Case Study: Business Process Analysis – State of Indiana, Division of Mental Health and Addiction, 988 Suicide Prevention Hotline

CHALLENGE

In October 2020, the U.S. Congress passed the National Suicide Hotline Act, designating 988 as the new nationwide number for suicide prevention and mental health crises. Modeled after 911, the new number replaced an existing 10-digit number and was intended to be easier to remember and provide nationwide access to care.

The Indiana Family and Social Services Administration (FSSA) and Division of Mental Health and Addiction (DMHA) used the arrival of 988 to invest in a broader crisis response team system to help all Hoosiers, with a three-pronged approach to the escalating issues of mental health, including:

- Someone to Contact (988)
- Someone to Respond (Trained crisis-response teams)
- A Safe Place for Help

PROBLEM

Each of the state's four (4) existing National Suicide Prevention Lifeline Call Centers used a different telephony system, with calls being routed to the centers based on the caller's area code. This meant a disproportionate number of calls were routed to certain call centers, exceeding the number of trained crisis specialists available to answer them. As a result, more calls were being rerouted to the national backup call center.

In order to employ call center resources more efficiently, the State decided to implement a centralized Genesys Cloud telephony platform so the maximum number of calls originating in Indiana would be handled in Indiana.

Developing the call routing flows for the centralized telephony platform presented a challenge—in addition to meeting the needs of the existing call centers, the system also had to comply with all federal and state requirements. The new system would also require significant testing before it could be implemented.

SOLUTION

The DMHA engaged netlogx to translate the State's needs into requirements that the technical team would use to design the new system to unite the four (4) call centers under one (1) framework. Thanks to our prior experience assisting the State with implementing the Genesys Cloud telephony system for the Indiana 211 Contact Center, our team had the technical expertise to proactively manage this complicated project.

netlogx Subject Matter Experts (SMEs) met with representatives from each of the call centers individually to discuss their needs from the new system and develop a comprehensive list of requirements that aligned with the State's goals. Employing our technical knowledge of the Genesys Cloud telephony system, we then reviewed all system design documentation to ensure that the needed changes were incorporated.

We also successfully managed an expanded User Acceptance Testing (UAT) process, incorporating representatives from each of the existing four (4) call centers in the testing process to help ensure the system meets all users' need.

ADVANTAGES

The netlogx Project team had recent, transferable knowledge that was directly related to the 988 implementation, allowing them to:

- Identify areas of training that needed additional reinforcement based on their knowledge of frequently asked questions and user errors that they experienced on the Indiana 211 implementation, minimizing issues that the users might have experienced on Day One

- Provide the call centers with a list of the issues and Frequently Asked Questions that they might encounter and outline the troubleshooting steps to identify and resolve them

- Apply their knowledge of Genesys system constraints to proactively brainstorm solutions and ask the Genesys Cloud partner informed questions to prevent delays or missed opportunities

- Apply their knowledge of common user on-boarding errors, such as the user WebRTC phone not being configured, allowing for a smoother transition in the call centers

RESULTS

The Genesys Cloud telephony system was successfully implemented, enabling the DMHA to effectively expand its Suicide Prevention and Mental Health services with minimal risks and no go live issues for all Hoosiers.