

**MONTHLY 2-1-1 CALL CENTER REPORTING, *ctd.***  
**FOR THE MONTH/YEAR MARCH 2014**  
**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	7,529	78.36%
NW Oklahoma	64	0.67%
Not Oklahoma	588	6.12%
Other Oklahoma	179	1.86%
SW Oklahoma	431	4.49%
Unknown Location	817	8.50%
Total	9,608	100%

**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)	222	2.32%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	6,709	70.02%
Crisis (Mental health or life threatening intervention and connection to emergency services)	64	0.67%
Listening and Support (Listening, support or redirection of callers with emotional distress or complex issues)	1,182	12.34%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	707	7.38%
Total Caller Contacts	8,884	92.72%
Other	698	7.28%
Total Calls Records	9,582	100%

**MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.**

**FOR THE MONTH/YEAR MARCH 2014  
HEARTLINE OKLAHOMA**

**CALL VOLUME BY HOUR AND PERCENT:**

<b>Time</b>	<b># of Calls</b>	<b>Percent</b>
12:00-01:00 AM	104	1.09%
01:00-02:00 AM	109	1.14%
02:00-03:00 AM	72	0.75%
03:00-04:00 AM	59	0.62%
04:00-05:00 AM	68	0.71%
05:00-06:00 AM	67	0.70%
06:00-07:00 AM	88	0.92%
07:00-08:00 AM	178	1.86%
08:00-09:00 AM	581	6.06%
09:00-10:00 AM	972	10.14%
10:00-11:00 AM	1,006	10.50%
11:00-12:00 PM	965	10.07%
12:00-01:00 PM	855	8.92%
01:00-02:00 PM	892	9.31%
02:00-03:00 PM	871	9.09%
03:00-04:00 PM	759	7.92%
04:00-05:00 PM	597	6.23%
05:00-06:00 PM	335	3.50%
06:00-07:00 PM	247	2.58%
07:00-08:00 PM	181	1.89%
08:00-09:00 PM	166	1.73%
09:00-10:00 PM	157	1.64%
10:00-11:00 PM	123	1.28%
11:00-12:00 AM	130	1.36%
<b>Total Calls</b>	<b>9,582</b>	<b>100%</b>

**MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.  
FOR THE MONTH/YEAR MARCH 2014  
HEARTLINE OKLAHOMA**

**CALL MANAGEMENT**

<b>Metric</b>		<b>GOAL</b>
Average Speed of Answering Calls: Average time that caller is in message queue prior to connection to a call specialist	0 Min 42 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	11.65%	≤ 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 40 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 22 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	54	0.56%
Spanish Language Calls	54	0.56%
Other Non-English Calls or Deaf Translation	0	0.00%
% Non English Calls Taken by Bilingual Call Specialists	43	0.45%
% Non English Calls Translated by Tele-Interpreter	6	0.06%
% Non English Calls Translated by 3rd Party on Call	5	0.05%
Deaf Translation Calls Using 7-1-1 Relay Service	0	0.00%

**2-1-1 ONLINE DATABASE**

<b>Web Activity</b>	<b>#</b>
Site Visits	1,823
Search Sessions	1,739
Total Searches	2,394
Average Visit Length	13.0 min

**MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.  
FOR THE MONTH/YEAR MARCH 2014  
HEARTLINE OKLAHOMA**

**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	6,709	70.02% of 9,582	N/A
Number of Calls Flagged For QS Follow Up	309	4.61% of 6,709	5%
Number of Outgoing Calls Made for QS Follow Up	939	N/A	N/A
Callers Contacted For QS Follow Up	205	3.06% of 6,709	2.50%
<b>Results of Quality Service Follow Up</b>			<b>Goal</b>
Callers Expressing Satisfaction with 211 Services	195	95.12% of 205	85%
Callers Who Plan to Use 211 again	205	100% of 205	N/A
Callers Who Did Not Contact Referral Agency	11	5.37% of 205	<20%
Callers Who Contacted One or More Referral Agencies	194	94.63% of 205	80%
Callers Contacting Referral Agency Receiving Services			
Including Those with Applications Pending	134	69.07% of 194	70%
Callers Contacting Agency Not Receiving Desired Services	43	22.16% of 194	<30%

**MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.  
FOR THE MONTH/YEAR MARCH 2014  
HEARTLINE OKLAHOMA**

**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	12	0.12%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	278	2.72%
Disaster Services	Disaster relief, shelter and recovery services	24	0.23%
Education	Education and Facilities, School supplies, tutoring	56	0.55%
Employment	Job training, career counseling, job search	50	0.49%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	959	9.39%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	2,079	20.36%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	2,316	22.68%
Income Support/Assistance	SS, SSDI, Workman's Comp, Unemployment, Taxes	324	3.17%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	328	3.21%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	1,223	11.97%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	470	4.60%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	1,747	17.11%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	59	0.58%
Transportation	Assistance with transportation or transportation for special needs ,	229	2.24%
Volunteers/Donations	Volunteer and or Donation Opportunities	59	0.58%
Total Needs		10,213	100%

**MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.**  
**FOR THE MONTH/YEAR MARCH 2014**  
**HEARTLINE OKLAHOMA**

**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.*

<b>AIRS Needs</b>	<b>Definition</b>	<b>#</b>	<b>Percent</b>
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	2	1.00%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	10	3.53%
Disaster Services	Disaster relief, shelter and recovery services	1	0.35%
Education	Education and Facilities, School supplies, tutoring	1	0.35%
Employment	Job training, career counseling, job search	1	0.35%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	19	6.71%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	36	12.72%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	120	42.40%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	1	0.35%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	6	2.12%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	38	13.43%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	4	1.41%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	15	5.30%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	0	0.00%
Transportation	Assistance with transportation or transportation for special needs ,	29	10.25%
Volunteers/Donations	Volunteer and or Donation Opportunities	0	0.00%
Total Unmet needs		283	100%

**MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.  
FOR THE MONTH/YEAR MARCH 2014  
HEARTLINE OKLAHOMA**

	<b>TOP 15 AGENCY REFERRALS</b>	<b>Agency Type</b>	<b>Count</b>	<b>Percent</b>
1	HLOK1713 – HEARTLINE INC.	Non-Profit	1,251	9.15%
2	HLOK482 - CATHOLIC CHARITIES ARCHDIOCESE OF OKLAHOMA CITY	Non-Profit	878	6.42%
3	HLOK4118 - SHEPHERDS OF LOVE MINISTRIES	Non-Profit	618	4.52%
4	HLOK4536 - US DEPARTMENT OF HEALTH & HUMAN SERVICES	Governmental	584	4.27%
5	HLOK16253 - COUNTY OF OKLAHOMA	Public-County	392	2.87%
6	HLOK4551 - VARIETY CARE FAMILY HEALTH	Private, Non-Profit	386	2.82%
7	HLOK730 - CITY RESCUE MISSION	Faith-based, Non-Profit	337	2.46%
8	HLOK2598 - NEIGHBOR FOR NEIGHBOR	Non-Profit	326	2.38%
9	HLOK834 - COMMUNITY HEALTH CENTERS	Non-Profit	229	1.67%
10	HLOK268 - BAPTIST MISSION CENTER	Faith-based, Non-Profit	204	1.49%
11	HLOK1416 - FREE DIRECTORY ASSISTANCE	For Profit	183	1.34%
12	HLOK2604 - NEIGHBORHOOD SERVICES ORGANIZATION	Non-Profit	180	1.32%
13	HLOK4244 - ST CHARLES BORROMEO CONFERENCE	Faith-based, Non-Profit	145	1.06%
14	HLOK2103 - KINGS KLINIC	Private, Nonprofit	139	1.02%
15	HLOK2031 - JESUS HOUSE	Non-Profit	133	0.97%
	Top 15 Referrals		5,985	43.77%
	Other Referrals		7,689	56.23%
	Total Referrals		13,674	100%