Results of Quality Service Follow Up</b>				<b>Goal</b>
First Time to Call 211	<b>28</b>			
Callers Expressing Satisfaction with 211 Services	<b>106</b>	<b>98%</b>	<b>% of 108</b>	<b>85%</b>
Callers Who Plan to Use 211 again	<b>106</b>			
Callers Who Did Not Contact Referral Agency	<b>21</b>	<b>19%</b>	<b>% of 108</b>	<b>&lt;20%</b>
Callers Who Contacted One or More Referral Agencies	<b>87</b>	<b>81%</b>	<b>% of 108</b>	<b>80%</b>
Callers Contacting Referral Agency Receiving Services				
Including Those with Applications Pending	<b>60</b>	<b>69%</b>	<b>% of 87</b>	<b>70%</b>
Callers Contacting Agency Not Receiving Desired Services	<b>27</b>	<b>31%</b>	<b>% of 87</b>	<b>&lt;30%</b>

**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	<b>8</b>			
Successful Verification of Connection to Crisis Services	<b>7</b>	<b>88%</b>	<b>% of 8</b>	<b>70%</b>
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	<b>1</b>	<b>13%</b>	<b>% of 8</b>	<b>&lt;30%</b>

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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 March 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>9</b>			
Number of Outgoing Calls Made for At-risk Follow Up	<b>16</b>			
<b>Results of At-Risk Follow Up</b>	<b>#</b>	<b>%</b>		<b>Goal</b>
Successful Verification of Connection to Critical Services	<b>9</b>	<b>100%</b>	<b>% of 9</b>	<b>70%</b>
Attempted Verification Not Successful Includes unable to contact caller and callers not contacting referral agencies	<b>0</b>	<b>&lt;1%</b>	<b>% of 9</b>	<b>&lt;30%</b>

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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	43	<1%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	378	3%
Disaster Services	Disaster relief, shelter and recovery services	33	<1%
Education	Education and Facilities, School supplies, tutoring	99	1%
Employment	Job training, career counseling, job search	108	1%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1389	11%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	2292	18%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	2220	18%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment, Taxes	1258	10%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	551	4%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	1731	14%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	1122	9%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling, Case Management and Support Groups	579	5%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	188	2%
Transportation	Assistance with transportation or transportation for special needs	368	3%
Volunteers/Donations	Volunteer and or Donation Opportunities	63	1%
Total Needs		12422	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 March 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	1	<1%
Clothing/Personal/ Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	14	5%
Disaster Services	Disaster relief, shelter and recovery services	2	1%
Education	Education and Facilities, School supplies, tutoring	3	1%
Employment	Job training, career counseling, job search	4	1%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	13	5%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	28	10%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	89	32%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	23	8%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	12	4%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	16	6%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	7	3%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	5	2%
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	58	21%
Volunteers/Donations	Volunteer and or Donation Opportunities	0	<1%
Total Needs		277	100%



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**TOP 15 AGENCY REFERRALS**

Agency Name	Agency Type		
<b>In March 2-1-1 Helpline made 19,373 Referrals</b>			
OKLAHOMA DEPARTMENT OF HUMAN SERVICES	Governmental/Public Service	954	5%
CATHOLIC CHARITIES	Faith Based Non Profit	822	4%
US DEPARTMENT OF HEALTH AND HUMAN SERVICES	Governmental/Public Service	645	3%
SALVATION ARMY - TULSA CENTER OF HOPE	Faith Based Non Profit	642	3%
AARP OKLAHOMA	Private Non Profit	543	3%
NEIGHBOR FOR NEIGHBOR	Private Non Profit	540	3%
HELPING HANDS MINISTRY	Faith Based Non Profit	531	3%
MORTON COMPREHENSIVE HEALTH SERVICES	Private Non Profit	507	3%
COMMUNITY HEALTH CONNECTION	Private Non Profit	482	2%
CITY OF TULSA	Governmental/Public Service	415	2%
TULSA CITY COUNTY LIBRARY	Governmental/Public Service	410	2%
FREE DIRECTORY ASSISTANCE	Governmental/Public Service	355	2%
UNITED WAY - TULSA	Private Non Profit	349	2%
FIRST BAPTIST CHURCH OF TULSA	Faith Based Non Profit	300	2%
RESTORE HOPE MINISTRIES	Faith Based Non Profit	279	1%
Top 15 Referrals		7774	40%
Other Referrals		11599	60%
Total Referrals		<b>19373</b>	100%

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**CALL VOLUME ANALYSIS  
2014 compared to same time period in 2012 Jan to Dec**

	January		February		March		April		May		June	
	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014
Incoming	13,968	15,097	11,201	12,676	11,675	13,684	12,666		12,865		13,553	
Answered	12,571	13,134	10,193	11,155	10531	11495	11,311		11,759		11,927	
Connectivity	90%	87%	91%	88%	90.2%	84%	89.3%		91.4%		88%	
	July		August		September		October		November		December	
	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014
Incoming	14,718		15574		13378		16,101		14,792		13,924	
Answered	12,952		13705		11,372		13,042		12,129		11,971	
Connectivity	88.1%		88%		85%		81%		82%		86%	

**REFERRALS THROUGH ALTERNATIVE MEANS**

Contact Type	March 2014
ReferWeb Site Visits	1710
ReferWeb Searches for Service	2465
211Info Email Requests for Referral	0
211Info Voicemail Requests for Referral	0

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**HEALTH CARE INSURANCE NAVIGATOR SERVICES INSURANCE STATUS by Question**

Insurance Question	Count	% of Total
Insured	6867	71%
Not insured or under-insured	2749	29 %
Total Calls Status Verified	9616	100%

**HEALTH CARE NAVIGATOR SERVICES ASSISTANCE/REFERRALS**

Provided Assistance or Referral	Count
Calls Provided Navigator Assistance Services	1086
ACA Information Insurance Counseling Referrals to healthcare.gov or person to person assistance locations* *Callers may be provided with multiple referrals	1792

**NAVIGATOR/ACA OUTREACH EVENTS**

	Count
Community Events this Month	8
Consumers attending community events this month	305
Small Business Events this Month	0
Consumers attending small business events this month	0

## Seasonal Programs

**Affordable Care Act Navigator Activities through March 2014:** 2-1-1 Call Specialists have helped more than 3,000 callers with Affordable Care Act related questions or concerns from the start of the year through the official end of enrollment period on March 31<sup>st</sup> as well as verified the insurance status of almost 30,000 households during the same time period. Call volume for Navigator related services almost doubled in March with the pending enrollment deadline approaching. 2-1-1 Helpline was involved in several local outreach and education events. In particular, the 'Marketplace Monday' citywide event held on March 24<sup>th</sup> at four locations throughout Tulsa and sponsored by several collaborating agencies. This event was incredibly successful and highly publicized in the media. Local news coverage occurred at the event locations throughout the day with 2-1-1 advertised at the place to call to get help or more information regarding details. Donna Orban, 2-1-1 Helpline Navigator Resource Specialist, was called on several times throughout March for news interviews relating to this and other events as well as general ACA/Marketplace Q&A. Enrollment numbers nationally are better than expected. HHS Secretary Kathleen Sebelius said enrollment through the Affordable Care Act's health insurance exchanges has reached an estimated 7.5 million U.S. residents. (Kennedy, *USA Today*, 4/10). Statewide Marketplace insurance enrollment numbers for Oklahoma remain relatively low, perhaps due in part to Oklahoma's Native American population. Oklahoma has the 2<sup>nd</sup> highest American Indian population in the nation with just over half a million registered tribal members. Not only are Native American tribal members exempt from the ACA Individual Responsibility penalty, but they can apply for Marketplace coverage during any month of the year.

**Tax Preparation Assistance:** 2-1-1 Helpline coordinates with agencies partners to annually update resources information for Volunteer Income Tax Assistance (VITA) and other tax preparation assistance programs in the service area. In the Tulsa service area, 2-1-1 is collaborating with Tulsa Area United Way to respond to a reduction in available VITA services created by program changes at one of the primary agencies providing tax assistance services. The TAUW program began March 3<sup>rd</sup>. In March, 2-1-1 Helpline made to 810 referrals to Tax Organizations and Services.

## COMMENTS FROM MARCH FOLLOW-UP CALLS

- Got It All Taken Care Of Thank You.
- Thank You So Much For Your Compassion.
- You Guys Are Great And The Tax People We Wonderful, I'd Never Called Before And I Am So Impressed.
- I was Very Pleased With Your Help. Now Just Waiting For Call Back From Agency.
- I'm Very Happy. Really Appreciate It. Thank You.
- Got Some Help And Really Appreciate The Kindness.
- You Were A Big Help Because I Had No Idea Who To Ask For Assistance.
- I Actually Got A Place Yesterday I Really Appreciate You Guys. Thank You So Much.