

Geriatric Best Practices Conference



Mecklenburg County (NC)
Department of Social Services
Richard W. Jacobsen, Jr., Director



Alan K. Geltman, former Project Coordinator
Michael Taylor, Social Work Supervisor
April 23, 2004



JUST *1* CALL



One Call. One Source. Wonderful!
704-432-1111



One Call. One Source. Wonderful!
704-432-1111

What is Just1Call?

One-stop access to:

- **Comprehensive Information and Assistance**
- **Assessment of Need**
- **Resource Coordination**
- **Advocacy**
- **Linkage to Services and Products**
- **Follow-up**





Who does Just1Call serve?

- Senior citizens
- Adults with disabilities
- Families & caregivers
- Service providers





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Why contact Just1Call?

- **Adult Day Care**
- **Home maintenance**
- **Education**
- **Employment**
- **Prescription Assistance**
- **Housing/shelter**
- **In-home services**
- **Transportation**
- **Assistive Devices/Technology**
- **Nutrition**
- **Recreation and Socialization**
- **Caregiver support**
- **Medical services**
- **Volunteer opportunities**



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Just1Call is *accessible*

- **Local telephone
704-432-1111**
- **Toll-free telephone
877-889-0323**
- **World Wide Web
www.just1call.org**
- **TTY 704-336-4756**
- **Fax 704-353-0651**
- **Congregate sites**
- **Home visits**





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Just1Call: Improving Quality of Life

- Providing access management
- Linking customers to service providers and mediating transactions
- Informing, educating, and empowering customers
- Advocating on behalf of its constituency
- Enhancing accountability in government service provision





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Who does Just1Call benefit?

- Senior citizens
- Adults with disabilities
- Families & caregivers
- Service providers & healthcare professionals
- Business and corporate community



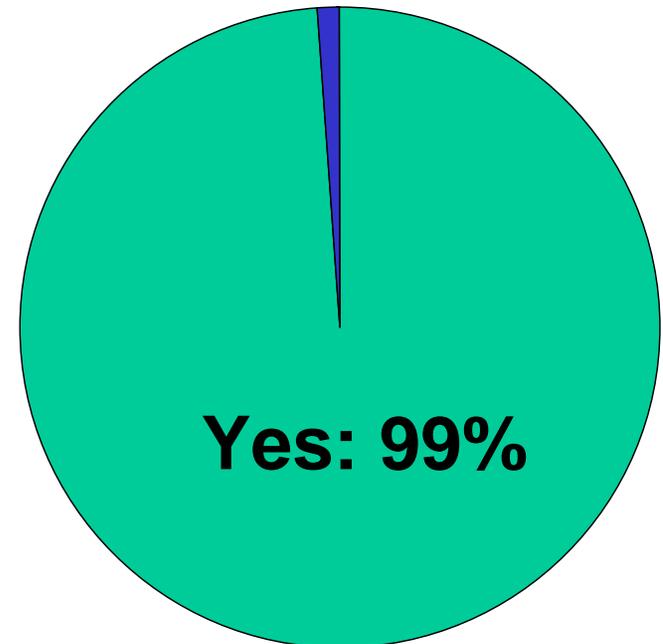


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Information Currency

100% of service providers updated annually. For FY04, the Just1Call database was completely updated by April 1. Voluntary updates from service providers have increased from 30% to 84%.

Did you get accurate information about service providers from Just1Call?
(Survey response, FY04, YTD)





Early Research & Community Involvement

- Aging Survey (1996 - 97): **34.8%** of seniors were unaware of how to obtain information on services they need.
- Initiation of SMOA Project by Charlotte-Mecklenburg Aging Coalition.
Obstacles: Turf, Politics, History.
- Department of Social Services appointed as Lead Agency.





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Focus Groups

7 Groups. 80+ diverse participants.



● **Participants did not like:**

- ✓ Automated Systems.
- ✓ Having to repeat information.
- ✓ Unknowledgeable helpers.

● **Participants wanted:**

- ✓ **One** number, **One** human to call.
- ✓ Diverse methods of contact.
- ✓ More follow-up.





Creating Just1Call: “The Design Team”

“A camel is actually a horse
created by committee.”



- **Just1Call** looked for:
 - ✓ Commitment.
 - ✓ Expertise.
 - ✓ Diversity.
 - ✓ Buy-In.



“ Ground Rules for Effective Groups”



Design Team: Objectives & Strategies

- Analyze & prioritize customer/community needs.
✓ Addition of Adults with Disabilities .
- Research current environment.
✓ Locally. Regionally. Nationally.
- Develop operational guidelines, protocols and workflow.
- Emphasize Prevention.





Conceptual & Strategic Design

GOALS:

- **Customer Service**
- **Technology**
- **Financial**
- **Marketing**





Human Resources

The Most Vital Asset.

- Determine staff qualifications.
 - ✓ *Social workers.*
 - ✓ *Extensive field experience.*
- Volunteer versus paid staff?
- Thorough, comprehensive training.





Marketing & Promotion

An innovative approach to
County government services.



Marketing Objectives:

- Comprehensive Market Research and Analysis.
- Develop & Test Recognizable Name, Logo, Tag Lines.
- Design on all printed material. **Multi-lingual.**
- Web design. **Must be "senior-friendly."**
- Market to diverse populations.
- Non-traditional look & feel.





Tracking Program Benefits: Follow-Up, Quality Assurance, Impact

- **Follow-Up** Completed routinely by the social worker.
- **Quality Assurance** 3-5 days. Random 20%.
- **Impact** 21 days. Random 20%.



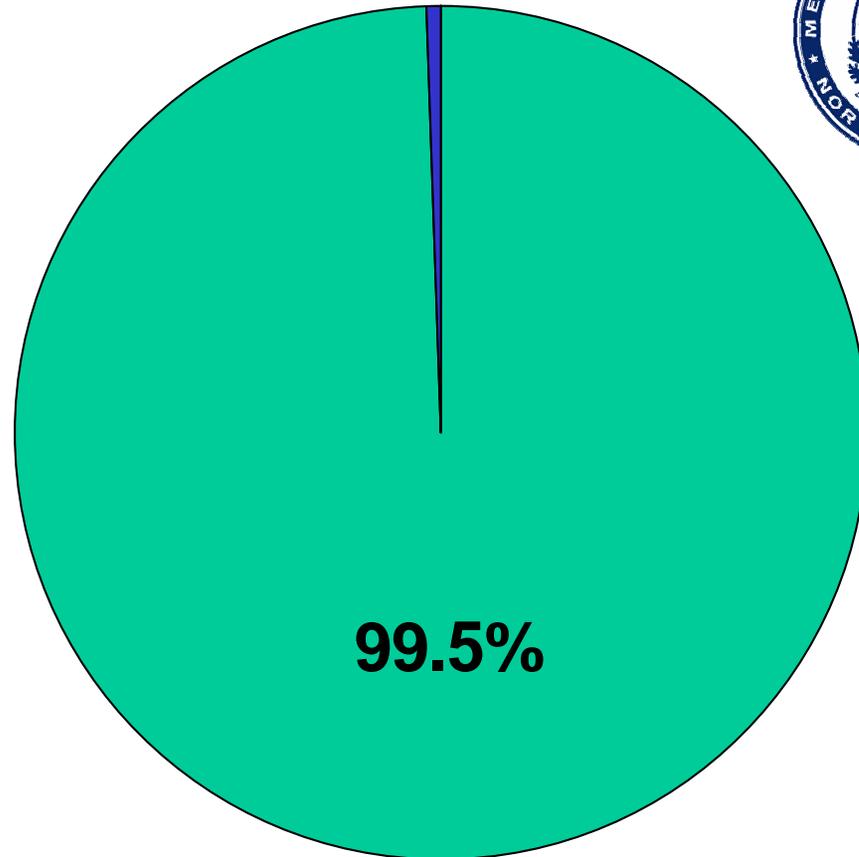


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Customer Satisfaction

**Customers who
reported
satisfaction
with Just1Call
services**

**(Survey response,
FY 04, YTD)**



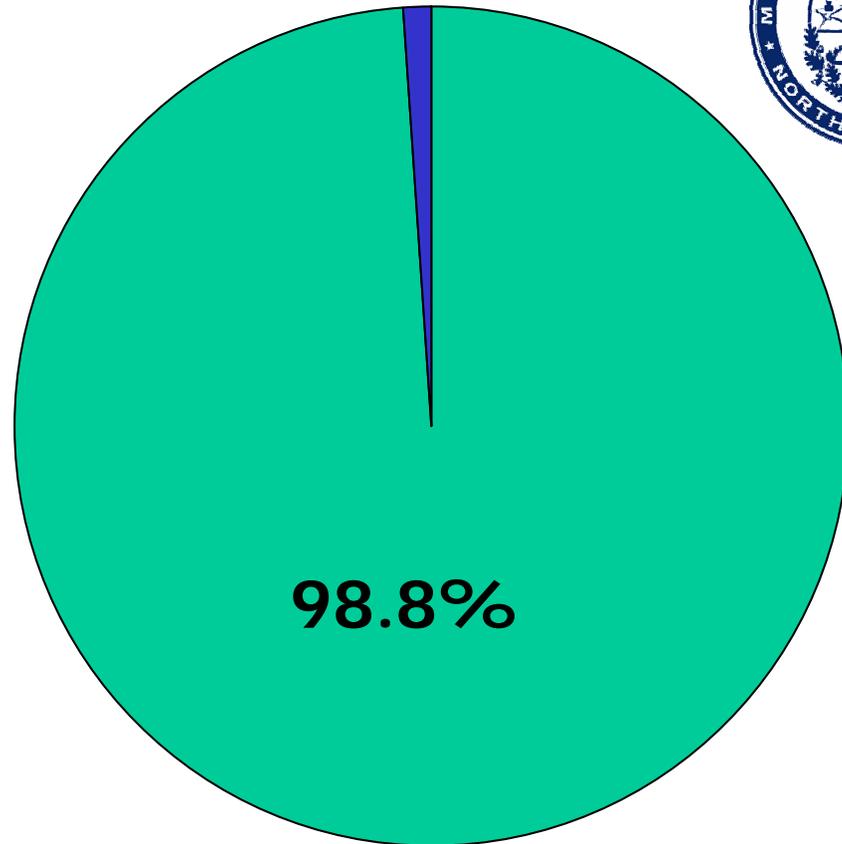


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Linkage

**Customers for
whom
appropriate
resources have
been identified**

**(Survey response,
FY 04, YTD)**



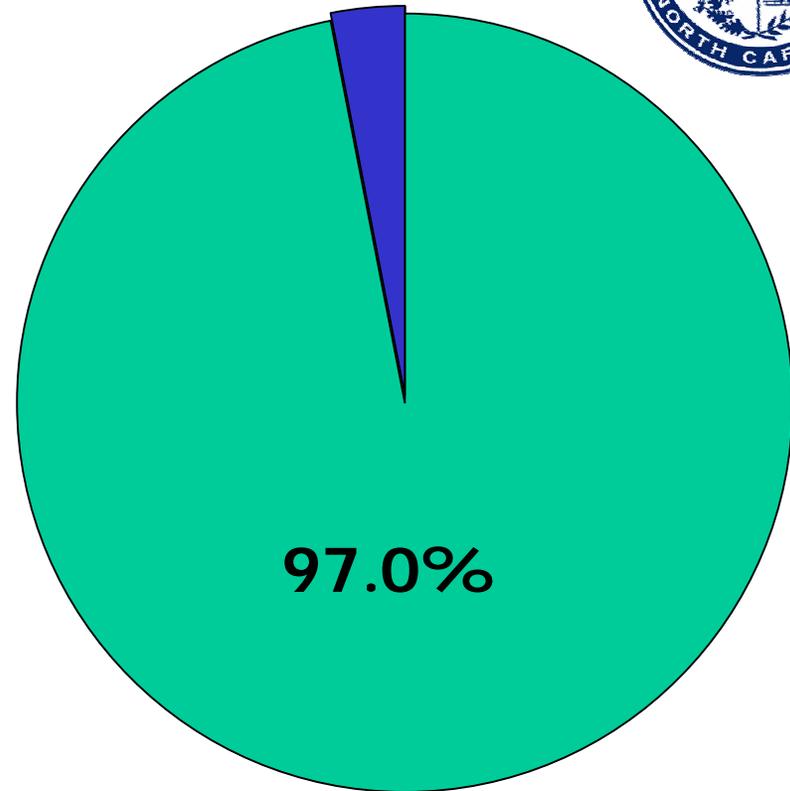


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Contact

**Customers who
had contact
with service
providers at the
time of or
subsequent to
contact with
Just1Call**

(Survey response,
FY 04, YTD)

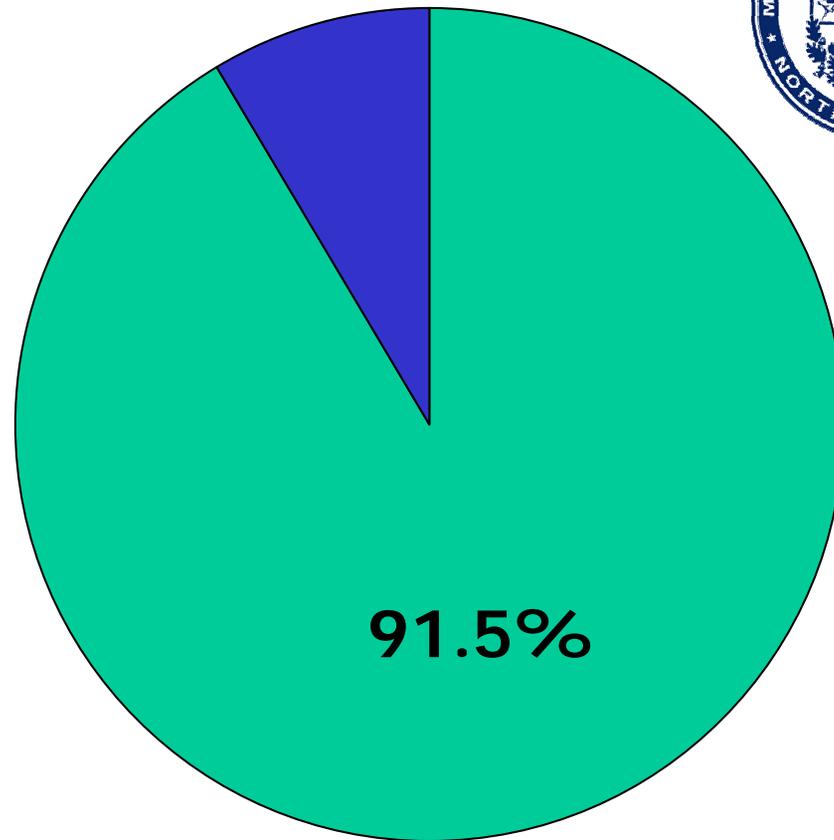




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Service

**Customers
who have
begun
receiving
services
within 21 days
of contact
(Survey response,
FY 04, YTD)**





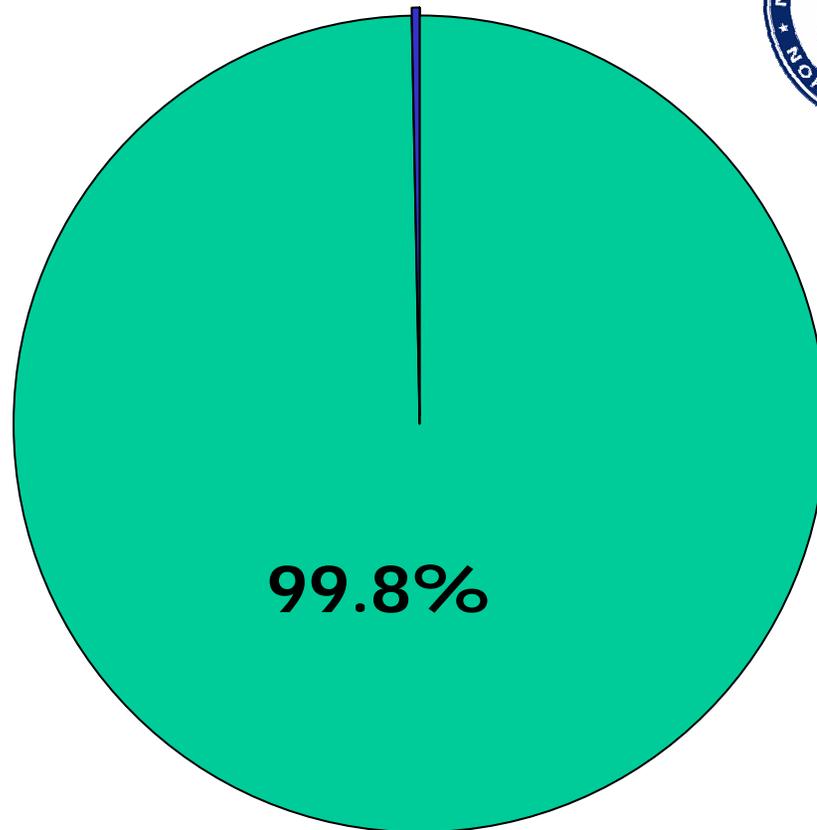
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Empowerment



**Customers who
gained
knowledge and
understanding
of services as a
result of calling
Just1Call**

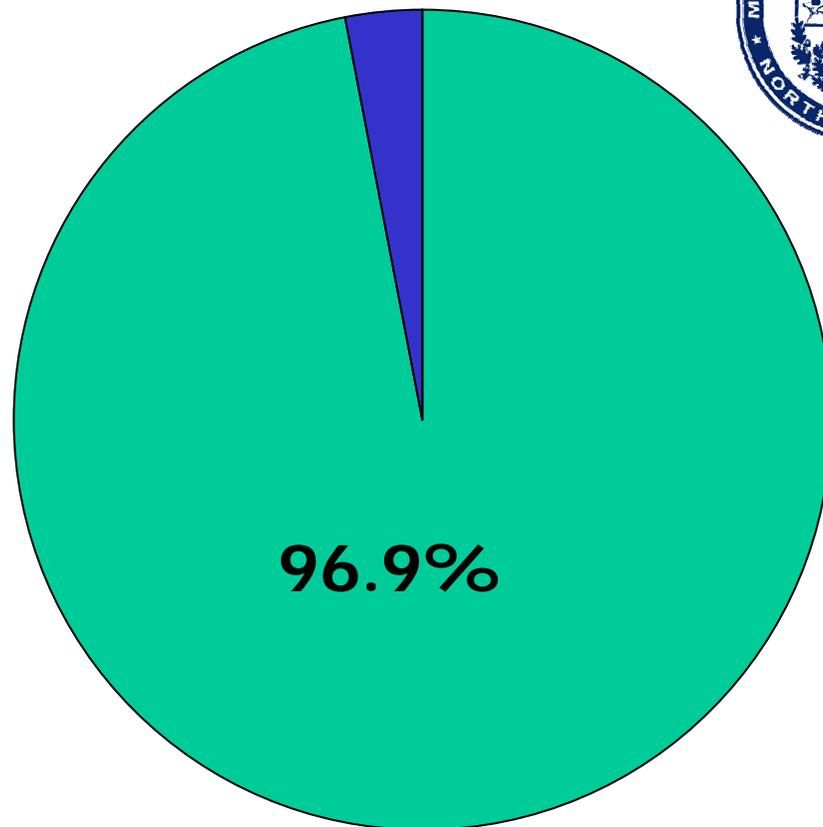
**(Survey response,
FY 04, YTD)**





Positive Outcomes

- General well-being/improvement in quality of life
 - Finances
 - Physical/mental health
 - Environmental conditions
- (Survey response, FY 04, YTD)





Operator ID: geltma

Test System

Quality Assurance Survey Questionnaire

Script

1. Did you have a good experience with Just 1 Call?

Yes, somewha

2. Was Just 1 Call easy to make contact with?

No, somewhat

If no, then why not? Check all that apply.

- Service closed
- Length of queue
- Left message, didn't receive call back
- No response
- Other response
- Didn't understand what to do

Other response

3. Do you feel you were treated with respect?

Yes, somewha

4. Did the Just 1 Call staff person give you as much time as you needed?

Yes, definitely

5. Was Just 1 Call able to answer your question(s)?

Yes, somewha

If yes, did you have to call Just 1 Call more than once to get your question(s) answered? Yes No

If no to # 5, why not?

6. Did you get accurate information about service providers from Just 1 Call?

Yes, definitely

If no, what information that Just 1 Call gave specifically was incorrect?

If no, would you like to be called back with updated information (if available)? Yes No

Yes, definitely

Add New Client Add New Event Edit Event





A1 =

A	B	C	D	E	F	G
	Inquiries	Unmet Needs				
From / To Report Date: 09/06/2000 - 10/21/2002						
Adult Day Care	163	1				
Dental Services	40	5				
Education	152	14				
Employment	130	12				
Financial Assistance - Prescription Cost	148	22				
Financial Assistance - Public Assistance	261	13				
Financial Assistance - Rent / Mortgage	196	14				
Financial Assistance - Utility	218	26				
Furniture / Appliance (purchase / repair)	103	8				
Home Maintenance / Yard Work	100	17				
Housing / Shelter (locating)	1619	78				
In-Home Chore	380	8				
In-Home Nursing	70	7				
In-Home Personal Care	441	10				
Insurance	156	8				
Legal	678	28				
Medical Services / Equipment	634	36				
Moving Assistance	16	2				
Nutrition / Meals	681	29				
Ombudsman Issues	9	1				
Placement (licensed NH, assisted living, etc.)	155	5				



Just1Call - Needed now, and in years to come

- In a 2002 survey of older adults in Charlotte-Mecklenburg, the **#1** need indicated by respondents was for information on services for seniors.
- According to NC census projection, in 2003, for the 1st time in Mecklenburg County, the rate of growth of adults 60+ is greater than that of children 17 & younger.





Just1Call - Preparing for the Future

- 76% of Americans age 50-79 say their health is "good" or "very good," as per a report by AARP. (Roper, 2002)
- J1C promotes a **proactive** service, with a significant concentration on the needs of active and mobile adults, by providing on-site services in locations where those seniors congregate.

J1C provides information & assistance to prevent benign issues from becoming costly and critical.



Trends in Ethnic Communication

Differences in Targeting Information to Ethnic Communities

Hispanic

Many “in-language”
media options

**More likely to watch TV
or listen to the radio**

Radio Lider

Univision

UNCC TV broadcast

Vietnamese

Fewer “in-language”
media options

**More likely to go
“On-Line”**

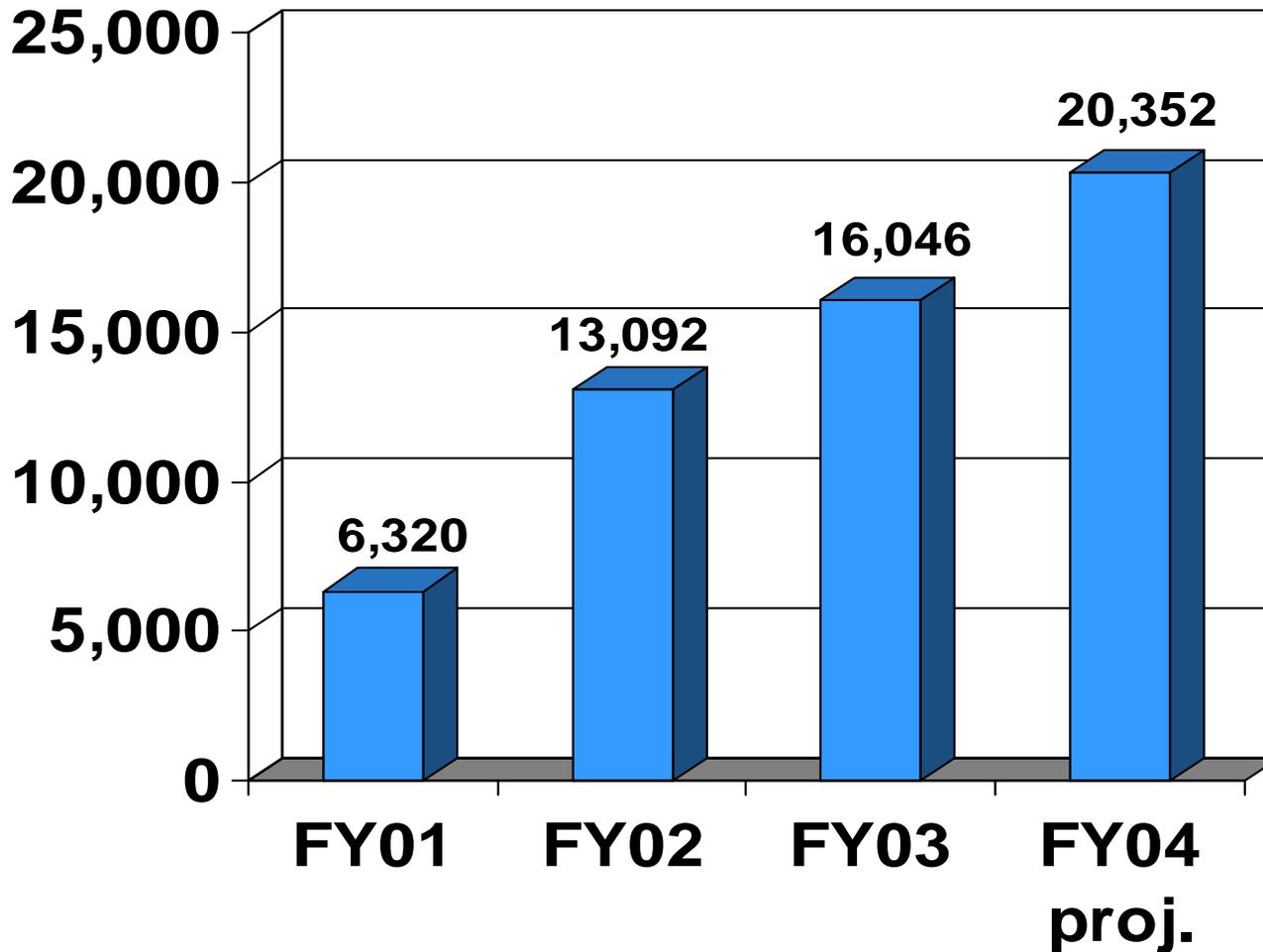
Use electronics, cell
phones, computers and
Internet services



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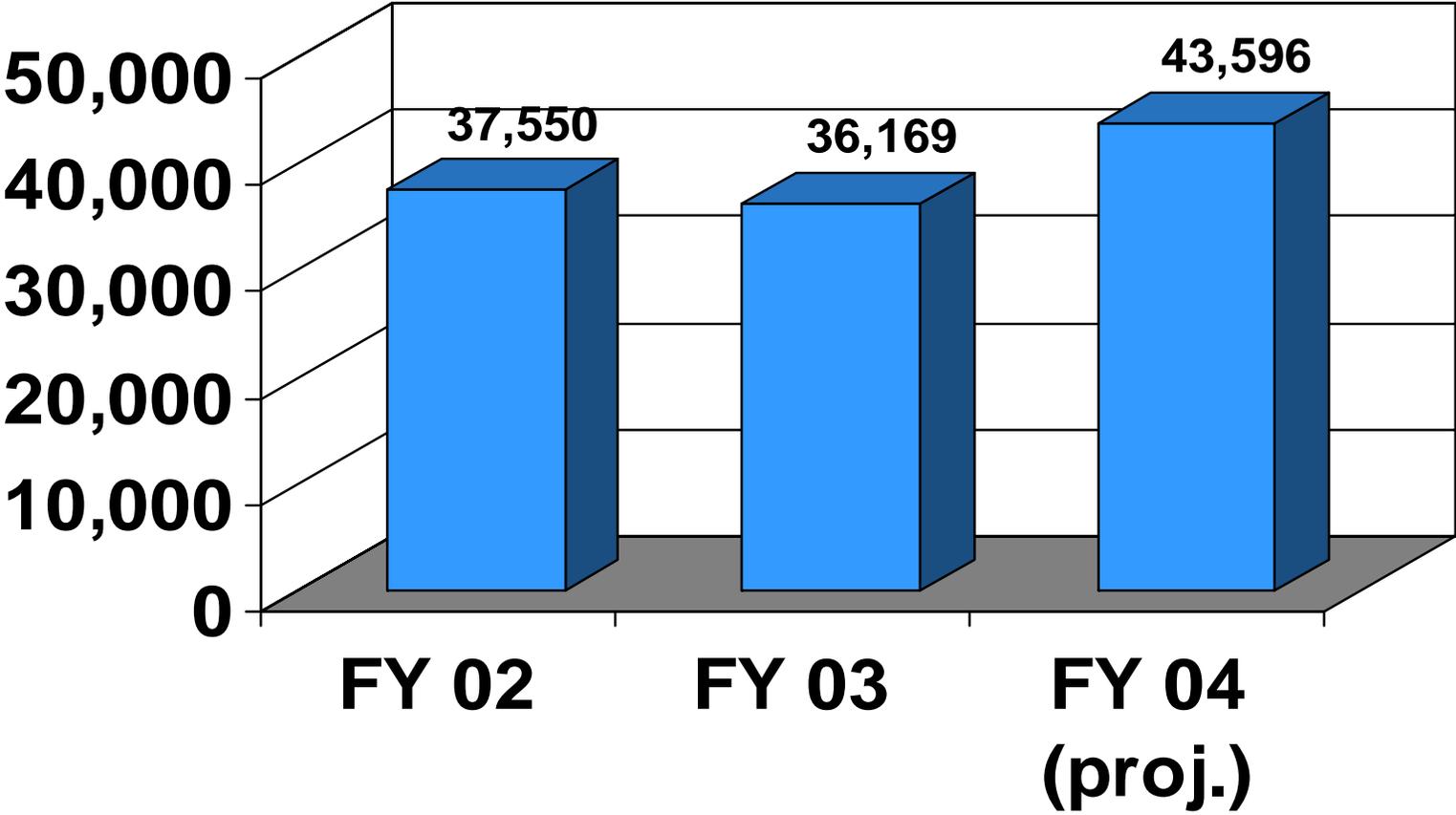
Incoming Calls

(Annual Total)



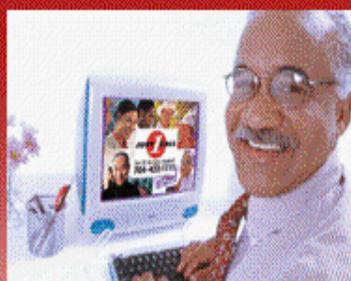


All Calls Concerning Customers (Annual Total)





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Home

Just1Call is a one-stop source of information and assistance for seniors and adults with disabilities living in Mecklenburg County, N.C., as well as their families and professional caregivers, wherever they may reside. This valuable service is confidential, free of charge, easy to use and available in *140 languages*.

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[Noticias](#)

[Mapa De La Página Web](#)

[Inicio](#)

Inicio

Just1Call es una fuente integral de información y asistencia para adultos discapacitados y ancianos que vivan en el condado de Mecklenburg, N.C., así como para sus familias y los profesionales a cargo de su cuidado, dondequiera que residan.

Este valioso servicio es:

- Confidencial
- Gratuito
- Fácil de usar
- Disponible en 140 idiomas

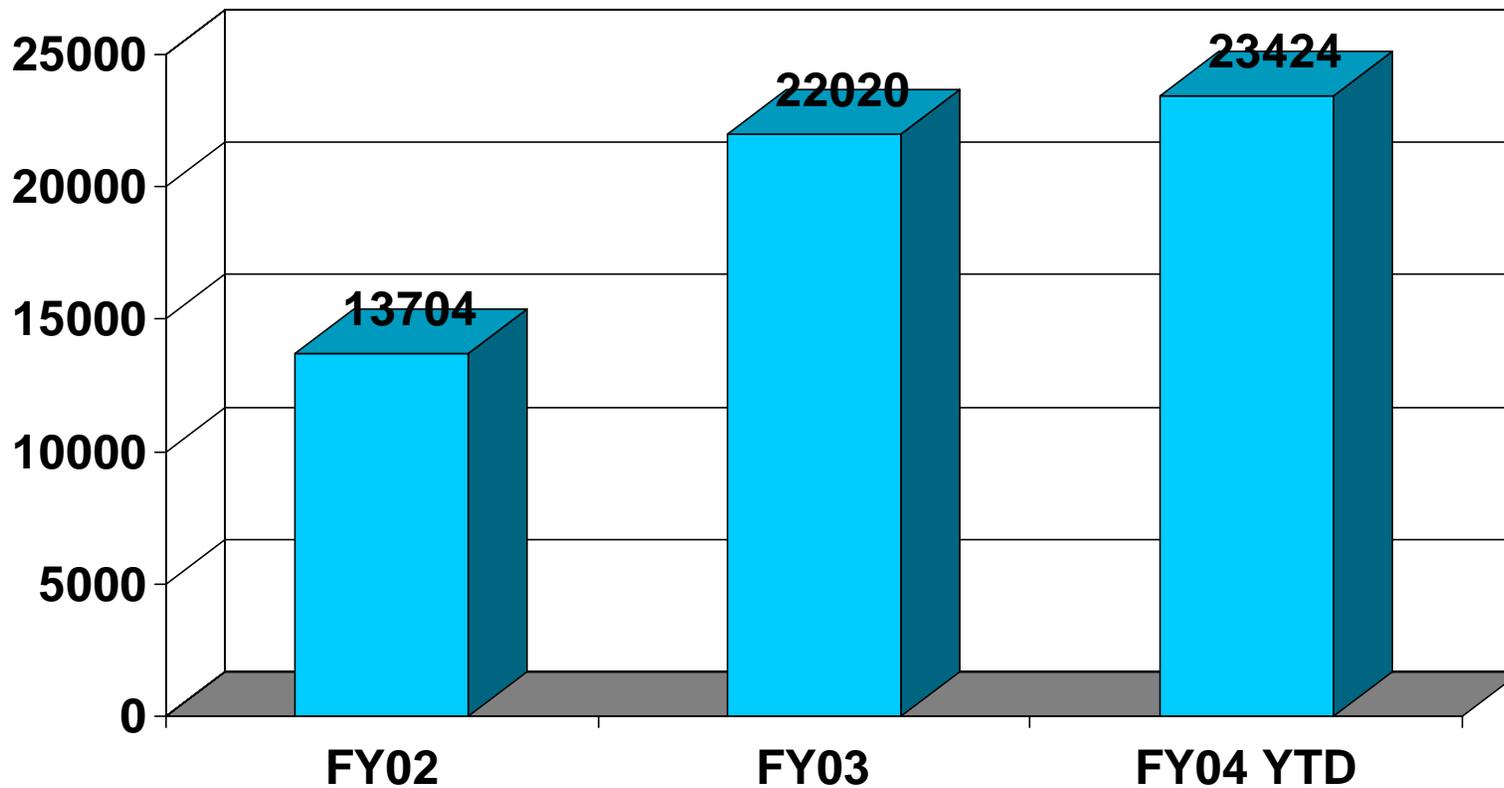
Haga clic en la ficha "Información de Servicios" para buscar los servicios que necesite. Haga clic en la ficha "Contáctenos" si necesita ayuda para usar la base de datos y enviarnos sus preguntas por Internet o llámenos al 704-432-1111 o gratuitamente al 1-877-889-0323.

Todas aquellas personas que requieren asistencia en idiomas distintos al inglés o al español pueden llamarnos por teléfono. Podemos brindarle ayuda en más de 140 idiomas.



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Web site Visits (Annual Total)





Staffing

- **Permanent, Full-time Social Workers--All with experience, skills, and knowledge in the aging and disabilities fields.**
- **1 Social Work Supervisor**
- **1 Office Support Staff**





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Money

- **Approved by Mecklenburg County Board of County Commissioners: Development cost: \$285,000 over three years -**
 - ✓ Software development
 - ✓ Automation hardware
 - ✓ Telecommunications equipment
 - ✓ Personnel
- **First annual operating budget \$830,000**
 - ✓ Personnel
 - ✓ Marketing
 - ✓ Software Development
 - ✓ Operating expenses





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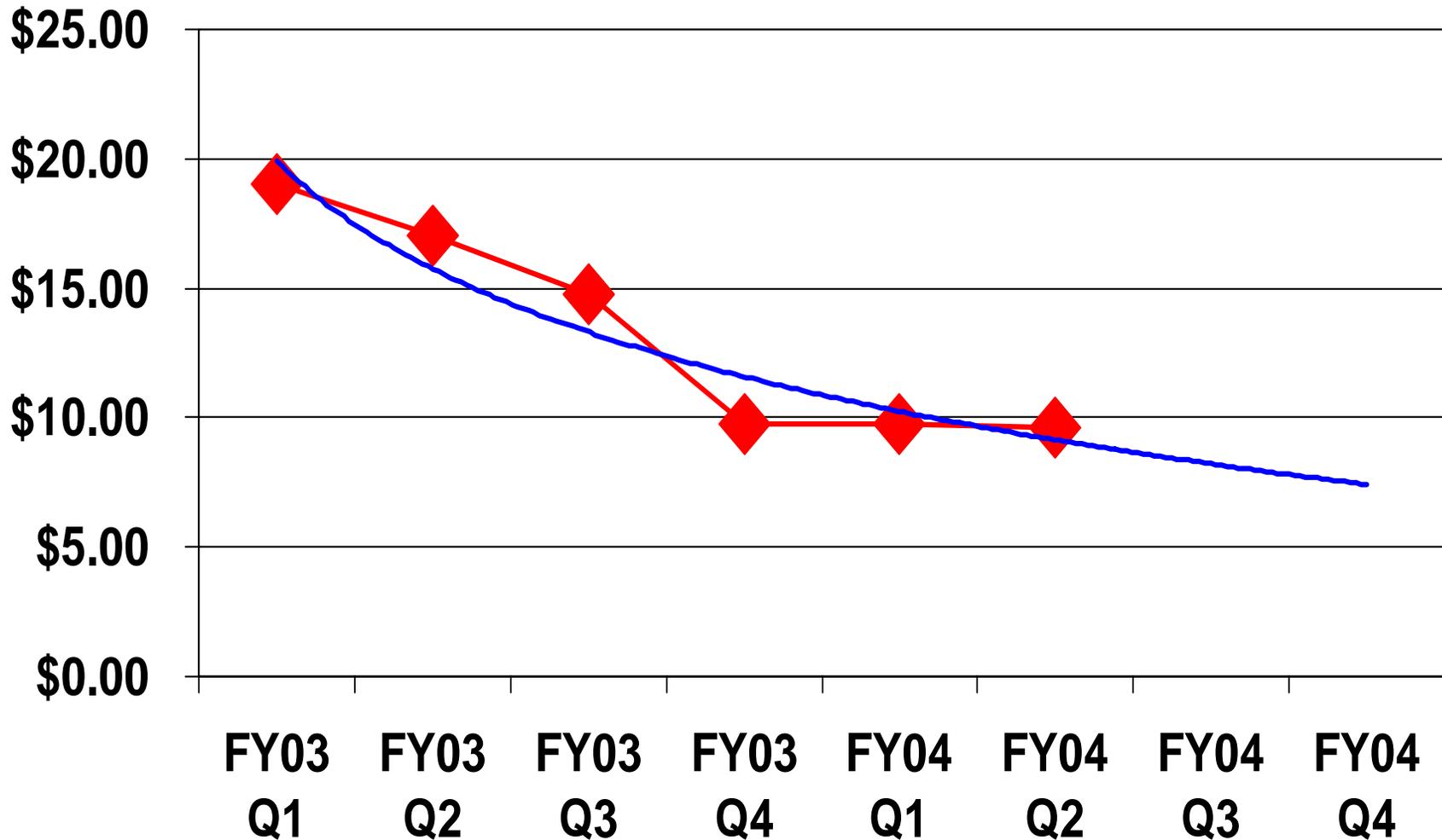
Just1Call - Fiscally Responsible

- **Fully accountable to county taxpayers and elected officials.**
- **Operating costs have not increased, while output significantly has, since program launch in 2000.**
- **Investing in the custom design of our automation system has saved many update & maintenance dollars.**





Cost per contact to Mecklenburg County taxpayers (FY 03, 04)





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Just1Call - Financially Beneficial

- J1C customers make **one** call, saving time, money and energy.
- Service providers benefit by having prospective clients screened and better prepared for the intake process and entry into service delivery.
- Corporations such as Duke Energy have used Just1Call to educate their workforce on caregiving resources, reducing lost work time.





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Intangibles

- **J1C staff interventions result in cost avoidance:
protective services, emergency
medical services, hospital
admissions, mental health, nursing
care placement.**
- **J1C stimulates economic activity!
Over 86,000 referrals to 2,364
unduplicated programs/service
providers since beginning operation.**
- **A J1C customer is a smarter
consumer**





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Market Research and Program Use Data

A market for Information & Assistance Services

- 71% of stakeholders surveyed indicated they would use an Information & Assistance Service. (Fac Find Inc., 6/01)
- 50%, 89% and 86% of African-American, Vietnamese and Hispanic households, respectively, indicated they would use an Information & Assistance Service (Fac Find Inc., 6/01)
- General use of Just1Call has increased 21% from 2002 - 2003. Use among non-Caucasians has increased 27% over the same period.





Obtaining Community Buy-In: Successful Partnerships - Then & Now

- **Just1Call Design Team:**
 - ✓ In touch with Charlotte's Health Care needs.
 - ✓ Full participation from **competing** Hospital Authorities and community-based in home providers.
- **Just1Call Community Advisory Group:**
 - ✓ Hospitals.
 - ✓ Health & Human Service Educators.
 - ✓ Consumers & Advocates.





Effective Community Integration

Some community partners in Just1Call's current operation:

- **Salvation Army.**
- **Charlotte Housing Authority.**
- **Senior Citizens Nutrition Program.**
- **DSS Community Social Work Program.**

Just1Call is completely mobile.





Collaboration at its Best

United Way of Central Carolinas

- Consumer research indicated that the resource database in use had to be expanded.
- Addition of for-profit providers required the development of reasonable **inclusion & exclusion** criteria.
- Successful co-maintenance of service provider data by Just1Call & the United Way.

Collaboration works !





J1C: A Model for Other Communities

- In its report on Long-term care reform, the NC Dept. of Health & Human Services singled out J1C as “an innovative model of and information and assistance program.”
- The state of Texas, seeking to redesign its statewide access system, asked J1C to present at its Council of Governments Planning Summit, and said, “Just1Call was a winner in every way.”





A High Potential for Replication

- The process used to design the human service component of Just1Call can be replicated, but requires commitment of the community.
- The Just1Call automation system is in the public domain.

The financial investment of the receiving entity would be in customizing the code to fit their automation and service delivery environment.





Some Obstacles Incurred: Challenges Overcome

- **Turf Issues: Individual program needs Vs. the greater good of the community.**
- **Competition between for-profit not-for-profit providers.**
- **Competition between public and private sector.**





Some Obstacles Incurred: Challenges Overcome

- **Distrust of government programs, especially among the elderly and recent immigrants.**
- **Staffing: The higher cost of social work professionals Vs. Information Specialists.**
- **Marketing and providing effective Just1Call services to the multicultural and international communities.**



Operator ID: geltma Test System

Master Client Listing

<input type="button" value="Clear"/> <input type="button" value="Search"/>	Last Name	sea	Date of Birth	/ /
	First Name		Telephone #	() -
	Social Security #	- -	Client ID	

Search Result - 1 Clients

ID	Name	Social Security	Date of Birth	Home Phone	Home Address
▶ 65	Thomas Seaver	234-56-7890	12/31/1951	(704)555-6789	353 University Rd Apt 3, Ch

Events for Client ID 65 - Thomas Seaver

Event	Event Status	Contact Date & Time	Operator Name	Referral
▶ 1	Active	08/30/2000 10:50 AM	Alan Geltman	Adult Care & Share Center
2	Active	11/07/2000 09:44 AM	Alan Geltman	
3	Active	11/07/2000 03:23 PM	Lewis Grubb	





Operator ID

- ID Record -

Client ID	Event	SSN	Event Date / Time	Most Recent Date / Time	Event Status
<input type="text" value="65"/>	<input type="text" value="1"/>	<input type="text" value="234-56-7890"/>	<input type="text" value="08/30/2000 10:50 AM"/>	<input type="text" value="11/07/2000 03:23 PM"/>	<input type="text" value="Active"/>

Client Information

Name of Business

Prefix	First Name	MI	Last Name	Suffix	Gender	Date of Birth	Calc Age	Age
<input type="text" value="Dr."/>	<input type="text" value="Thomas"/>	<input type="text"/>	<input type="text" value="Seaver"/>	<input type="text"/>	<input type="text" value="Male"/>	<input type="text" value="12/31/1951"/>	<input type="text" value="49"/>	<input type="text"/>

House#	Dir	Street Name	Type	Unit	Addr2
<input type="text" value="353"/>	<input type="text"/>	<input type="text" value="University"/>	<input type="text" value="Rd"/>	<input type="text" value="Apt 3"/>	<input type="text"/>

Directions / Notes

Off Intersatate 85, Exit 45.
Entrance to apartment faces
the back of the complex.

City	State	Zip	County
<input type="text" value="Charlotte"/>	<input type="text" value="NC"/>	<input type="text" value="28269-1234"/>	<input type="text" value="Mecklenburg"/>

Home Phone	Work Phone	Ext.	Fax Number	E-Mail
<input type="text" value="(704) 555-6789"/>	<input type="text" value="(704) 555-9047"/>	<input type="text" value="1265_"/>	<input type="text" value="(704) 595-5500"/>	<input type="text" value="seaver2aol.com"/>

Ethnicity	Language	Current Living Arrangement
<input type="text" value="Mid Eastern"/>	<input type="text" value="English"/>	<input type="text" value="With Spouse"/>

Mailing Address if Different

House#	Dir	Street Name	Type	Unit	Addr2
<input type="text" value="2609"/>	<input type="text"/>	<input type="text" value="35th"/>	<input type="text" value="St"/>	<input type="text"/>	<input type="text"/>

City	State	Zip	County
<input type="text" value="Charlotte"/>	<input type="text" value="NC"/>	<input type="text" value="28213-"/>	<input type="text" value="Mecklenburg"/>

Add New Client

Add New Event

Edit Event





Operator ID geltma

-Statement of Needs/Request-

- | | |
|--|---|
| <input type="checkbox"/> Adult Day Care | <input type="checkbox"/> In-Home Nursing |
| <input type="checkbox"/> Dental Services | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> Education | <input type="checkbox"/> Legal |
| <input type="checkbox"/> Employment | <input type="checkbox"/> Medical Services / Equipment |
| <input type="checkbox"/> Financial Assistance - Rent / Mortgage | <input type="checkbox"/> Moving Assistance |
| <input type="checkbox"/> Financial Assistance - Utility | <input type="checkbox"/> Nutrition / Meals |
| <input checked="" type="checkbox"/> Financial Assistance - Prescription cost | <input checked="" type="checkbox"/> Ombudsman Issues |
| <input type="checkbox"/> Financial Assistance - Public Assistance | <input type="checkbox"/> Placement (licensed NH, Assisted Living, etc.) |
| <input type="checkbox"/> Furniture / Appliance (purchase / repair) | <input type="checkbox"/> Recreation / Socialization |
| <input type="checkbox"/> Home Maintenance / Yard Work | <input type="checkbox"/> Respite |
| <input type="checkbox"/> Housing / Shelter (locating) | <input type="checkbox"/> Social Security |
| <input type="checkbox"/> In-Home Chore | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> In-Home Personal Care | |

Notes

Caller had questions about Drug Payment Assistance programs for purchase of expensive pain medication. Caller also had questions about the quality of nursing home care in the county.





Operator ID: geltma

Activities of Daily Living

- | | Yes | No |
|---|----------------------------------|----------------------------------|
| 1. Is client able to move around inside their residence without assistance? | <input checked="" type="radio"/> | <input type="radio"/> |
| 2. Is client able to bathe without assistance? | <input type="radio"/> | <input checked="" type="radio"/> |
| 2a. Is adequate assistance available? | <input checked="" type="radio"/> | <input type="radio"/> |
| 3. Is client able to dress without assistance? | <input checked="" type="radio"/> | <input type="radio"/> |
| 4. Is client able to eat without assistance? | <input checked="" type="radio"/> | <input type="radio"/> |
| 5. Is client able to take themselves to the toilet without assistance? | <input checked="" type="radio"/> | <input type="radio"/> |
| 6. Is client able to transfer without assistance? | <input checked="" type="radio"/> | <input type="radio"/> |

Notes

Mr. Seaver now needs assistance getting in/out of bathtub.





Operator ID: geltma

Providers

- Keywords
- d
 - Criminal Justice
 - Crisis Lines
 - Crisis Pregnancy
 - Cruelty, Animal
 - Cultural Exchange
 - Custody, Child
 - Cystic Fibrosis
 - Day Camp
 - Day Care, Adult
 - Day Care, Child

- Agencies
- 9 Agencies in All Areas For: Day Care, Adult
- Coltrane L.I.F.E. Center, Inc.
 - Covenant Adult Day Care
 - Loving Years Adult Day Health Center, Inc.
 - New Testament Adult Day Care
 - Piedmont Developmental Disabilities Services - PBHC [Cabarrus]
 - Piedmont Developmental Disabilities Services - PBHC [Union]
 - Services for Adults - DSS [Cabarrus]
 - Services for Adults - DSS [Meck]
 - Services for Adults - DSS [Union]
- Post Agencies
- Show Agency Info

Agency Information - Services for Adults - DSS [Meck]

Services for Adults - DSS [Meck]
 Area: 37119____
 Area Served: Mecklenburg County
 Agency Type: Government - County

Address:
 301 Billingsley Rd.
 Charlotte, NC 28211

PROGRAMS FOR ADULTS: 1. ADULT SERVICES INTAKE: Takes all initial calls for adults services and determines proper place for case/concern to be handled. 2. ADULT SOCIAL WORK SERVICES: Assessment of needs and assistance to adults to maintain independent living. 3. IN-HOME AIDE SVCS: In-home services by trained paraprofessionals to provide in-home care to elderly and disabled persons needing such help to remain safely in their home. Service often has a waiting list. 4. PROTECTIVE SERVICES: Investigates

Add New Client Add New Event Edit Event





Operator ID

[Test System](#)

-Referral Information-

Release of Information Status

Consent to release information

Release valid from to

Release information to:

Release the following information:

- Client was delivered a provider list
- Client chose to contact a provider

Method of Providing Information to Client/Caller

Contact With

Disposition of Events

List of providers supplied to client - 4 Records

Adult Care & Share Center
 Dental Prog. @ CMC Biddle Point - Health Dept. [Meck]
 Dental Referral Service
 Recycled Equipment Assist. - Charlotte Institute of Rehab. - CMC

Unmet Needs

- Housing / Shelter
- Medical / Adaptive Equipment

[Process Agencies List](#)

[Process Client Info](#)

[Print Packets](#)

[Remove Agencies](#)

Notes

[Add New Client](#) [Add New Event](#) [Edit Event](#)





Awards & Recognitions

Local, State, National

- National Association of Counties (NACo) Award for Innovative Programming
- Charlotte Chamber of Commerce Blue Diamond Award for Best Corporate Information Technology
- NC Electronics & Information Technology Association Top Government/Not For Profit Technology of the Year
- NC Alliance of Information & Referral Systems Individual of the Year.
- Mecklenburg County's Managing For Results Award
- Geriatric Best Practice!





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704-432-1111
(toll-free)

**Just1Call
is there
for you.**



www.just1call.org

Geriatric Best Practices



Good Day Charleston!

