



Unified Platform: Benefits, Implementation, and Schedule

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

- 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

- 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

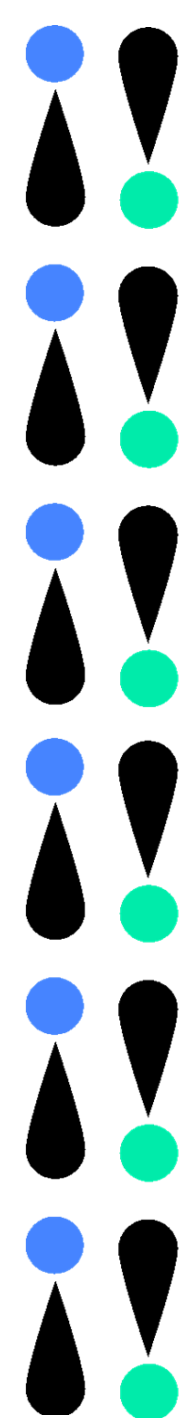
Development and Roll Out Key Milestones

- 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
 - Design
 - Development
 - Integration
 - Testing
 - Data migrations
- October 2022 – December 2022 – initial phase I go-lives
- 2023 – expanded roll out

- 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

- 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

- 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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