

**MONTHLY 2-1-1 CALL CENTER REPORTING  
FOR THE MONTH/YEAR JUNE 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	7682	68%
Northeast OK	1316	12%
Southeast OK	738	7%
Other OK/211 Heartline	154	1%
Not OK	274	2%
Unknown Location	1098	10%
<b>Total</b>	<b>11262</b>	<b>100%</b>

**MONTHLY 2-1-1 CALL CENTER REPORTING  
FOR THE MONTH/YEAR JUNE 2014  
2-1-1 HELPLINE**

**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)	5672	50%
Crisis (Mental health or life threatening intervention and connection to emergency services)	12	<1%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	4430	39%
Total Caller Contacts	10123	90%
Admin/Other	1139	10%
Total Calls Records	<b>11262</b>	<b>100%</b>

**MONTHLY 2-1-1 CALL CENTER REPORTING  
FOR THE MONTH/YEAR JUNE 2014  
2-1-1 HELPLINE**

**CALL VOLUME BY HOUR AND PERCENT**

<b>Time</b>	<b># of Calls</b>	<b>Percent</b>
Midnight	54	<1%
1am	47	<1%
2am	30	<1%
3am	28	<1%
4am	30	<1%
5am	50	<1%
6am	109	1%
7am	283	3%
8am	777	7%
9am	1095	10%
10am	1254	11%
11am	1257	11%
Noon	1103	10%
1pm	1068	9%
2pm	1088	10%
3pm	908	8%
4pm	670	6%
5pm	369	3%
6pm	323	3%
7pm	216	2%
8pm	201	2%
9pm	126	1%
10pm	107	1%
11pm	69	1%
<b>Total Calls</b>	<b>11262</b>	<b>100%</b>

**MONTHLY 2-1-1 CALL CENTER REPORTING  
FOR THE MONTH/YEAR JUNE 2014  
2-1-1 HELPLINE**

**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	12 sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	4%	≤ 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	1 min 2 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 18 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	74	% of Total Call Volume	1%
Spanish Language Calls	73	% 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	42	% of Non-English Call Total	57%
% Non English Calls Translated by Tele-Interpreter	31	% of Non-English Call Total	42%
% Non English Calls Translated by 3rd Party on Call	0	% of Non-English Call Total	<1%
Deaf Translation Calls Using 7-1-1 Relay Service	1	% of Non-English Call Total	1%

**MONTHLY 2-1-1 CALL CENTER REPORTING  
FOR THE MONTH/YEAR JUNE 2014  
2-1-1 HELPLINE**

**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>5672</b>			
Number of Calls Flagged For QS Follow Up	<b>264</b>	<b>% of 5672</b>	<b>5%</b>	<b>2%</b>
Number of Outgoing Calls Made for QS Follow Up	<b>481</b>			
Callers Contacted For QS Follow Up	<b>126</b>	<b>% of 5672</b>	<b>2%</b>	
<b>Results of Quality Service Follow Up</b>				<b>Goal</b>
First Time to Call 211	<b>25</b>	<b>% of 126</b>	<b>20%</b>	
Callers Expressing Satisfaction with 211 Services	<b>126</b>	<b>% of 126</b>	<b>100%</b>	<b>85%</b>
Callers Who Plan to Use 211 again	<b>125</b>	<b>% of 126</b>	<b>99%</b>	
Callers Who Did Not Contact Referral Agency	<b>22</b>	<b>% of 126</b>	<b>17%</b>	<b>&lt;20%</b>
Callers Who Contacted One or More Referral Agencies	<b>106</b>	<b>% of 126</b>	<b>84%</b>	<b>80%</b>
Callers Contacting Referral Agency Receiving Services				
Including Those with Applications Pending	<b>61</b>	<b>% of 106</b>	<b>58%</b>	<b>70%</b>
Callers Contacting Agency Not Receiving Desired Services	<b>45</b>	<b>% of 106</b>	<b>42%</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>12</b>			
Successful Verification of Connection to Crisis Services	<b>8</b>	<b>% of 12</b>	<b>67%</b>	<b>70%</b>
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	<b>4</b>	<b>% of 12</b>	<b>33%</b>	<b>&lt;30%</b>

**MONTHLY 2-1-1 CALL CENTER REPORTING  
FOR THE MONTH/YEAR JUNE 2014  
2-1-1 HELPLINE**

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

<b>At-Risk Service Follow-Up</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>14</b>			
<b>Results of At-Risk Follow Up</b>	<b>#</b>		<b>%</b>	<b>Goal</b>
Successful Verification of Connection to Critical Services	<b>6</b>	<b>% of 9</b>	<b>67%</b>	<b>70%</b>
Attempted Verification Not Successful Includes unable to contact caller and callers not contacting referral agencies	<b>3</b>	<b>% of 9</b>	<b>33%</b>	<b>&lt;30%</b>

**MONTHLY 2-1-1 CALL CENTER REPORTING  
FOR THE MONTH/YEAR JUNE 2014  
2-1-1 HELPLINE**

**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	103	1%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	405	3%
Disaster Services	Disaster relief, shelter and recovery services	105	1%
Education	Education and Facilities, School supplies, tutoring	108	1%
Employment	Job training, career counseling, job search	120	1%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1646	14%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1348	11%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	2638	22%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	419	4%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	593	5%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	1976	17%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	1129	9%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	611	5%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	262	2%
Transportation	Assistance with transportation or transportation for special needs	370	3%
Volunteers/Donations	Volunteer and or Donation Opportunities	66	1%
Total Needs		11899	100%

**MONTHLY 2-1-1 CALL CENTER REPORTING  
FOR THE MONTH/YEAR JUNE 2014  
2-1-1 HELPLINE**

**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 April 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	37	8%
Disaster Services	Disaster relief, shelter and recovery services	18	4%
Education	Education and Facilities, School supplies, tutoring	12	3%
Employment	Job training, career counseling, job search	2	<1%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	19	4%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	40	9%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	132	30%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	21	5%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	16	4%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	27	6%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	6	1%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	7	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	96	22%
Volunteers/Donations	Volunteer and or Donation Opportunities	5	1%
Total Needs		442	100%



**MONTHLY 2-1-1 CALL CENTER REPORTING  
FOR THE MONTH/YEAR JUNE 2014  
2-1-1 HELPLINE**

**TOP 15 AGENCY REFERRALS**

Agency Name	Agency Type		
CATHOLIC CHARITIES	Faith Based Non Profit	1060	6%
SALVATION ARMY - TULSA CENTER OF HOPE	Faith Based Non Profit	773	4%
HELPING HANDS MINISTRY	Faith Based Non Profit	761	4%
OKLAHOMA DEPARTMENT OF HUMAN SERVICES	Governmental/Public Service	672	4%
NEIGHBOR FOR NEIGHBOR	Private Non Profit	607	3%
TULSA CITY COUNTY LIBRARY	Governmental/Public Service	504	3%
CITY OF TULSA	Governmental/Public Service	466	2%
FREE DIRECTORY ASSISTANCE	Governmental/Public Service	405	2%
RESTORE HOPE MINISTRIES	Faith Based Non Profit	405	2%
FIRST BAPTIST CHURCH OF TULSA	Faith Based Non Profit	359	2%
LEGAL AID SERVICES OF OKLAHOMA	Private Non Profit	243	1%
HARVEST HOUSE	Faith Based Non Profit	232	1%
JOHN 3:16 MISSION	Faith Based Non Profit	228	1%
IRON GATE AT TRINITY	Faith Based Non Profit	211	1%
FAMILY & CHILDREN'S SERVICES	Private Non Profit	206	1%
	Top 15 Referrals	7132	38%
	Other Referrals	11543	62%
	Total Referrals	<b>18675</b>	<b>100%</b>

**MONTHLY 2-1-1 CALL CENTER REPORTING  
FOR THE MONTH/YEAR JUNE 2014  
2-1-1 HELPLINE**

**CALL VOLUME ANALYSIS  
2014 compared to same time period in 2013 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	13,400	12,865	11,817	13,553	11,731
Answered	12,571	13,134	10,193	11,155	10,531	11,495	11,311	11,658	11,759	10,652	11,927	11,262
Connectivity	90%	87%	91%	88%	90.2%	84%	89.3%	87%	91.4%	90%	88%	96%
	July		August		September		October		November		December	
	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014
Incoming	14,718		15,574		13,378		16,101		14,792		13,924	
Answered	12,952		13,705		11,372		13,042		12,129		11,971	
Connectivity	88.1%		88%		85%		81%		82%		86%	

**REFERRALS THROUGH ALTERNATIVE MEANS**

Contact Type	June 2014
ReferWeb Site Visits	1755
ReferWeb Searches for Service	2655
211 Info Email Requests for Referral	5
211Info Voicemail Requests for Referral	6

**MONTHLY 2-1-1 CALL CENTER REPORTING  
FOR THE MONTH/YEAR JUNE 2014  
2-1-1 HELPLINE**

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

Insurance Question	Count	% of Total
Insured	6117	74
Not insured or under-insured	2165	26
Total Calls Status Verified	8282	100

**HEALTH CARE NAVIGATOR SERVICES ASSISTANCE/REFERRALS**

Provided Assistance or Referral	Count
Calls Provided Navigator Assistance Services	111
ACA Information Insurance Counseling Referrals to healthcare.gov or person to person assistance locations* *Callers may be provided with multiple referrals	76

**NAVIGATOR/ACA OUTREACH EVENTS**

	Count
Community Events this Month	1
Consumers attending community events this month	11
Small Business Events this Month	0
Consumers attending small business events this month	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. Tulsa is experiencing a relatively mild summer to date and heat related calls are down from previous years. Since May, 2-1-1 responded to 128 heat related calls including 78 screenings for Weather Coalition loaner air conditioners and locations of cooling stations.

**Smoking Study.** The University of Oklahoma and the University of California are working together on research about homes where there's both a smoker and a nonsmoker.

**MONTHLY 2-1-1 CALL CENTER REPORTING  
FOR THE MONTH/YEAR JUNE 2014  
2-1-1 HELPLINE**

2-1-1 Helpline has joined 2-1-1 Heartline in recruiting participants for the study. 2-1-1 callers from households with multiple adults are offered an opportunity to hear about the study and receive a call back from University of California at San Diego research staff.

**AIRS Conference.** The Alliance of Information and Referral Systems held its annual national conference June 2<sup>nd</sup> to 5<sup>th</sup> in Atlanta, Georgia. Michael Coonfield, 2-1-1 Resource Specialist, and President of Oklahoma AIRS represented OKAIRS at the conference. Other staff attending were Donnie House, 2-1-1 Service Coordinator and Samantha Wade, 2-1-1 Resource Specialist.

**COMMENTS FROM FOLLOW-UP CALLS**

- "211 Can Always Find Numbers For Me That Are Hard to Find In The Phone Book, Especially In Stressful Situations."
- "It's So Good To Know Where To Start If There Is Ever A Need."
- "Everyone Has Been Very Kind And Helpful."
- "I Have Called A Lot Lately. We Have Gotten Everything We've Asked For And Appreciate Your Help So Much."
- "It Was My Girlfriend And The Agency Actually Helped Her With A Lot More Than Just Utilities. Thank You So Much."
- "I Got The Help We Needed Thank You."