

Northeast Iowa Area Agency on Aging & County Social Services



**LIFELONG LINKS CALL CENTER
DESIGN EVENT**

MAY 3 – 5, 2017



Why Are We Here?



- LLL Call Center is becoming the front door for all the MHDS regional offices
- Deep review of the system from the view of our consumers, our staff, our partners
- Explore how to merge functions and staff where co-located utilizing LifeLong Links as the vehicle to make us more alike than different
- Co-locating staff throughout our shared regions for local resource centers and providing access to Harmony as appropriate for functions of LLL

Sponsor:

Donna Harvey, CEO, NEI3A

Bob Lincoln, CEO, CSS



Go Pioneers!

Pat Murray



- Karen Dowell, CSS
- Pat Murray, CSS Board
- Todd Rickert, CSS
- Kristi Shannon, NEI3A
- Jen Sheehan, CSS
- Shelly Sindt, Elderbridge
- Shannon VanEe, NEI3A
- Lisa Wetzel, NEI3A
- Kristie Wiltgen, NEI3A

Facilitators:

- Linda Hildreth, IDA
- Danika Welsch, IDA

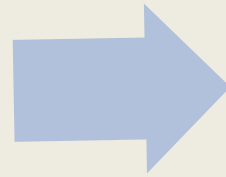


Event Scope

Pat Murray



From the Time a
Call is Received



To the Point an
Appropriate
Referral is Made



How Do We Get There?

Kristi Shannon



- Developing an efficient and standardized process for the LifeLong Links Call Center
- Defining the role of the statewide call center
- Enhancing collaborations
- Defining a method of assessing and monitoring the process for quality outcomes

Simpler – Faster - Better

Shelly Sindt



- Ensuring that the process is customer-centered
- Standardizing the terminology utilized in the call center
- Identifying roles and responsibilities of the call center staff throughout the process.

What is Design for Lean Six Sigma?

Todd Rickert

- ❑ Methodology to create a new service, product or process
- ❑ Applicable to any project that needs a significant amount of new design
- ❑ Strong emphasis on capturing and understanding the customer and organization needs



Design Event Schedule

Lisa Wetzel



Pre-event
Planning

Follow-up &
Implementation

Design Introduction

Design
Overview

Review
Charter

Gather Information

Identification
Of
Trends

SWOT

Design Creation

Formulate
New Process
Ideas

Prioritize
and Select
New Process
Ideas

Implementation

Design New
Process

Identify
What Needs
to be Done
to
Implement
New Process

Report Out

Report Out

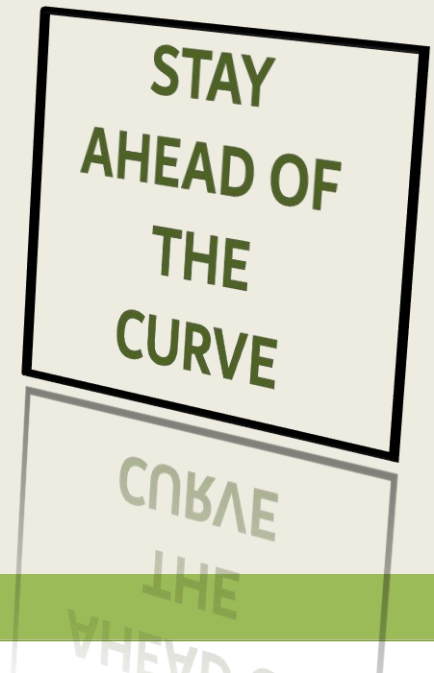
Celebrate!

Trends

Karen Dowell



- Merging aging & disability entities and services
- Technology – automation, instant response, online, availability outside of calling
- Increased independent living & longevity
- Less resources (consumers and entities)
- Uncertainty of future



SWOT

Kristie Wiltgen



Strengths

- Creative staff/delivery of service
- Staff/Agencies are the experts and leaders
- Call center is established

Weaknesses

- Understanding generational and population differences
- Perception that service provided is free
- Resistance to change

Opportunities

- Empower staff/they are experts with knowledge
- Utilizing one name - LLL - here to help others
- Expanded collaborations

Threats

- Loss of autonomy (perceived)
- Changing political landscape
- Limited funding/resources

Discussion & Consensus

Jen Sheehan

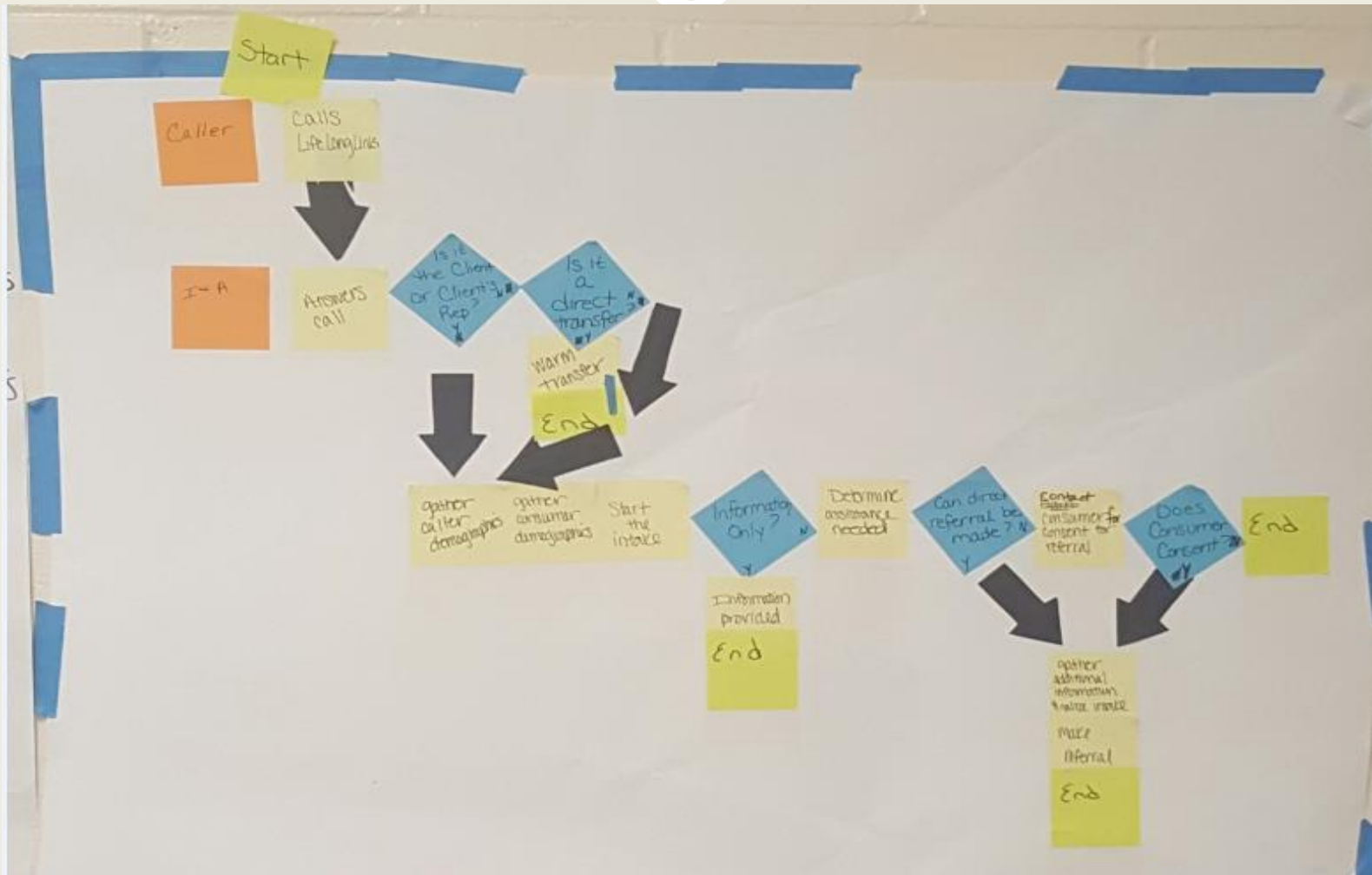


- Waste discussion
- Value added discussion
- Brainstorming of improvements
- Deselection of ideas



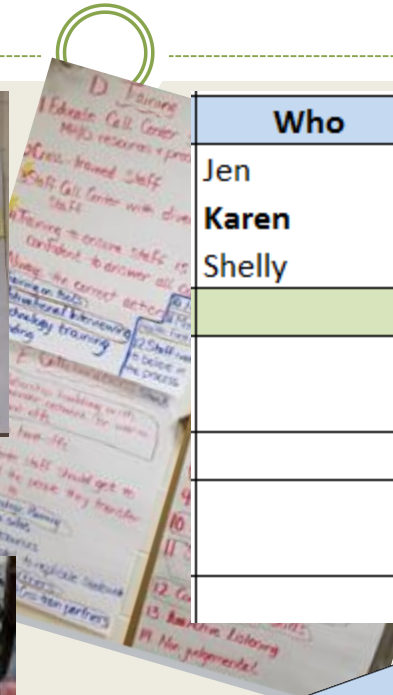
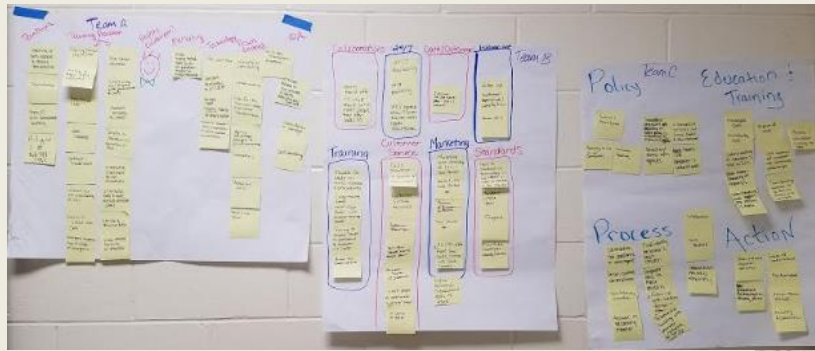
Future State Map

Shannon VanEe



Implementation Plan

Kristi Shannon



Who	Task
Jen Karen Shelly	Track and Evaluate Data and Outcomes
	Action Item to Accomplish Task
	Determine what elements are important in outcome tracking
	Analyze the data
	Use the data for reporting and quality improvement
	Establish... for outcome tracking

Who	Task
Kristie Pat Lisa	Ensure Quality Improvement
	Action Item to Accomplish Task
	Modify and implement internal and external call monitoring
	Develop self evaluation process
	Develop customer experience and satisfaction follow up procedures
	Develop customer and provider satisfaction surveys

Communication Plan

Lisa Wetzel



A communication plan will be developed for each Implementation Area:

- Establish Standards
- Enhance Collaboration
- Develop Training and Education Protocols
- Enhance Quality Improvement
- Track and Evaluate Data and Outcomes

Audience	Key Message	Delivery Method	Person Responsible	Person Delivering	Date of Communication
<i>here you could brainstorm all the audiences that need to be told about the task, action item or outcome of the event</i>	<i>what the audience needs to know, use what, when, where, why and how to help draft. There may be more than one key message.</i>	<i>letter, newsletter, email, in-person, website, press release, social media, etc.</i>	<i>who will develop and ensure communication is delivered</i>	<i>identify who is responsible for communicating the message. There may be more than one person</i>	<i>identify when the communication should occur</i>

Team Member Experience



Jen Sheehan
County Social Services



Shannon VanEe
NEI3A

