



House Majority Policy Committee

Rep. Kerry Benninghoff, Chairman

House Minority Policy Committee

Rep. Michael Sturla, Chairman

POLICY HEARING AGENDA
Pennsylvania 2-1-1 Call System
April 13, 2016 at 9:30am
Majority Caucus Room – 140 MC

1) Welcome

2) Presentation

- **Kristen Rotz** – *President, United Way of Pennsylvania*
- **Kelly Gollick** – *Executive Director of Contact Helpline, PA 2-1-1 Southcentral provider*
- **Lisa Austin** – *National Director, 2-1-1 Strategic Enhancements and Disaster Recovery, United Way Worldwide*
- **Nancy Kukovich** – *PA 2-1-1 Board Chair and CEO of Adelphoi Human Services*

3) Question and Answer



United Way of Pennsylvania
www.uwp.org



Informational Meeting on 2-1-1 – Human Service Information and Referral

Testimony of

Kristen Rotz, United Way of Pennsylvania

Kelly Gollick, Southcentral PA 2-1-1

Nancy Kukovich, PA 2-1-1 Board Chair

Submitted to the

House Republican and Democrat Policy Committees

April 13, 2016

Harrisburg, PA

Good morning Chairman Benninghoff, Chairman Sturla and members of the Committee. I am Kristen Rotz, President of the United Way of Pennsylvania. Joining me today are Kelly Gollick from PA2-1-1 South Central/Contact Helpline, Lisa Austin from United Way Worldwide who directs the national 2-1-1 strategy, and Nancy Kukovich, PA 2-1-1 Board Chair. We are excited for the opportunity to explain the current capacity and future potential of a public-private partnership with United Way to provide consistent, statewide access to health and human service information via 2-1-1.

United Way has the expertise and relationships to develop meaningful and lasting solutions to community challenges through root cause analysis. United Ways leverage donors' resources to facilitate cross-sector solutions to the problems their communities face. Through the generosity of donors, United Ways are able to reduce burdens on public sector programs. Local United Ways are also part of a national and international network which can scale solutions to achieve positive impacts across the country and around the world. In Pennsylvania, 59 local United Ways work to address community needs related to the basic building blocks for a quality life - health, income and education. The United Way of Pennsylvania is a statewide nonprofit, nonpartisan organization representing 50 local United Ways as well as two United Funds. PA 2-1-1, our partner, is a 501(c)(3) non-profit and has been adding 2-1-1 capacity in Pennsylvania since 2011.

2-1-1 is available in 95% of the U.S. and 85% of Pennsylvania's residents currently have access. The 2-1-1 dialing code was designated by the Federal Communications Commission for nationwide use as a health and human services information and referral phone line in 2000. 2-1-1 originated in Atlanta, and then began to spread state-by-state and now is available in all 50 states. The PA Public Utility Commission designated the three digit dialing code to the nonprofit PA 2-1-1 organization in 2004. Since that time, six PA regions have built and increased access to service for 85% of PA's population thanks to investments by United Ways, other private donors, some county governments, and the Mellon and Weinberg Foundation support. The counties lacking coverage are the 12 counties in northwest PA, including Erie and Crawford, east to Potter, Cameron and Clearfield, and from Venango, Clarion and Jefferson north to the New York state border.

The system is designed to serve three major objectives, including: connect people in need to health and human service assistance available through government programs, private and non-profit organizations in their communities; provide assistance to communities in time of disaster, allowing 9-1-1 to work primarily for first responders; and connect volunteers and donors with organizations who can leverage resources to meet the needs of the community. Through 2-1-1, people connect to a wide range of services from utility assistance to housing needs, senior citizen programs, emergency food, job counseling, youth programs and many more. The information provided to callers comes from the 2-1-1 statewide resource database and the software also records information about consumer calls and needs.

PA's 2-1-1 system is the single-most comprehensive source of assistance covering all sectors of service both private and public. Currently, there are six regional 2-1-1 independent centers operating through contracts with the nonprofit organization PA 2-1-1. Three of these centers are operated by United Ways, and the remaining three are independent centers who hold contracts with PA 2-1-1 to provide service in that part of the state. United Way is the largest source of financial support for 2-1-1, investing nearly \$3 million in the system currently.

PA 2-1-1 helps connect Pennsylvanians to resources which meet the most basic human needs. Trained specialists are on the receiving end of every call to 2-1-1. They use assessment

techniques to determine what the caller needs, and then use the extensive database of resources to pin-point services that meet those needs. Callers are provided with detailed information such as eligibility standards, intake procedures, and the basics of finding the service such as phone number and a contact person. Callers are treated with dignity and respect as they face their crisis and humbly reach out for support.

The database of information used to assist each caller is the rock upon which we build up each caller. The thousands of records are reviewed at least yearly for accuracy and some updated monthly as the services change. This involves thousands of hours of labor across the state, including calls to community services to verify information or update a phone number, visits with community services to learn more, and meetings with the agencies providing the services. The 2-1-1 data is entered across the country based on a universal style guide.

PA 2-1-1 provides data to assist with community needs assessment and planning to address emerging trends or gaps in services. During calls, we gather basic information from each caller which we are able to use for reports that are shared with the community. Each year, we are able to draft top ten lists regarding the reasons residents call and the referrals that are provided most often. This information is shared with local United Ways and community and is used in determining goals and projects for the year. Unmet needs of callers is another way that we can provide the community information on gaps in services which is used to determine how to address those concerns. Information gathered by 2-1-1 providers has been critical in the development of needs assessments by the United Ways and local health care organizations which are required to conduct a needs assessment every 3 years.

Creating a public-private partnership which connects people to help with any health or human service need. While much has been accomplished by each regional 2-1-1 call center with some informal coordination occurring at the state level, United Way of PA and PA 2-1-1 both believe we need to achieve a more consistent customer experience across the state. A state investment of \$1.5 million in the 2016-2017 fiscal year will help our system achieve the following objectives:

- Expand service to 12 counties in the Northwest.
- Increase access to 2-1-1 via text, chat, mobile app and an upgraded PA 2-1-1 web site.
- Disburse funds to the regional 2-1-1 programs for investment in meeting 2-1-1's national quality assurance report card metrics, which include speed of answer, maintaining accurate database records, accreditation and follow-up calls.
- Assure 24/7 access to 2-1-1 by phone.

The regional 2-1-1 efforts have already yielded several values for the state of PA, including:

- One state-of-the-art software system which powers the database in all PA 2-1-1 regions. This is the only statewide database of BOTH public and privately funded health and human services in Pennsylvania.
- Consistent data standards have been implemented for all 2-1-1 regional providers.
- Most portions of our state, regardless of how rural they may be, have access to 2-1-1.
- Data is captured to substantiate needs and identify emerging trends.
- 2:1 funding ratio of other 2-1-1 support to state dollars requested for 2016-2017.

Enhancing our capacity to support emergency management and disaster response: Across the country, 2-1-1 has been a valuable partner for state and federal emergency planning

and preparedness, as well as response. The partnership results in reduced volume of non-emergency calls to local 9-1-1 centers. In 2015, 2-1-1 pitched in to respond to the floods in South Carolina, tornadoes in Texas, mud slide in California, and even the Flint water crisis. The data collected through 2-1-1 calls can also aid in clean up and recovery efforts.

In 2011, the 2-1-1 telephone number was just getting up and running in Pennsylvania, but had been available across the country for years. When the flooding of Tropical Storm Lee struck south central PA, the first phone number given out by FEMA was 2-1-1. Across the country 2-1-1 centers had already established themselves as critical community partners in a disaster. FEMA expected the same in Pennsylvania. Even through south central PA 2-1-1 was just up and running, the region provided 24 hour service and quickly gathered all the relevant information to assist disaster survivors with finding assistance. Had 2-1-1 not been at least available to our state, hundreds of residents would have been lost on how to deal with this devastating disaster.

Untapped potential for partnership which serves Pennsylvanians to the best capability of all the resources available in our communities while maximizing the effectiveness of public and private financial support for information and referral: The PA 2-1-1 network maintains the most comprehensive statewide database of all public and private resources that are available to help people in need. This is accomplished through partnerships with organizations at the local level. The Commonwealth has the opportunity to contract with PA 2-1-1 to perform some information and referral services that are currently provided through state agencies. There are many toll free numbers which currently offer constituents access to bits and pieces of this information. Instead, a single, low-income mom could call an easy-to-remember 3 digit phone number and talk to a trained information and referral specialist who can help connect the individual to child care services, provide information about eligibility for the Children's Health Insurance Program, learn how to apply for LIHEAP heating assistance and get in touch with a local church which could provide rental assistance or access to its food pantry.

A state investment will yield significant returns for Pennsylvanians in need, and for taxpayers. United Way and PA 2-1-1 are looking for the opportunity to leverage private support and public dollars to provide a consistent statewide experience for a much-needed service to the citizens of Pennsylvania. Legislators, especially your local staff, experience daily the frustration of constituents who need help navigating the complex human service system. If state government provides financial support for 2-1-1, the return on investment will be a system which can provide comprehensive and cost-effective information and referral.

The final push required is for state government to formalize its partnership with 2-1-1 both as a collaborator and funder. We are asking the General Assembly to appropriate \$1.5 million to build out the core of a statewide 2-1-1 system. Concurrently, United Way and PA 2-1-1 would like to work with the Governor and the Secretary of Human Services to identify priority areas which will streamline state government information and referral systems in order to improve customer service for Pennsylvanians. We see this partnership evolving in several avenues:

- 1) Identify the best access point, as well as opportunities to consolidate assessment and/or intake processes for each area of need.
- 2) State government contracts with 2-1-1 to provide I and R services offered through various state 1-800 numbers;
- 2) Assure technology and protocols are in place for information and referral requests which may come in to other state hotlines to be routed to 2-1-1, and vice versa;

- 3) Develop strategies to promote information and referral access across the state, and to encourage social service and health organizations to contribute and update their information in the 2-1-1 database;
- 4) Explore strategies to use local 2-1-1 data and other state/regional data to quantify current needs and identify trending concerns so that all community partners can be involved in timely solutions.

Thank you for the opportunity to testify today. We are happy to answer your questions at this time, and if you have any questions after the hearing today, please contact Kristen Rotz (krotz@uwp.org) or call 717-238-7365.

2-1-1 in Pennsylvania

Background

2-1-1 is like 4-1-1 but for health, human services and disaster relief. 2-1-1 was designated for nationwide use as an information and referral phone line by the Federal Communications Commission in 2000. Since then, 2-1-1 has been spreading, state-by-state, throughout the United States. It is available in all 50 U.S. states and is now accessed equally by web and phone, with other mobile applications on the way.

The 2-1-1 system is funded by a combination of United Way support, grants and private contributions, and contracts. Leadership for the system is provided at the national level by United Way Worldwide and the Alliance of Information and Referral Systems in partnership with their state and local networks. In Pennsylvania, the United Way of Pennsylvania and the non-profit, PA2-1-1, are partners supporting this community-strengthening service.

Benefits of 2-1-1

2-1-1 is designed to serve three major objectives:

- 1) Connect people in need to health and human service assistance available through government programs and private non-profit organizations in their communities;
- 2) Provide assistance to communities in time of disaster, allowing 9-1-1 to work primarily with first responders; and
- 3) Connect volunteers and donors with organizations who can leverage these resources to meet the needs of the community.

Through 2-1-1 people connect to a wide range of services from disaster relief to utility assistance, senior citizen programs, emergency food, job counseling, youth programs and much more. The information provided comes from the 2-1-1 state-wide resource database, the common software also records information about consumer calls and needs. PA 2-1-1 is the single-most comprehensive source of assistance and volunteer information covering all sectors of service both private and public.

Current Status of 2-1-1 in Pennsylvania

Much has been accomplished by **PA 2-1-1** since 2011:

- 1) Six regional 2-1-1 independent centers operate through contracts with the PA2-1-1, covering about 85% of the state's population;
- 2) All working together to grow a comprehensive resource and data collection system using the same state-of-the-art software and data standards;
- 3) Usage increasing by 15% each year helping families, first responders, care givers and creating brand recognition.

But much remains, challenging the promise 2-1-1 holds for people in need:

- 1) The required partnership between PA2-1-1 and State government has not progressed. Funding has not been available, nor have any MOUs been signed that could help PA2-1-1 coordinate 2-1-1 services with the myriad of state initiatives that occur.
- 2) The entire northwest, which is 15 percent of the state's population, remains uncovered. The existing 2-1-1 network for the southwest, coordinated by Allegheny, is willing to expand to support providing coverage if costs

are covered by the region. The cost to begin this coverage has been projected at \$300,000 in each of the first two years. A yearly commitment of \$70,000 has been made but start-up funding must be found.

- 3) Because of scarce resources, the state-wide functions continue to be performed by the PA2-1-1 board, making it difficult to assure a common state-wide experience.

Optimal Future Uses for the 2-1-1 System and Data

Emergency response -Governors around the country support viable statewide 2-1-1 networks to help with disaster relief and emergency response. A strong 2-1-1 system, available to everyone and coordinated statewide, is the partner the State and municipalities need for managing emergencies, including everything from a flood, snowstorm or tornado to the accident that shuts down a portion of a major highway for hours .

In other states, during disasters, people are directed to 2-1-1 for their non-life-threatening emergencies so that 9-1-1 capacity is not overwhelmed. And the data collected from calls and “hits” by 2-1-1 can be used by community organizations to organize and target their response. Even in the course of normal day-to-day operations, 9-1-1 centers around the state receive many non-emergency calls that are more appropriately directed to 2-1-1.

Reduce Duplication/Cost – Each year the State needs to get information out to the general public on a variety of topics including flu shots, energy assistance, lead poisoning, Medicaid expansion and numerous others, and either state workers or their contractors set up individual 1-800 numbers to transmit messages. The 2-1-1 system has the potential to be the portal the State can use quickly to get information out. It can be made available through mobile, application-based technologies in addition to the current phone and web site access points. The data collected by 2-1-1 can also be useful for a multitude of state and local government entities which are responsible for planning. And 2-1-1 is a tool to connect people to resources in their community which may help them avoid the need for more costly levels of care.

Support Policy to Expand and Improve 2-1-1 for all Pennsylvania’s Citizens

Assistance from state government is needed to help Pennsylvania achieve its full potential for leveraging 2-1-1 as a community strengthening tool. Nearly all start-up funds and ongoing costs are currently borne by local United Way organizations; their efforts are commendable but not enough to build the system to a consistent, solid experience for every user in Pennsylvania. Implicit in a consistent user experience is the need for state-wide functions of coordination, fundraising and state relationships currently provided by an all-volunteer PA2-1-1 Board. Without additional funding and a solid relationship with state government, the promise of 2-1-1 cannot be fulfilled.

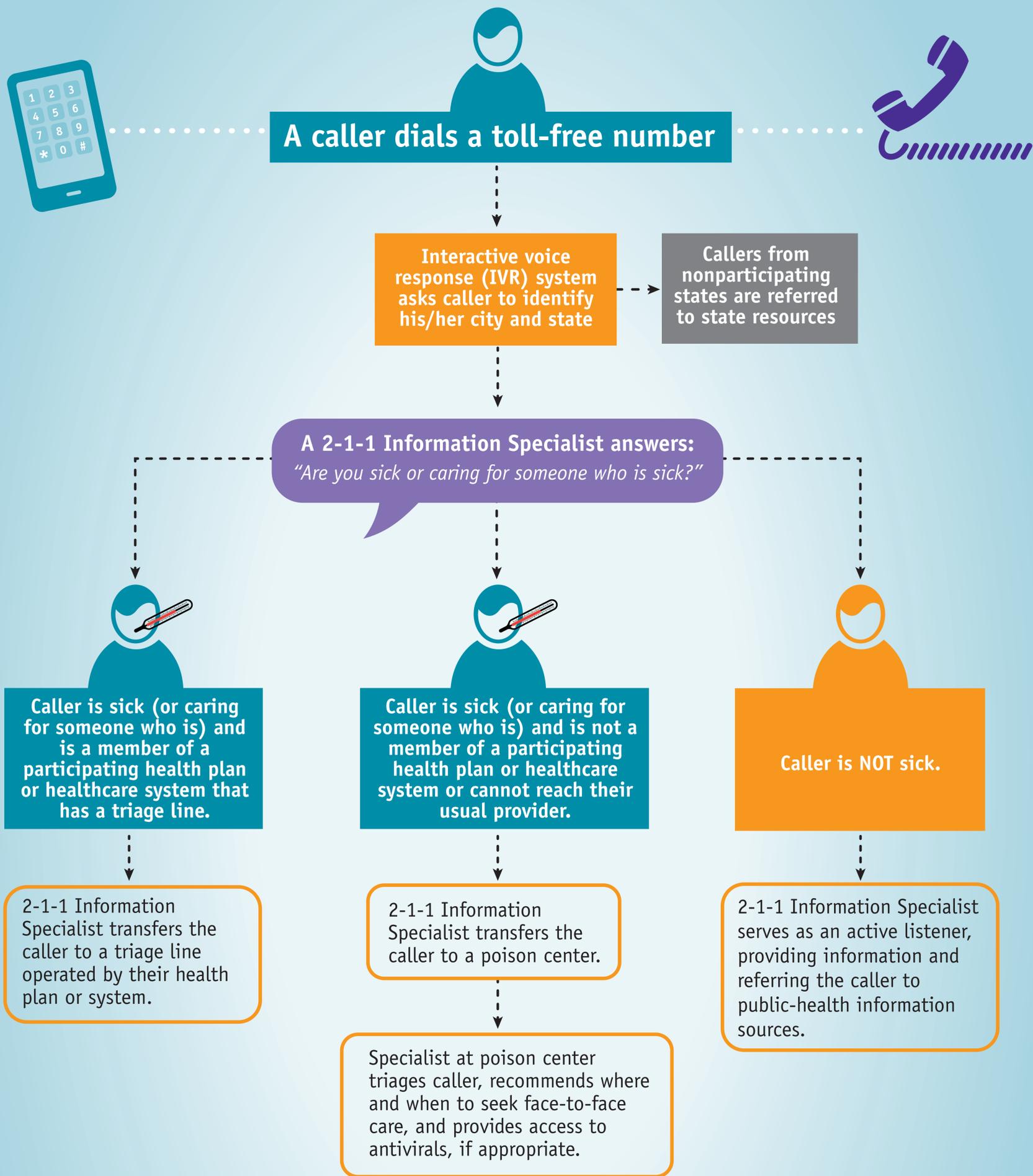
For more information, contact:

Kristen Rotz, President, United Way of Pennsylvania - (717) 238-7365 or email krotz@uwp.org.

Nancy Kukovich, PA 2-1-1 Board – (412) 999-6015 or email Nancy.kukovich@adelphoi.org.

FLU on CALL™

How It Works



Goals of Flu on Call™



Improve access to antiviral medications



Reduce the need for face-to-face encounters with providers



Reduce the surge on medical facilities



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

Core Flu on Call™ Partners

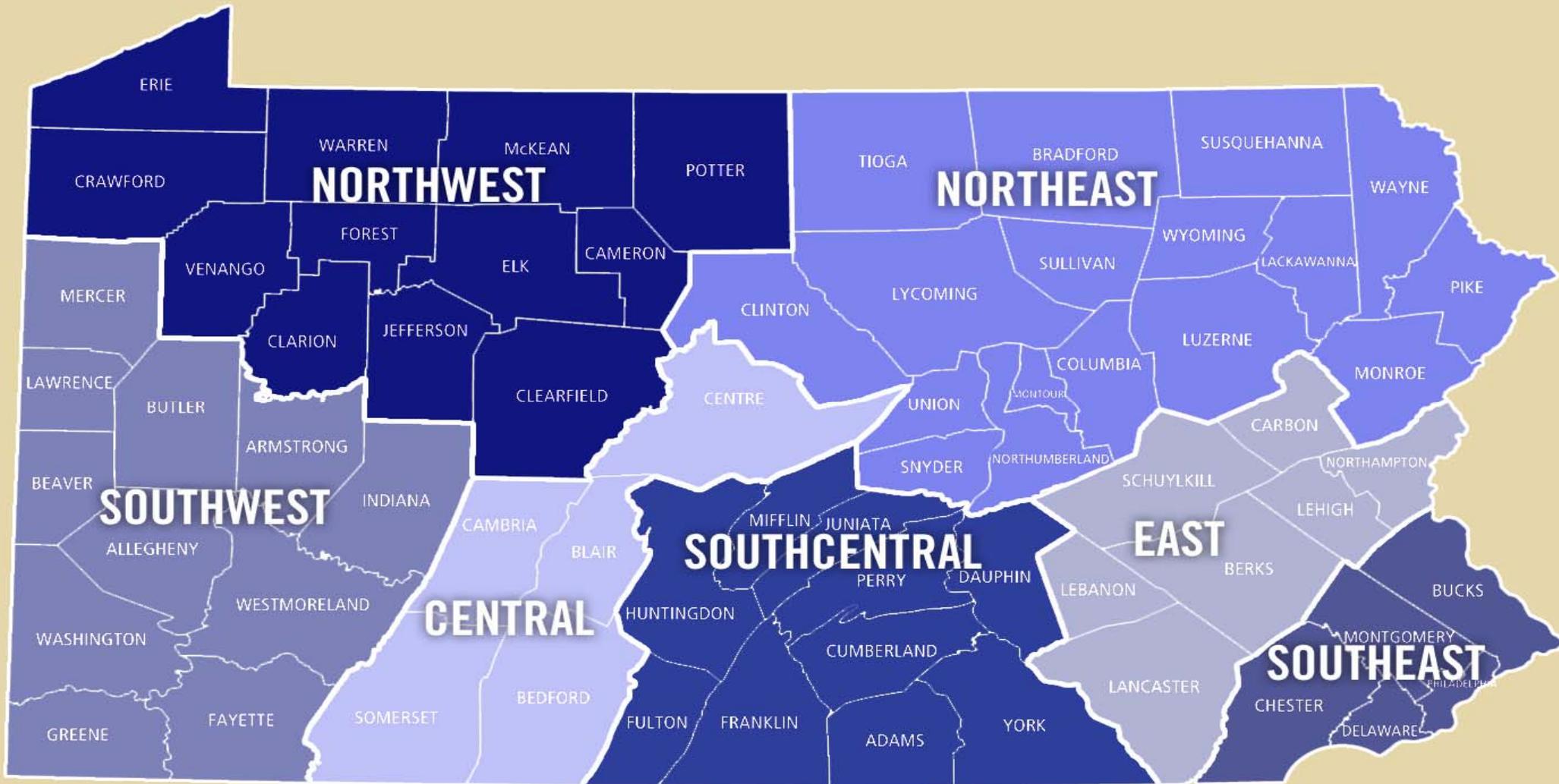
- American Association of Poison Control Centers (AAPCC)
- Association of State and Territorial Health Officials (ASTHO)
- Council of State and Territorial Epidemiologists (CSTE)
- National Association of County & City Health Officials (NACCHO)
- Public Health Management Corporation (PHMC)
- United Way 2-1-1
- U.S. Department of Health and Human Services Health Resources and Services Administration (HRSA)
- U.S. Department of Veterans Affairs (VA)

2-1-1 Data Snapshot

Joint Republican and Democrat Policy Hearing

April 13, 2016

PENNSYLVANIA 2-1-1 REGIONS

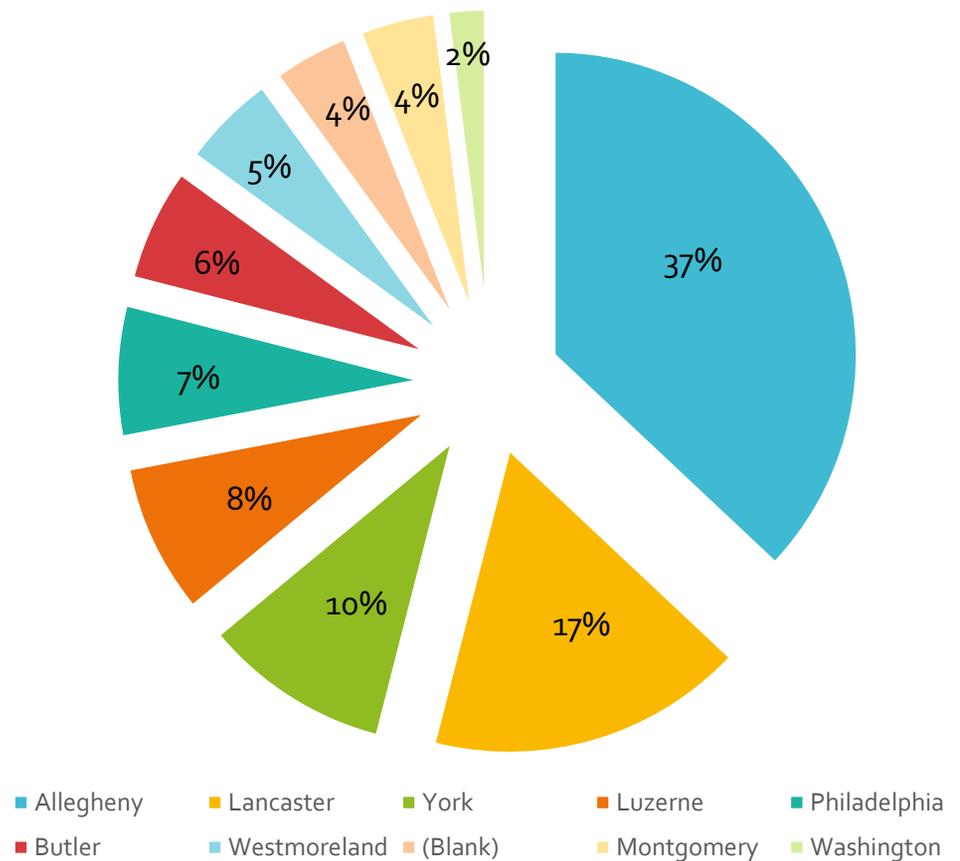


2015 PA Snapshot- Top 10 Call Origination

Top 10 2-1-1 Call Origination

County	Number of Calls
ALLEGHENY	64,635
LANCASTER	29,232
YORK	16,876
LUZERNE	13,830
PHILADELPHIA	12,313
BUTLER	11,298
WESTMORELAND	8,107
(blank)	7,863
MONTGOMERY	6,304
WASHINGTON	4,446

Top 10 2-1-1 Call Origination

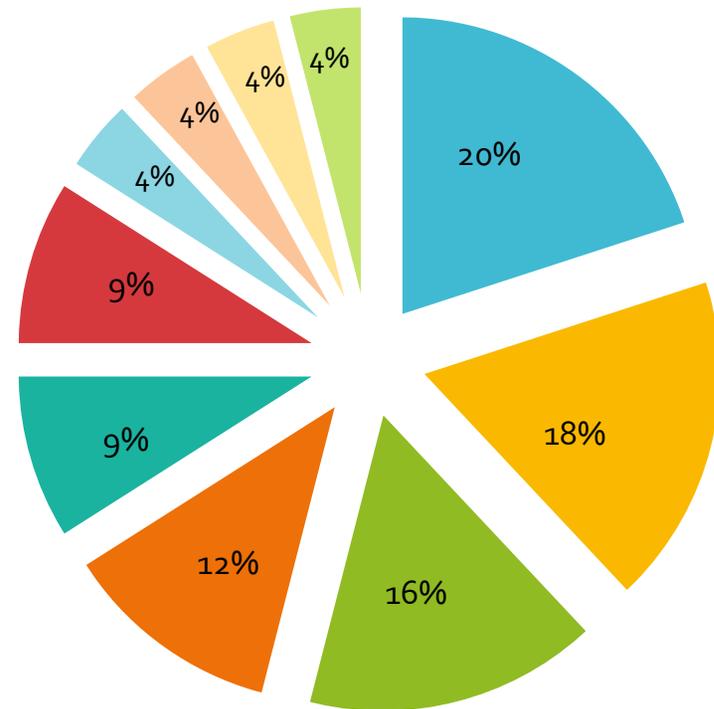


Top Presenting Needs

Rent Payment Assistance	15,950
Tax Preparation Assistance	14,194
Electric Service Payment Assistance	12,833
Gas Service Payment Assistance	9,149
Food Pantries	7,540
VITA Programs	6,781
Home Rental Listings	3,145
Undesignated Temporary Financial Assistance	2,976
Rental Deposit Assistance	2,949
Water Service Payment Assistance	2,844
Comprehensive Information and Referral	2,746
Homeless Shelter	2,045
Transitional Housing/Shelter	1,983
Furniture	1,929
Heating Fuel Payment Assistance	1,897
Community Shelters	1,798
Emergency Shelter	1,406
Emergency Shelter Clearinghouses	1,369
Specialized Information and Referral	1,353
Food Stamps/SNAP	1,235
Holiday Gifts/Toys	1,155
Directory Assistance	1,139
Weatherization Programs	959
Online Tax Preparation/E-Filing Sites	958
Telephone Reassurance	957
Grand Total	133,609

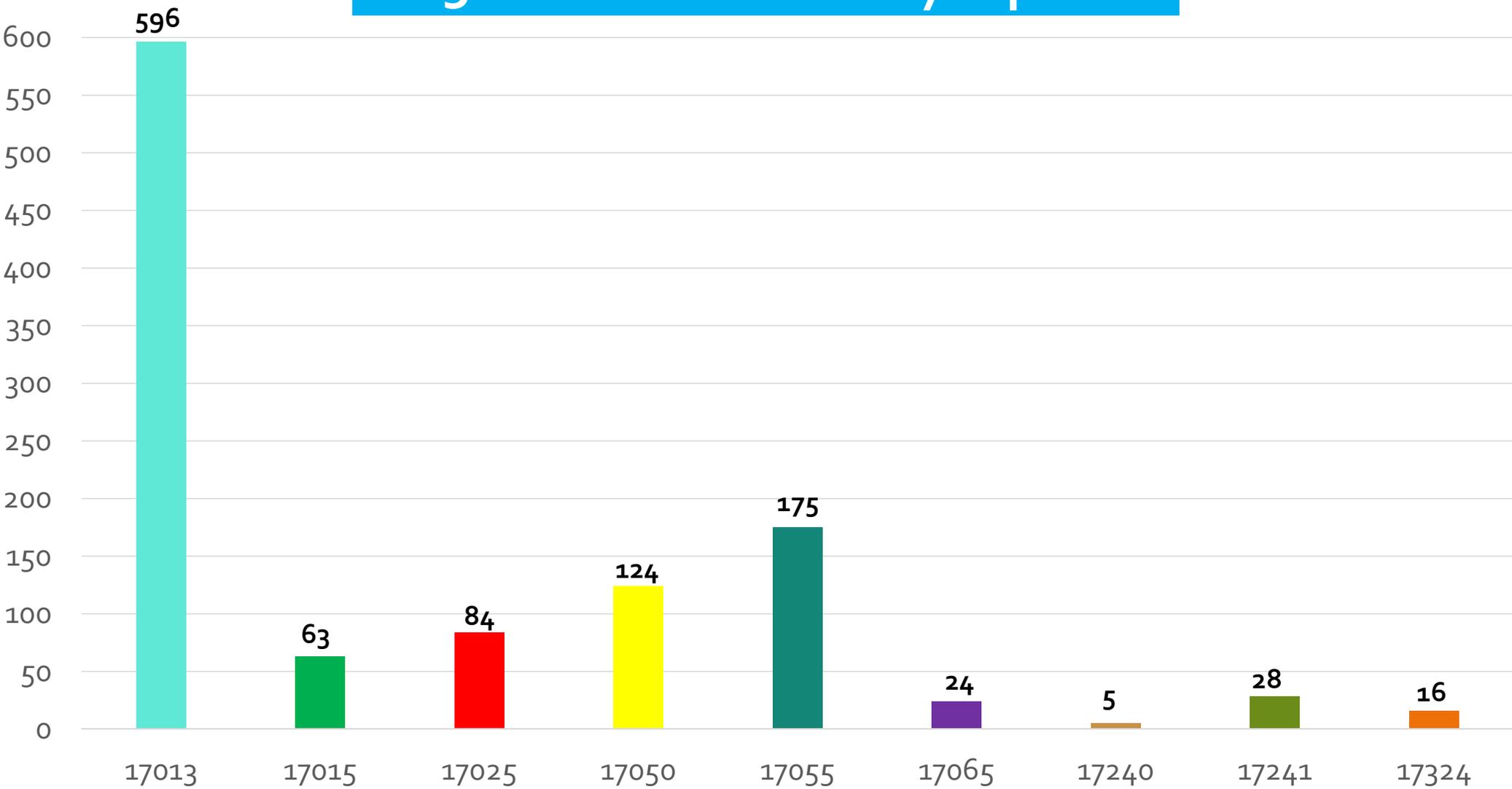
PA 2015 Snapshot- Top Presenting Needs

Top 10 Presenting Needs



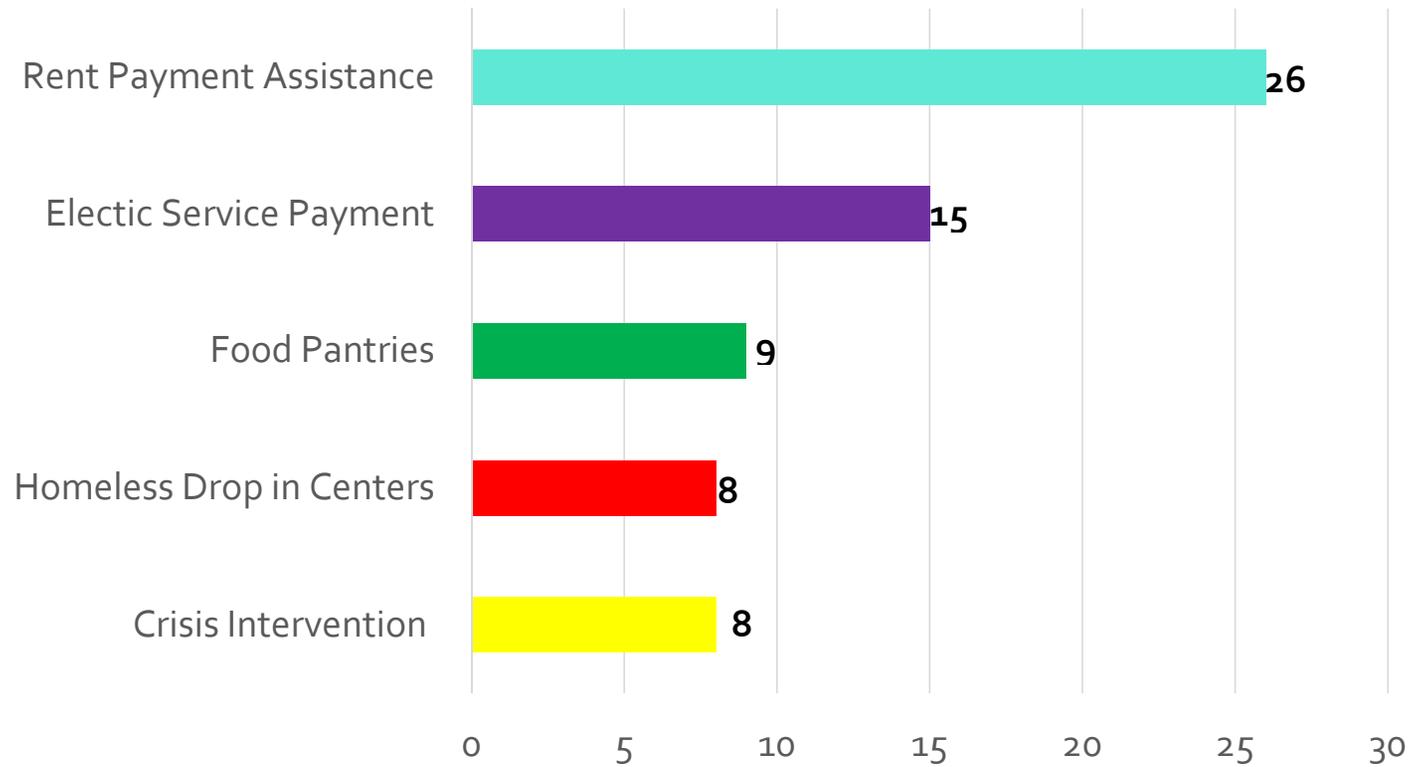
- Rent Payment Assistance
- Tax Preparation Assistance
- Electric Service Payment Assistance
- Gas Service Payment Assistance
- VITA Programs
- Food Pantries
- Home Rental Listings
- Undesignated Temporary Financial Assistance
- Rental Deposit Assistance
- Water Service Payment Assistance

2015 Number of Calls by Zip Code



Top 5 Needs in 17013 in 2015

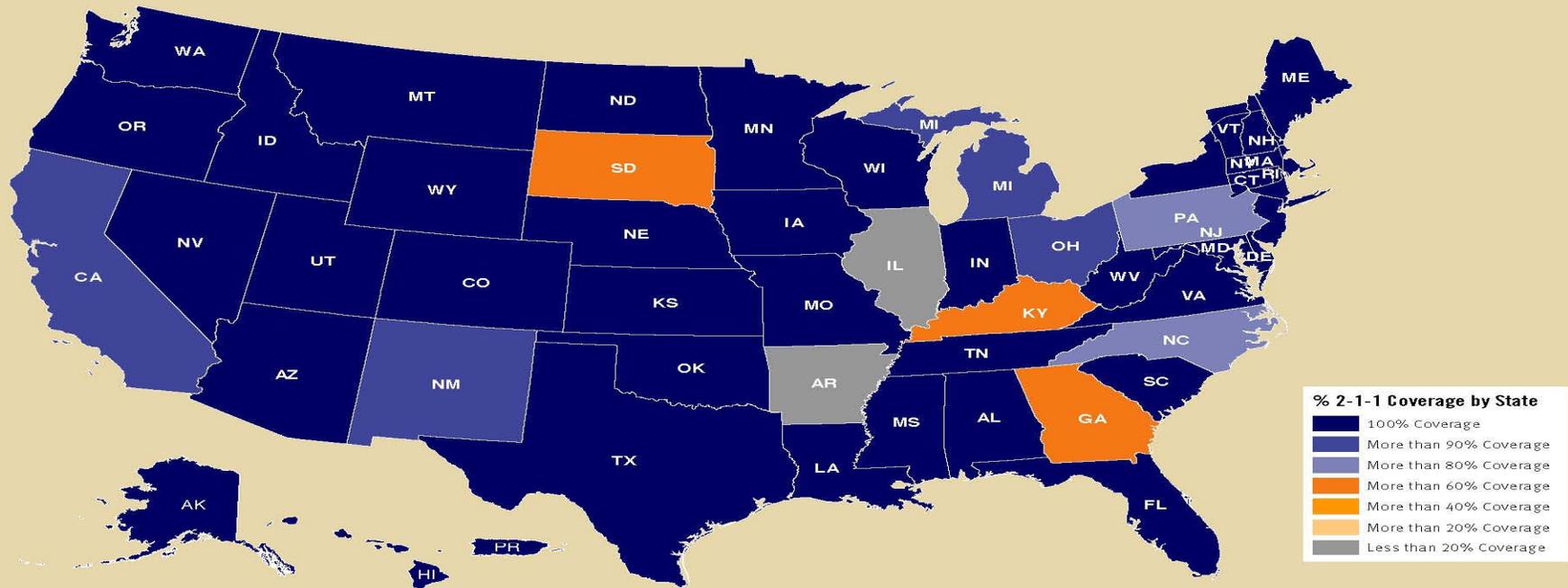
Top 5 Need in Zip Code 17013



2-1-1 National Coverage

93.5% Overall Coverage

% of Population Covered* by 2-1-1 in Each State



*Coverage is defined as populations with landline telephone access to 2-1-1 dialing codes. Population based on 2010 Census

Data produced by UWW and AIRS: April 2016



2-1-1 2015 National Snapshot

2-1-1: 2015 IMPACT & CONNECTIONS

**22
MILLION**

TOTAL 2-1-1
WEBSITE VISITS



1 MILLION

CONTACTS ABOUT HEALTH CARE



258,070

SERVICES AND
PROGRAMS
CONTAINED IN
2-1-1 RESOURCE
DATABASES

United Way • AIRS
2-1-1
Get Connected. Get Answers.



MORE THAN
13 MILLION
CALLS ANSWERED
ACROSS THE
NATION

**5.1
MILLION**

CONTACTS ABOUT
HOUSING/
UTILITIES



**1.2
MILLION**

CONTACTS FROM
PEOPLE NEEDING
FOOD AND MEALS



249

2-1-1 ORGANIZATIONS
WORKING TOGETHER TO HELP
FAMILIES ACROSS THE NATION

250,557

CONTACTS FOR
HELP FINDING
EDUCATION AND
TRAINING OPPORTUNITIES



Testimony on the State 2-1-1 System

Theodore Dallas, Secretary

House Democratic Policy Committee and House Republican Policy Committee

Wednesday, April 13, 2016



Good morning, Chairmen Benninghoff and Sturla, committee members, and staff. Thank you for giving me the opportunity to provide you with information about the Department of Human Services' (Department) customer service initiatives and discuss how they align with the state's 2-1-1 system.

The cornerstone of the Department is customer service. One of the Department's goals is to deliver services while providing an excellent customer experience. We are currently redefining the way we do business to ensure we are meeting our customer needs starting with their initial encounter with us. This includes making services easily accessible, providing information through various means of communication, and creating streamlined processes to make doing business with the Department easier and faster.

A simple example of this work is the redesign of the Department's website to make it easier to navigate and identify resources and services available, while providing a vehicle to communicate important information relating to programs, policies and services. Each of the initiatives described below encompasses this philosophy.

DHS CONNECT

To access services administered by the Department, there are multiple points of entry including in person, by mail, online, and by telephone. The Department recognizes the importance of customers having multiple methods to communicate with us and we believe the current process can be streamlined to make the communication and customer experience better and more efficient. Today, there are over 90 different toll-free numbers within the Department that connect our customers to various services

and this can sometimes lead to confusion when they are attempting to contact us for information, questions and/or assistance. There is also no phone system in place that would allow customers, once they identify the correct number to call, to retrieve basic information and/or answers to their questions without speaking to a live customer service agent.

The Department is working to enhance the customer experience by providing a phone system with a single entry point that will connect customers to our services. The Department envisions a streamlined process that can provide information to the customers, in some instances, without speaking to a customer service agent. This requires an analysis of the existing toll-free numbers to determine what they are, what services they are utilized for, what service units they connect to, who the customers are, and their needs. The ultimate goal is to establish a central entry point that will be utilized to connect to the Department and develop an Interactive Voice Response system (IVR) that can direct customers to the right location and provide information to them based on their needs. The intent is to have an IVR system that has the ability to connect to our current systems to extract customer specific information and provide it real-time over the phone.

This system will be another method for individuals to have immediate access to real-time information at their convenience. The first phase of this implementation that includes a basic IVR, without connectivity to our back-end systems, is anticipated in 2017.

COMPASS Mobile Application

The Department is implementing a mobile application for eligibility services that will align with its goal to increase customer service and provide a positive customer experience to the individuals we serve. As we move further into the twenty-first century, technology plays a vital role in allowing customers to access information at their convenience without the use of live telephone operators. Mobile devices such as smart phones are increasingly becoming more common for accessing information online. Many lower-income citizens depend solely on smart phones and do not own and/or have access to computers. Mobile phone usage is growing exponentially and due to the Affordable Care Act (ACA) and Medicaid expansion, our customer base is also expected to continue growing.

Developing a mobile application will provide our customers with another resource to access their benefits, increase efficiencies at the local County Assistance Offices (CAOs), and reduce the scanning load of documents. The Department conducted surveys in Harrisburg, Philadelphia, and Pittsburgh with our customers, as well as other stakeholders, to solicit input about the features of the mobile application. Specific questions were identified and asked of our customers while interactive sessions were facilitated with our stakeholders. We received, reviewed, and analyzed the results of 215 survey responses and are currently developing a list of key functions that will be deployed in the first phase of implementation. One key feature to be included is the ability to upload documents utilizing the mobile application instead of requiring documents to be mailed to the CAOs; this could have a positive impact on processing times.

The intent of the mobile application is to provide an easy and effective method for customers to obtain information about their application and benefits. It is also expected to improve efficiency within our CAOs by reducing the administrative efforts of our workers thus providing them with more time to focus on the critical needs of our customers. The first phase of the mobile application is expected to be released in December 2016.

Fast Track Enrollment Strategy

Under the ACA, a new simplified system for enrolling eligible people into Medicaid became effective on January 1, 2014. The new system allowed for five different enrollment strategies to target individuals likely to be eligible for Medicaid, and for whom eligibility information is already available in states' files. One such method is an enrollment strategy that will allow individuals that are currently eligible for benefits under the Supplemental Nutritional Assistance Program (SNAP) to be enrolled in Medicaid utilizing information already in the system without requiring them to complete a new application.

The Department implemented this new strategy in January 2016 and as of March 29, 2016 has enrolled 7,094 individuals through this process. These individuals did not have to submit new applications and/or provide information that was already available and in our system. They merely expressed their desire and need for health care by signing a consent form and they were enrolled into Medicaid. We believe that by implementing this initiative we not only increased the service experience for our customers, but have also saved the Commonwealth funds by not requesting duplicitous information already known and available to us.

The Department is able to help answer questions specific to our programs and an individual's benefits. It would be difficult for another entity to provide this service without direct access to our system. While we provide a variety of benefits to different populations, there are individuals who do not meet qualifications or are in need of assistance that extend beyond those offered by the Department. The state's 2-1-1 system and similar organizations could be of value in assisting individuals find additional help and resources. These entities can continue to operate as a referral source and instruct individuals in need to seek assistance from the Department as well as other organizations.

Again, thank you for the opportunity to provide you with information about the Department's customer service initiatives and discuss how they align with the state's 2-1-1 system. The Department will be glad to follow-up on any questions you may have.