NMCAL Array of Services
BHSD Monthly Summary – October 2024

Lead Agency:	BHSD
State Fiscal Year:	SFY25 (July 1, 2024 – June 30, 2025)
Services:	Client Services
Billing Type:	Encounters
Funding/Pool/Project:	Multiple State and Federal Fund Pools
CFDA# (If Applicable):	N/A
Contracted Entity:	Protocall Services, Inc. dba New Mexico Crisis and Access Line

Protocall Services, Inc. dba New Mexico Crisis and Access Line (NMCAL) performs the work outlined in the Statements of Work (SOW) to operate and deliver a hub offering in the moment emotional health, mental health, behavioral health, and substance use support services that connect New Mexicans that are both in crisis, and noncrisis situations to professional counselors and peers via calls, texts, chats, and digital programming on behalf of the State of New Mexico Department of Human Services, Behavioral Health Services Division (BHSD).

SOW DELIVERABLES OVERVIEW
Coordinated Engagements that Support the Continuum of Care

- Operating according to the BHSD Services Values
- Meeting all requirements as identified within the Statement of Work (SOW) with BHSD as an accredited 988 Lifeline center.
- Answering encounters on all New Mexico BHSD funded crisis lines of service in accordance with the minimum crisis call center expectations defined in the SAMHSA toolkit
- Supporting calls, texts and chats that are routed to the NMCAL 988 center through the 988 Suicide Prevention and Crisis Lifeline.
- Providing an initial triage assessment for care, deliver telephonic intervention services, assess for additional needs, and when necessary, coordinate connections to additional supports in the least restrictive manner determined by the level of care
- Following National 988 Suicide Prevention and Crisis Lifeline standards for suicide risk assessments, imminent risk, and follow-up care
- Coordinating with community service providers, mobile crisis teams, and/or the local public safety or law enforcement, when necessary, to request resources are dispatched to ameliorate a person's crisis and/or assist with a person's mental or behavioral health needs.
- Submitting referrals to community providers utilizing the OpenBeds system with licenses provided to Protocall by BHSD are increasing.
- Providing BHSD data on Protocall referrals submitted, to allow BHSD to upload into a comprehensive dashboard reporting system.
- Participating in meetings (shareholder, stakeholder, national, state, community) to stay informed, engaged, and exchanging information.
    - Collaborating to ensure call center resources are comprehensive and up-to-date, and referral mechanisms are responsive to the needs of people and service providers.
- Working collaboratively with BHSD selected vendors to implement solutions and protocols that offer real-time system interfaces for: bed registry referral platform, mobile crisis team dispatch application, and Lifeline Platforms
- Notifying BHSD of new resources Protocall becomes aware of, to allow BHSD to update the central statewide repository system timely and accurately.

During* September *2024, the following activities were completed or advanced:

STRATEGIC FOCUS AREA UPDATES
TRENDS, NEEDS, GAPS

Trends

- **New Mexico 988 Highlight**
  - New Mexico continues to rank in the top 6 for the highest 988 Utilization Per Capita for incoming calls in the nation
    - Note: This does not include NMCAL 10 digit dial direct to 855-662-7474 call volume
- **Tip Line for Vulnerable Population:** Tracking and reporting on calls, chats, and texts of anyone that reports they may have been impacted by the fraud scheme that BHSD and Office of Attorney General created the Don't Get Taken for a Ride Tip Line Public Awareness Campaign encouraging people to engage with 988 to find support, referrals to treatment services, and/or offer tips on suspicious activity.
  - 0 tips documented in the month of October 2024
- **Mobile Response Dispatch:**
  - Discussions with HCA to increase dispatches to current teams through BHL tool
  - Consultation with the MCT providers to make needed updates to dispatching procedures
  - Collaboration with BHL to ensure all Protocall counselors have access to BHL tool
  - Work to streamline the MCT dispatch process and ensure the mobile responder's are getting the information they need
- **Public Awareness:**
  - Maintaining public awareness marketing strategy that strives to increase statewide awareness and promotion of BHSD funded portfolio of programs identified in this scope of work
  - Supporting BHSDs public awareness marketing strategy for New Mexico 988

Needs

- **NM 988 Chat and Text:**
  - Chat and text volume continues to increase through the year as Vibrant has implemented routing changes including increasing the chat and text queue wait time from 90 seconds to 120 seconds
  - Protocall would like to discuss with BHSD the benefits of having chat and text daily data sent from Proteus records, instead of monthly Vibrant data dump that is currently in place

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Gaps

- **NM 988 Chat and Text:**
  - Broad State Metrics and NSPL In-State Metrics reports show discrepancies in the "flow out" numbers where calls are transferred to backup centers.
  - Vibrant has created and shared a more granular report that provides additional information necessary to effectively plan staffing for chat and text.
- **Vibrant Reporting Discrepancies:** Protocall is requesting that Vibrant/SAMHSA please evaluate how they report on in state answer rates for calls, chats, and texts as Protocall shows that more calls were answered compared to the Vibrant report.
- **Reporting all Referrals Provided on Calls:** Protocall is currently working with HCA to more accurately capture all the referrals that are provided on calls as well as to categorize them in a way that better serves HCA's needs.
- **Discrepancies between Protocall's Data and Onyx's Data**: Protocall has finished data mapping in order to identify why there are discrepancies in the data and is implementing changes to address this.

BHSD ARRAY OF SERVICES SOW PROGRAM UPDATES

Utilization Data

- See accompanying reports for
  - New Mexico Crisis and Access Line array of call center programs call center data
  - NM 988 engagement data
  - NMConnect application performance
  - NM 5-Actions analytics summary

Public Mental Health Crisis Support Lines: New Mexico 988, New Mexico Crisis and Access Line (NMCAL), and Rio Grande Gorge Bridge

- **Case management and consultations** for noteworthy persons of concern continue.
- **NM 988 Calls routed to Protocall NMCAL from Vibrant:**
- **NM 988 Chat and Text:** Supporting New Mexicans through the Vibrant Unified Platform.
- **NM 988 Program Management**
  - Continued work on changes to data that need to flow into NM BHSD Dashboard
  - Engagement center staff are submitting **988 Daily Feedback forms** and **Call Monitoring forms**
- **OpenBeds Referral System:**
  - Contact center staff are submitting referrals into the OpenBeds system
  - Bamboo Health and Protocall work collaboratively to resolve matters as they arise in API
- **Procedure updates:**
  - Updates made to all accounts as community resources and 988 system evolves.
  - Changes to the clinical forms
- **Rio Grande Gorge Bridge:** Bridge calls are coming into the call center for support as expected.
  - Continued collaboration with HCA and DOT around phone line testing.
- **Strategies to support underserved community members in New Mexico**
  - SBS Consulting has been contracted to facilitate focus groups and offer feedback on NMConnect materials that are mapped out for workbooks and audio files.

Community Mental Health Center Afterhours Support Program

- Providing after-hour crisis line phone support services for Core Service Agencies (CSAs), Community Mental Health Centers (CMHC), Community Behavioral Health Clinics (CBHC), and other behavioral health providers that are approved and funded by State of New Mexico Human Services Department Behavioral Health Services Division BHSD to participate in this BHSD funded program.
- Updates made to NM afterhours accounts as needed.

Peer-to-Peer Warmline: Calls and Texts

Referrals from Crisis Line to Warmline	SFY25 *July 1 – June 30*	YTD 2024 *Jan 1 – Dec 31*	Oct 2024	Sep 2024
Crisis Line suggested Warmline	197	750	75	75

Warmline Follow Ups on OpenBeds Referrals	SFY25 *July 1 – June 30*	YTD 2024 *Jan 1 – Dec 31*	Oct 2024	Sep 2024
Follow Up calls from Warmline	516	1,290	89	127

- Managing a fully integrated central point of toll-free telephonic and text access Warmline service staffed with peer support specialists.
- Warmline call taking staff conducting follow up outreach calls, offering additional resources the caller can engage with when community providers are not responding to OpenBeds referrals.
- Procedure updates: Ongoing updates as community resources evolve.

NMConnect: see attached NMConnect utilization report for analytics

- Monthly review of NMConnect resources to ensure information is kept up to date.

NM 5-Actions Program™: see attached NM 5-Actions excel document for website analytics

Maintaining subcontract with Digital Therapeutics Group, LLC (DTG) to provide a digital health and education tool that addresses addiction problems in the State of New Mexico, through a framework that organizes content into five action categories: Motivate, Evaluate, Resolve, Manage and Create. It will include evidence-based content on: (1) the origins of addictions (e.g., attachment, ACEs, trauma, cooccurring disorders), (2) both substance and behavioral addictions, (3) the consequences of addiction, and (4) what is known about how to achieve successful outcomes.

NM 5-Actions Program Referral Overview	SFY25 *July 1 – June 30*	YTD 2024 *Jan 1 – Dec 31*	Oct 2024	Sep 2024
Crisis Line Suggested NM 5-Actions	348	807	121	126
Warmline Suggested NM 5-Actions	21	42	4	8
Total referrals from call center to NM 5-Actions	**369**	**849**	**125**	**134**

- 5-Actions Program Development
  - Ongoing hosting and site maintenance
  - Finalizing updates to the website (external site) and internal site (adding the assessment tool, other improved functionality)
    Protocall implemented text message referrals, offered to callers who would benefit from NM 5-Actions. Text messages include a convenient sign up link with the goal to increase utilization.
- Community Collaboration
  - Continued to identify different places to promote program to increase sign-ups

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Public Awareness, Marketing, and Communications on NMCAL Array of Services

- **Community Engagement:**
  - Meeting Participation: attending state and community meetings with shareholders, stakeholders, national partners, state leaders, providers, and community members to promote and support crisis response and continuum model of care in New Mexico.
  - BHSD:
    - 988 New Mexico program discussions
      - NMCAL & HCA Weekly Workgroup to implement changes and improve processes
    - 988 Lifeline meetings
      - Lifeline Clinical Support Call
      - Vibrant Quarterly Regional Meeting
  - DOH Office of Epidemiology:
    - NM Suicide Prevention Coalition Legislative Workgroup
    - NM Suicide Prevention Coalition Touchbase
  - Community Engagement
    - Tabled at the attendance conference
    - Provided 3 presentations about the NMCAL array of services
    - Ongoing meetings with providers and stakeholders
  - Provider Engagement
    - State Provider: NMBHPA Legislative Committee
    - State Provider: NMBHPA Association Bi-Weekly Meeting
    - State Provider: NM Social Determinants of Health Collaborative Meeting

- **Digital Platforms:**
  - **Constant Contact Communication Analytics**
    - Continue to see steady performance in emailed communications
  - **NMConnect App Push Notifications**
    - No push communications in October 2024
  - **Path to Wellness NMCAL Website Blogs**
    - No new blog posts in October 2024
  - **Print Materials**
    - Mail distribution center fulfillment continues successfully
    - Materials available to print or order for free on NMCAL website here
  - **Social Media** NMCAL Facebook page and NMCAL Instagram page :
    - Facebook and Instagram posts and stories shared daily to promote wellness
  - **NMCRISISLINE.COM** Website Analytics
    - Digital and Traditional marketing efforts continue to produce strong traffic to website

ACCOUNT RELATIONS, PROGRAM MANAGEMENT, and OPERATIONAL SUPPORT

Support and implement the BHSD expansion of the Crisis Continuum System of Care Model

- **Account Relations:**
  - Reviewing, creating, and updating workflow and procedures as the system evolves
  - Managing the expansion of the mobile response procedures that NMCAL 988 dispatches
  - Managing OpenBeds referral process
  - Maintaining Vibrant 988 Lifeline requirements and business deliverables
  - Reviewing OpenBeds referrals submitted by engagement center staff to ensure API is working appropriately, verify referrals are going through the system, and manually entering as needed.
- **Clinical Support Management:**
  - Case consultations for noteworthy and significant risk persons of concern
  - Creating person alerts for noteworthy callers which identify support systems, safety plans, de-escalation techniques, treatment suggestions, etc. to increase likelihood of appropriate interventions and support improved paths to wellness
  - Manage complaints of community members as they arise
  - Ongoing discussions, account updates, and trainings to support new SAMHSA and Vibrant 988 requirements
- **Compliance:**
  - In compliance with terms of contract
- **Contract Management:**
  - Meeting internal and external requirements of current SOW
- **Data:**
  - Evaluating OpenBeds referrals
  - Delivering weekly data reports on NM Don't Get Taken For a Ride encounters
  - Providing data and/or reports as determined and requested by BHSD.
  - Identifying new metrics that are being developed and implemented into workflows as the crisis continuum of care evolves and new processes are created to support measures.
- **Information Technology and Software Development**
  Software platform(s) utilized are HITRUST compliant. All computer systems processing, storing, and transmitting confidential information meet the requirements defined in HIPAA Privacy Rule (45CFR Part 160 and Subparts A and E of Part 164), HIPAA Security Rule (45C.F.R. Part 160 and Subparts A and C of Part 164); and/or any other federal 4 requirements that may apply to this SOW. To meet functional and assurance requirements, the security features of the environment provide security across relevant managerial, operational, and technical controls. All security features must be available and activated to protect against unauthorized use of and access to confidential information.
  - BHSD Data Dashboard managed through Onyx

        - Continue to work collaboratively with BHSD and Onyx Analytics to ensure accurate and timely delivery of data via the SFTP data exchange transfer to the BHSD Dashboard.
        - Protocall is working with Onyx to map out the changes to reporting that will need to occur to BHSD Dashboard as a result of the OpenBeds API, to ensure referrals from OpenBeds and other call workflows are wrapped into Dashboard appropriately
    - Mobile Response Dispatch Tool
        - *BHL Mobile Response Tool:*
            - Continued work to improve workflow with BHL.
    - OpenBeds API
        - Bamboo Health and Protocall API in place and exchanging referrals successfully
    - Protocall Diversity, Equity, Inclusion, and Belonging Dashboard:
        - Dashboard for DEIB information in the organization to be easily accessed
    - Protocall telephony
        - Preparing for upgraded telephony system to launch in Fall 2024
- **Operations Management**
    - *Data and Reporting Team:* Continue to work collaboratively to maintain consistency in the data that needs to be submitted into BHSD Dashboard and other reporting areas, while reviewing and discussing how the evolvement of the workflows will need to be implemented into the New Mexico reporting processes
    - *HelpDesk Support:* Protocall staff have 24/7/365 access to the Protocall HelpDesk team, which allows staff to attain in the moment support for computer and phone related issues as they arise
    - *Operations Team:* Ongoing discussions regarding new workflows, and how Protocall will implement processes to support new requirements, then train on new workflows.
    - *Staffing:* Scheduling of staff managed appropriately to meet the needs of this SOW
    - *Supervisor Team:* Oversight of staff ongoing
    - *Training Team:* Training of staff ongoing
        - Continue creating content that allows for contact center staff on both the crisis line and the Warmline to stay trained in the expectations of this SOW
    - *Warmline Operations Team:*
        - Oversight of staff ongoing
- **People Services**
    - Fully staffed in accordance with the expectations of this SOW on crisis line and Warmline
    - Continually onboarding new crisis line contact center staff as a result of churn, as well as expanded programming that is occurring on the crisis line accounts
        - Attrition and churn that occurs as a part of standard business operations.
        - Continue to monitor staffing levels and review resumes on an ongoing basis
    - Diversity, Equity, Inclusion, and Belonging (DEIB)
        - BIPOC Employees and Allies Group meets to discuss DEIB initiatives of Protocall in support of BIPOC employees
        - LGBTQ2SIA Employees and Allies Group meets to discuss the DEIB initiatives of Protocall in support of LGBTQ2SIA employees.
        - Disabled Employees and Allies Group meets to discuss the DEIB initiatives of Protocall in support of disabled or differently abled employees.
- **Program Management**
    - BHSD Data Dashboard support
        - Continue to work collaboratively internally and externally to maintain consistency in the data exchange into BHSD Dashboard, while discussing the evolvement of new data that is being implemented into workflows and how/what needs to flow into the BHSD Dashboard
        - Protocall is working with BHSD and Onyx to map out the changes to reporting that will need to occur to BHSD Dashboard as a result of the OpenBeds API, to ensure referrals

from OpenBeds and other call workflows are wrapped into Dashboard appropriately

- Mobile Response Process:
  - Protocall is dispatching mobile response teams in Bernalillo County, Clovis County, and Roosevelt County, as well as parts of Grant County, Sandoval County, Torrance County, Valencia County, and a small part of Santa Fe County.
  - Protocall is working to improve the workflow of dispatching mobile crisis teams to increase dispatches and ensure the information that is needed by mobile responders is being provided clearly.
- OpenBeds API Integration
  - Working with Bamboo Health to work through issues in API as they are identified
- Memorandums of Understanding with Mobile Response Teams and PSAP 911 centers:
  - Drafting MOU that Protocall will enter into with mobile response teams that NMCAL will be dispatching

- **Quality Assurance and Improvement**
  - Call Experience Survey Initiative! This initiative is designed to gather valuable feedback directly from those we serve, ensuring that our support remains impactful and meets the evolving needs of our callers. This survey is sent by text to callers following certain calls.
  - Contact center staff supervisors perform ongoing call observations, feedback, and coaching to contact center staff.
  - Evaluating live call observations and call recordings to identify strengths and opportunities for growth of each contact center staff
  - Procedure and Survey form updates made as needed to improve call flow, data collection, and ensure most up to date information is available for contact center staff to support community members
  - Reviewing, creating, and updating workflows
  - Vibrant / Protocall data discrepancies review ongoing

TRAINING

All staff positions are adequately trained and meet certified Lifeline center minimum qualifications

Ongoing new hire training

- Ensures new staff that onboard are trained in Lifeline clinical standards of practice and care

Protocall Contact Center Staff Curriculum Development and Delivery

- Continue to review Lifeline Network Resource Center training materials and implement procedures and trainings in accordance with Lifeline standards of care

All Staff Complete Practice Guideline Training

- Relias Annual Trainings

Crisis Line Contact Center Staff Clinical Group Trainings

- Crisis Line Staff receive 1-2 trainings per month

Chat and Text Training

- New crisis line contact center staff complete 8 hours of training, though 5 modules (1 to 1.5 hour segments) of training specific for NM 988 Chat and Text.

Lifeline Training Corner

- Crisis line contact center staff completing required Lifeline 988 Annual Training Modules in 988 Lifeline Learning Center Portal
- Crisis Line contact center staff must complete two 988 Network Resource Center Webinars, in addition to the four required Lifeline Module trainings

Mobile Response Dispatch Tool Training

- New crisis line contact center staff continue to be trained on the existing NM Mobile Response Team Tool through an interactive practice exercise in prep for the new mobile response team onboarding in the future.

OpenBeds Training

- New contact center staff complete 1 hour of training to learn the OpenBeds referral database

Protocall administrative staff training:

- Lifeline Training Corner

Warmline call taking staff training:

- Sharing our starfish stories
- Team building with Musical Bingo
- Group discussions regarding effective call management
- Self-care strategies

SPECIAL PROJECT
Supporting Underserved Populations in New Mexico

Initiated a targeted outreach to underserved communities. New Mexico's 988/NMCAL programs and NMConnect have significantly supported mental health state-wide. However, certain underserved segments, particularly elderly, Indigenous, undocumented, and communities in frontier areas, have inequitable access to broadband services and cannot take full advantage of the 988/NMConnect integration. Protocall will develop pathways that offer access to support these underserved communities by developing an "analog" program that mirrors the NMConnect/ Boost self-help content.

This multi-pronged approach includes a mental health workbook based on NMConnect's Boost content, an interactive voice response (IVR) system for audio content, daily SMS mental health tips, and potential collaboration with rural radio stations. Translations into Spanish and tribal languages will be included as needed. This program, linked to the call center, will enhance referrals and self-help options.

Outcomes will be measured by tracking IVR and SMS service usage, workbook requests, and community awareness and self-reported mental health outcomes. Checkpoints at 6 months and at the end of the funding period will evaluate effectiveness and guide necessary adjustments.

This project is set to bridge the gap in mental health services, enabling us to reach and support underserved community members effectively.

SPECIAL PROJECT
AI Contact Center Staff Training Tool

LyssnCrisis is coming to support our QA! Our clinical leaders at Protocall worked with Lyssn to train an AI tool in our crisis counseling methodology and approach, and we are excited to partner with Lyssn in a Randomized Control Trial (RCT) developing and testing the LyssnCrisis product!

- Changes to clinical sections implemented to support this project.
- LyssnCrisis is being utilized to support enhanced scalability of our Quality Assurance. Our clinical leaders at Protocall worked with Lyssn to train an AI tool in our crisis counseling methodology and approach, and we are excited to partner with Lyssn in a Randomized Control Trial (RCT) developing and testing the LyssnCrisis product!

HIGHLIGHTS OF ADDITIONAL SOWS PROTOCALL HOLDS WITH STATE OF NM DEPARTMENTS

Children Youth and Families Department Protective Services Division

- Contract and budget discussions ongoing

Warmline Expansion AND Foster Parent Support on Warmline

- SOW allows for Warmline expansion hours from 7a – 3:30p and additional staffing on existing 3:30p – 11:30p BHSD Warmline program
- Warmline staff are trained to support Resource Parents and Foster Youth seeking mental health support

Warmline Foster Child or Youth Calls	SFY25 *July 1 –*	YTD	Q3 2024	Oct 2024	Sep 2024

	June 30	**2024** *Jan 1 – Dec 31*			
Identified as Foster Child or Youth on call	18	34	18	3	6

- It is important to note that resource parents and foster youth may be calling, but they are not identifying themselves as such during Warmline calls

Department of Health, Office of School and Adolescent Health

DOH OSAH Contract: Outbound Calls to Youth & Young Adults
- Contract and budget discussions ongoing

DOH OSAH Contract: Youth Mental Health
- Additional NMConnect youth courses are in development
- Contract and budget discussion ongoing