

**MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.  
FOR THE MONTH/YEAR MAY 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 | 8,028      | 77.42% |
| NW Oklahoma      | 62         | 0.60%  |
| Not Oklahoma     | 530        | 5.11%  |
| Other Oklahoma   | 204        | 1.97%  |
| SW Oklahoma      | 447        | 4.31%  |
| Unknown Location | 1,098      | 10.59% |
| Total            | 10,369     | 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)   | 182        | 1.76%      |
| Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)            | 7,086      | 68.49%     |
| Crisis (Mental health or life threatening intervention and connection to emergency services)                   | 54         | 0.52%      |
| Listening and Support (Listening, support or redirection of callers with emotional distress or complex issues) | 1,209      | 11.69%     |
| Information Only (Information about specified agency or program in response to a direct inquiry by caller)     | 877        | 8.48%      |
| Total Caller Contacts  | 9,408      | 90.93%     |
| Other  | 938        | 9.07%      |
| Total Calls Records  | 10,346     | 100%       |

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**CALL VOLUME BY HOUR AND PERCENT:**

| <b>Time</b>    | <b># of Calls</b> | <b>Percent</b> |
|----------------|-------------------|----------------|
| 12:00-01:00 AM | 111               | 1.07%          |
| 01:00-02:00 AM | 143               | 1.38%          |
| 02:00-03:00 AM | 66                | 0.64%          |
| 03:00-04:00 AM | 71                | 0.69%          |
| 04:00-05:00 AM | 73                | 0.71%          |
| 05:00-06:00 AM | 80                | 0.77%          |
| 06:00-07:00 AM | 137               | 1.32%          |
| 07:00-08:00 AM | 253               | 2.45%          |
| 08:00-09:00 AM | 616               | 5.95%          |
| 09:00-10:00 AM | 1,034             | 9.99%          |
| 10:00-11:00 AM | 1,084             | 10.48%         |
| 11:00-12:00 PM | 1,028             | 9.94%          |
| 12:00-01:00 PM | 973               | 9.40%          |
| 01:00-02:00 PM | 952               | 9.20%          |
| 02:00-03:00 PM | 868               | 8.39%          |
| 03:00-04:00 PM | 795               | 7.68%          |
| 04:00-05:00 PM | 640               | 6.19%          |
| 05:00-06:00 PM | 344               | 3.32%          |
| 06:00-07:00 PM | 265               | 2.56%          |
| 07:00-08:00 PM | 209               | 2.02%          |
| 08:00-09:00 PM | 170               | 1.64%          |
| 09:00-10:00 PM | 164               | 1.59%          |
| 10:00-11:00 PM | 137               | 1.32%          |
| 11:00-12:00 AM | 133               | 1.29%          |
| Total Calls    | 10,346            | 100%           |

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**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                              | 1 Min<br>20 Sec | ≤ 45 seconds |
| Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist               | 20.34%          | ≤ 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<br>54 Sec | N/A          |
| 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<br>51 Sec | N/A          |

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

| <b>Language and Translation &amp; Percent of Contacts</b> | <b>#</b> | <b>%</b> |
|---|----------|----------|
| Non-English Calls Total                                   | 67       | 0.65%    |
| Spanish Language Calls                                    | 67       | 0.65%    |
| Other Non-English Calls or Deaf Translation               | 0        | 0.00%    |
| % Non English Calls Taken by Bilingual Call Specialists   | 45       | 0.44%    |
| % Non English Calls Translated by Tele-Interpreter        | 21       | 0.20%    |
| % Non English Calls Translated by 3rd Party on Call       | 1        | 0.01%    |
| 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          | 2,313    |
| Search Sessions      | 2,058    |
| Total Searches       | 3,349    |
| Average Visit Length | 26.0 min |

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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          | 7,086    | 68.49% of 10,346 | N/A         |
| Number of Calls Flagged For QS Follow Up                 | 178      | 2.51% of 7,086   | 5%          |
| Number of Outgoing Calls Made for QS Follow Up           | 670      | N/A              | N/A         |
| Callers Contacted For QS Follow Up                       | 125      | 1.76% of 7,086   | 2.50%       |
| <b>Results of Quality Service Follow Up</b>              |          |                  | <b>Goal</b> |
| Callers Expressing Satisfaction with 211 Services        | 124      | 99.20% of 125    | 85%         |
| Callers Who Plan to Use 211 again                        | 125      | 100% of 125      | N/A         |
| Callers Who Did Not Contact Referral Agency              | 20       | 16% of 125       | <20%        |
| Callers Who Contacted One or More Referral Agencies      | 105      | 84% of 125       | 80%         |
| Callers Contacting Referral Agency Receiving Services    |          |                  |             |
| Including Those with Applications Pending                | 76       | 72.38% of 105    | 70%         |
| Callers Contacting Agency Not Receiving Desired Services | 29       | 27.62% of 105    | <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   | 15       | 0.14%          |
| Clothing/Personal/Household Needs          | Clothing assistance, thrift stores, household items, furniture and baby items including diapers                            | 297      | 2.81%          |
| Disaster Services                          | Disaster relief, shelter and recovery services   | 87       | 0.82%          |
| Education                                  | Education and Facilities, School supplies, tutoring  | 45       | 0.43%          |
| Employment                                 | Job training, career counseling, job search  | 47       | 0.44%          |
| Food/Meals                                 | Food pantries, meals and emergency infant services for formula and baby food   | 1,198    | 11.34%         |
| Health Care                                | Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions | 1,332    | 12.61%         |
| Housing/Utilities                          | Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance                | 3,224    | 30.51%         |
| Income Support/Assistance                  | SS, SSDI, Workman's Comp, Unemployment, Taxes  | 207      | 1.96%          |
| Individual, Family and Community Support   | Assistance with holiday gifts and meals, child care, animal services, misc financial assistance                            | 329      | 3.11%          |
| Information Services                       | Agency contact information w/o specified needs, I&R services and products for public & helping profession                  | 1,271    | 12.03%         |
| Legal, Consumer and Public Safety Services | Free or sliding scale legal assistance, Victim Services, Law Enforcement   | 481      | 4.55%          |
| Mental Health/Addictions                   | Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups                                | 1,685    | 15.95%         |
| Other Government/Economic Services         | Public Utility Services, City Services, Contact Information for State and Federal Offices                                  | 47       | 0.44%          |
| Transportation                             | Assistance with transportation or transportation for special needs ,   | 252      | 2.39%          |
| Volunteers/Donations                       | Volunteer and or Donation Opportunities  | 49       | 0.46%          |
| Total Needs                                |  | 10,566   | 100%           |

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**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        | 0.57%          |
| Clothing/Personal/Household Needs          | Clothing assistance, thrift stores, household items, furniture and baby items including diapers                            | 14       | 3.98%          |
| Disaster Services                          | Disaster relief, shelter and recovery services   | 1        | 0.28%          |
| Education                                  | Education and Facilities, School supplies, tutoring  | 0        | 0.00%          |
| Employment                                 | Job training, career counseling, job search  | 1        | 0.28%          |
| Food/Meals                                 | Food pantries, meals and emergency infant services for formula and baby food   | 21       | 5.97%          |
| Health Care                                | Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions | 28       | 7.95%          |
| Housing/Utilities                          | Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance                | 170      | 48.30%         |
| Income Support/Assistance                  | SS,SSDI, Workman's Comp, Unemployment , Taxes  | 0        | 0.00%          |
| Individual, Family and Community Support   | Assistance with holiday gifts and meals, child care, animal services, misc financial assistance                            | 8        | 2.27%          |
| Information Services                       | Agency contact information w/o specified needs, I&R services and products for public & helping profession                  | 58       | 16.48%         |
| Legal, Consumer and Public Safety Services | Free or sliding scale legal assistance, Victim Services, Law Enforcement   | 5        | 1.42%          |
| Mental Health/Addictions                   | Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups                                | 10       | 2.84%          |
| Other Government/Economic Services         | Public Utility Services, City Services, Contact Information for State and Federal Offices                                  | 1        | 0.28%          |
| Transportation                             | Assistance with transportation or transportation for special needs ,   | 33       | 9.38%          |
| Volunteers/Donations                       | Volunteer and or Donation Opportunities  | 0        | 0.00%          |
| Total Unmet needs                          |  | 352      | 100%           |

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|    | <b>TOP 15 AGENCY REFERRALS</b>                                  | <b>Agency Type</b>      | <b>Count</b> | <b>Percent</b> |
|----|---|-------------------------|--------------|----------------|
| 1  | HLOK482 - CATHOLIC CHARITIES ARCHDIOCESE OF OKLAHOMA CITY       | Non-Profit              | 1,350        | 9.95%          |
| 2  | HLOK2598 - NEIGHBOR FOR NEIGHBOR                                | Non-Profit              | 539          | 3.97%          |
| 3  | HLOK730 - CITY RESCUE MISSION                                   | Faith-based, Non-Profit | 407          | 3.00%          |
| 4  | HLOK1713 – HEARTLINE INC.                                       | Non-Profit              | 394          | 2.90%          |
| 5  | HLOK16253 - COUNTY OF OKLAHOMA                                  | Public-County           | 347          | 2.56%          |
| 6  | HLOK4536 - US DEPARTMENT OF HEALTH & HUMAN SERVICES             | Governmental            | 295          | 2.17%          |
| 7  | HLOK268 - BAPTIST MISSION CENTER                                | Faith-based, Non-Profit | 265          | 1.95%          |
| 8  | HLOK4244 - ST CHARLES BORROMEO CONFERENCE                       | Faith-based, Non-Profit | 232          | 1.71%          |
| 9  | HLOK796 - COMMUNITY ACTION AGENCY OF OKLAHOMA & CANADIAN COUNTY | Non-Profit              | 227          | 1.67%          |
| 10 | HLOK4551 - VARIETY CARE FAMILY HEALTH                           | Private, Non-Profit     | 222          | 1.64%          |
| 11 | HLOK3820 - QUAIL SPRINGS BAPTIST CHURCH                         | Faith Based             | 199          | 1.47%          |
| 12 | HLOK875 - CORPUS CHRISTI CATHOLIC CHURCH                        | Faith Based, Non-Profit | 194          | 1.43%          |
| 13 | HLOK666 - CHRIST THE KING CATHOLIC CHURCH                       | Faith Based, Non-Profit | 162          | 1.19%          |
| 14 | HLOK4526 - UPWARD TRANSITIONS TRAVELERS AID                     | Non-Profit              | 147          | 1.08%          |
| 15 | HLOK2103 - KINGS KLINIC   | Private, Nonprofit      | 146          | 1.08%          |
|    | Top 15 Referrals  |                         | 5,126        | 37.79%         |
|    | Other Referrals   |                         | 8,439        | 62.21%         |
|    | Total Referrals   |                         | 13,565       | 100%           |