

## **IHPCP Goal Evaluation Worksheet**

Date: January 2024

### **Ending the HIV Epidemic Pillar: *TREAT***

**Goal:** Treat people with HIV rapidly and effectively to reach sustained viral suppression

**Strategy:** 3F - Enhance the SPBP Customer Service Line (CSL)

**Key Disparity Metric (s):** BIPOC and SGM callers/clients enrolled in SPBP

**Data Sets Informing this Objective:** Needs Assessments

### **Priority Setting:**

The HPG voted these as their top priorities

1. SPBP/ADAP (collapsed because SPBP serves this purpose in PA)
2. Housing
3. Medical Case Management
4. Early Intervention Services
5. Outpatient/Ambulatory Care
6. Emergency Financial Assistance
7. Health Insurance Premiums
8. Outreach Services
9. Home and Community Based Care
10. Oral Health Care

**IHPCP Activity(s):**

#	Activity	Need/Gap/ Barrier & Priority Pop.	Responsible Party & Partnerships	Data Baseline	Target Goals/ Outcomes
58	Develop call standards for the CSL.	<i>Need:</i> to ensure consistency and efficacy in all calls addressed through the CSL	Division staff/SPBP staff		Successfully completed set of call standards

**Please describe the program as a whole**

The Customer Service Line (CSL) is a phone line dedicated to meeting the customer service needs of the Special Pharmaceutical Benefits Program. We have two full-time agents who answer an average of 265 calls each week.

**Describe the data indicators (if applicable) listed for your strategy and activity in the IHPCP.**

Are there state or national standards? *No. We did look to mirror standards established by other state run call centers, but the staffing level and call volume of the CSL was not comparable to any other call centers that were identified.*

What are your baseline data and your current data indicators? *N/A*

**What groups(s) are your target population(s) and how was that decided?**

Does your target population(s) align with the disparity metrics outlined in the IHPCP under the corresponding strategy? *No target population. The population served is driven by the inbound calls.*

Who are your key partners and how are you including them? We work with Genesys and Magellan. Genesys handles the technical operations within the actual phone system. Magellan serves back up customer service agents, processes the applications, and printing/mailings.

Providers and Case Managers are able to call into the CSL to obtain information, either in general or regarding a specific client.

**How are you measuring your success in accomplishing or maintaining this activity?** We receive weekly and monthly reports from Genesys regarding the statistics of all calls within the CSL. These reports are reviewed to identify trends in the data and were used to determine the specific need in addressing hold times and addressing time periods when only one CSL agent was available.

**What barriers or challenges have you experienced/are experiencing?** With two individuals staffing the customer service line there can be increased wait/hold times during busy times or when staff is utilizing time off. Although the average hold time is currently down to 1-2 minutes, in the past there have been instances of hold times over 10 minutes. Extended hold times are not a regular occurrence within the CSL, but we do not want to have an instance where an individual is unable to access SPBP due to the wait time.

The CSL utilizes Magellan to answer calls when no CSL staff is available (office closings, meetings, etc.). This set up has no flexibility to allow for calls to go to both CSL staff and Magellan meaning when one CSL staff is off, or at lunch, the other person is the sole person answering the phone calls.

Calls routed to Magellan were put into their general call queue, with Magellan messaging. This causes confusion with clients and does not notify Magellan staff the caller was routed from SPBP creating a barrier at the beginning of the call while both parties gather this information from the other.

As a note, there was a supervisor connected to the CSL who was responsible for additional phone coverage during high volume times and agent absences. That position became vacant in July. The duties with that position have been adjusted to allow for support of the CSL along with SPBP in general.

During this time period of reviewing the CSL, we discovered the policy for verification of the caller was not clearly documented. This resulted in differing practices depending on how the agent was trained.

**What solutions to these barriers and challenges have you come up with?** We are implementing upgrades to the phone system which will allow for a call queue threshold and hold time threshold. Both thresholds are able to be easily changed in the future as needed. With these changes if the number of calls in line (queue) is at or above 4 callers or the expected hold time is at or above 3 minutes, the caller will be routed to a dedicated SPBP line at Magellan.

Prior to these thresholds being met, a caller in the queue will receive an estimated wait time and the option to be routed to a sooner available agent. The caller will have the option to continue to hold for SPBP CSL staff or be transferred to Magellan.

Magellan is also providing a dedicated SPBP line which will contain messaging specific to our program and flag the calls to alert the agents answering the phone that the individual is calling regarding SPBP.

These changes will allow for decreased hold times, better customer service from Magellan, and address long term sustainability for staffing.

Regarding the caller verification policy, this has been clarified and included in the SPBP Policy and Procedure Handbook along with SPBP's CARE Process, which is the procedure document for CSL calls.

**If you had to give a percentage of how close you are to completing this goal(s), what would it be and why?**

The goal of establishing calls standards is 70% completed.

Magellan and Genesys are resolving final issues from their testing of the system upgrades and plan to initiate testing with CSL staff by the week of January 15<sup>th</sup>, 2024. The goal is to have the changes live in February 2024.

These system updates and thresholds are establishing the volume/hold time standards. We will not be implementing a standard for the length of time spent handling a call as we value the quality of service being provided and do not want to sacrifice care to meet a limit of call time or volume of calls answered by an agent.

**What are your next steps? What is the sustainability of this effort (if applicable)?**

Once these system updates are in place, and a new CSL supervisor is onboarded, we will be reviewing and updating the SPBP CARE Process to ensure it reflects the changes made and to document the established standards.

The system updates, particularly the variable thresholds, will allow for flexibility in the future if/when staffing of the CSL changes.

**Is there anything additional you'd like the HPG Evaluation Subcommittee to know?**

**Are there any other individuals associated with the program you'd like to recognize?** Brenda Mitchell and Roxie Green are the long time CSL representatives. They both are committed to providing individuals with a positive experience when contacting SPBP. They strive to provide individuals with thorough answers to all of their questions and concerns.

**This section is for Evaluation Subcommittee purposes only**