Unified Platform: Benefits, Implementation, and Schedule

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Agenda

• Unified Platform overview (UP)
• Benefits
• Costs
• Development and roll out key milestones
• Staging and phasing - 2023
• What to do before new UP
• Summary
Unified Platform Overview - Objectives

• Omni-Channel – calls, chats, texts, emails
• Components
  ▪ Contact Center System (CCS)
  ▪ Customer Relationship Management (CRM)
• Improved contact experience
• Improved counselor effectiveness
• Improved routing capabilities
• Greater visibility via enhanced data / analytics / reporting
• Hosted platform in the cloud
Benefits

• Better, faster, cheaper routing:
  ▪ Calls
  ▪ Chats
  ▪ Texts
  ▪ eMails

• Already a common system today for chat and text – new UP one expanded to calls

• Initial and ongoing systems costs covered by Vibrant

• Support covered by vendors and Vibrant

• Dedicated telecom lines for current systems can be reduced / eliminated

• Integrated data flow and reporting throughout network

• Improved counselor and contact experiences

• Enhanced data / analytics / reporting, enabling better current and future outcomes

• Consistent workflows and processes
Costs (To Contact Centers in Network)

- Adequate internet bandwidth by local Internet Service Provider (ISP)…
- As trade off for telecom reduction (TBD with what’s still needed for other business lines)
- Local resources to aid in:
  - UP installation
  - Center data cleansing and migration
  - Change management for center personnel
  - Assisting in upgrades
  - Local hardware / infrastructure support (e.g. standard and secure PCs, wired / wireless local area network, etc.)
- TBD - resource / funding for specialized integrations / reports
Development and Roll Out Key Milestones

• End of May 2021 – SAMHSA awarding of 988
• Early June 2021 – early October 2021:
  ▪ Questionnaire, Request for Proposals (RFPs) as determined from questionnaire and vendor evaluations:
    • CCS
    • CRM
• Early October 2021 – vendor selections
• Mid October 2021 – July 2022:
  ▪ Close vendor contracts
  ▪ Development
  ▪ Integration
  ▪ Testing
  ▪ Data migrations
• October 2022 – December 2022 – initial phase I go-lives
• 2023 – expanded roll out
Staging and Phasing - 2023

- Sign ups and readiness assessments in 2022
- Phasing of additional go-lives in waves, 2023, TBD
- Integration planning for non-migrating centers – 2022 through 2023, TBD
- Evaluations / focus / priorities:
  - Vibrant’s centers and backup centers to pilot, work out initial issues
  - Network centers’ willingness and ability to adopt (and how many centers / phases needed)
  - Network centers’ desire / need to not adopt but ease of integration
  - Network centers’ desire / need to not adopt and complicated integration
- Two-way communications critical
- Desire and ease of adoption will get top priority and initial focus
What to Do Before New UP

• Until go live, continued using existing toolsets:
  ▪ CCS – Vibrant’s use of Pure Connect as a single program for chat / text
  ▪ CRM – your own existing system, not recommending adoption of our use of iCarol or migrating to new

• Good time to get your data right
  ▪ Gaining understanding of your data export options
  ▪ Enhancing current data accuracy / quality (e.g. Your contacts)

• Existing systems with new UP will co-exist for some period of time
Summary

• Unified Platform – two main components
  ▪ CCS
  ▪ CRM
• Able to meet the person-in-need regardless of communication method
• Significantly better contact experience
• More efficient and effective counselors
• Better communications with centers
• Simplified administration
• Real-time and historical visibility
• Enhanced analytics / reporting
Contact Information

• Questions about 988 – including questions about Unified Platform and this presentation should be directed to:
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