Statewide Recovery Support Contact Center + Telerecovery Services

A Texas Case Study

Overview:

The COVID-19 pandemic forced many states and localities to greatly reduce the availability of in-person behavioral health recovery supports due to public health measures. At the same time, the negative effects of the pandemic on individual behavioral health were growing rapidly due to isolation, lack of available services, and increased environmental, social, and economic distress. In an effort to leverage the growing benefits of telehealth services, our Texas customer approached us to design and launch a combined omnichannel recovery support contact center and statewide telerecovery services solution.

Our customer's goals were to create a statewide recovery hub information portal (The Texas Recovery Hub) where Texans impacted by COVID-19 (and later expanded to the hurricane disaster declaration areas) could receive information about behavioral health treatment and recovery support, complete a self-screening for mental health and substance use, and initiate contact via text, phone, or webchat with a certified RecoveryLink peer recovery support specialist for screening, resource navigation, or enrollment in telerecovery services.

Approach:

- RecoveryLink leveraged its omnichannel recovery support contact center technology, powered by Twilio, to launch a statewide contact center accessible by any Texan adult through their cell phone, a landline, or through webchat.

- A self-screening tool using screening, brief intervention, and referral to treatment (SBIRT) evidence-based practices was integrated within the Texas Recovery Hub to allow Texans to complete a self-assessment prior to engaging with a RecoveryLink peer recovery support specialist.
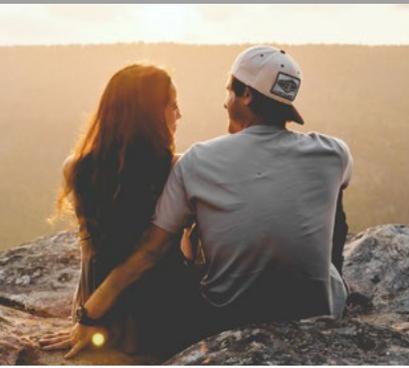
- RecoveryLink onboarded 8 additional certified peer recovery support specialists and two recovery support supervisors to increase telerecovery and contact center capacity to 7 days a week, 12 hours a day. This onboarding occurred rapidly over the course of 90 days to increase total raw capacity to over 200 unique contacts per day.

- A data mesh schema was built into all service platforms to facilitate data interoperability with the customer's data lakes and meet significant contract data deliverables and outcomes. The customer was provided with RecoveryLink enterprise dashboards for telerecovery services, as well as monthly, quarterly, and annual contact center and resource referral raw data reports via secure cloud storage for inclusion in their global reporting system.

- A champion project team was created with two RecoveryLink liaisons to the Texas customer's internal project teams, with standing meetings for rapid product builds using an iterative agile approach.

Conclusion:

- The Texas omnichannel recovery support contact center and telerecovery services was built and implemented within 90 days – a rapid timeframe that was achieved to positively increase the availability of services to Texans impacted by COVID-19 and hurricane disasters.

- Platform solutions allowing self-service screening and staff facilitated screening decreased attrition in help-seeking behaviors among Texans by providing low-threshold options for engagement.

- The project is ongoing with an estimated 10,000 Texans to be engaged and served on an annualized basis through screenings, resource referral, and telerecovery support services.

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