

MSTI TAM-R DATA COLLECTION SERVICE

The Pioneer Marketing and Research Center is providing TAM-R telephone interviewing services for organizations contracting for this service from MSTs. Over a twelve month period ending May 2010, they achieved a 70% overall completion rate and, for cases with good contact information¹ the rate was 79%. This is accomplished at a relatively low cost to the program².

Advantages of using the MSTI call center...

- Call windows are tracked automatically. Calls start on the first day of the window, and continue up to 15 calls until a TAM-R is completed or the window closes.
- Professional interviewers attempt to reach caregivers during the day, the evening and the weekends.
- All interviewers have been trained and have extensive experience in research and/or health services interviewing. It's all they do.
- Data collected is accurate and unbiased. The interviewers have no incentive to get anything but the most accurate answer from a caregiver.
- The Call Center uses strict procedures to protect the confidentiality of the information required to implement the MSTI data collection project.
 - The information interface for this project is a secured data-driven website controlled by MSTI. Access to the website is strictly controlled by a user-id and password, and all communication between the web server and Clients are encrypted. Once a user is authenticated, the user will only have access to the forms and data needed to perform their role in the system. This system maintains compliance with applicable HIPPA standards and guidelines.
- Secure electronic submission of data to the MSTI website allows MST teams to have quick access to data via the standard website reports.
- Emails regarding difficult to contact caregivers are sent to the MST Team Supervisors after 4 failed attempts in effort to collaborate to obtain a successful completion.

MST Team responsibilities

- The MST Team must follow the procedures and keep information about staff and clients up to date on the MSTI website (www.mstinstitute.org). Discharge information should be entered within 5 days of discharge to prevent the Call Center from making unnecessary calls.
- The MST Team may terminate the service for any reason by giving written notice to MSTI (msti@mstinstitute.org) at least 30 days before the effective date of the termination.

¹ Council of American Survey Research Organizations (CASRO) standard for household surveys is to remove cases with bad contact information from the calculation of collection rates.

² Average cost for service is less than \$300/mo per team or \$100 per client treatment episode.

***High Performance Requires Collaboration
between the Call Center and the MST Program***

Lessons learned from programs with high collection rates

- Monthly meetings with Program Managers focused on goals of increasing timeliness of entering enrollment and discharge forms on the website and reducing barriers to TAM-R completions. It is critical to enter the date of first visit as soon as possible. The Call Center doesn't create call windows until there is a first visit date.
- Supervisors used MST Caseload Report and TAM-R Schedule Report to flag the need to update website data, e.g., enrollment, discharge and contact information, and prompt therapists to notify families to expect a call from "MSTI", our caller id tag.
- Supervisors responded to weekly emails from Call Center with information on problem cases.
- Increased training and attention to ensuring that families have more information about the call.
- Therapists made efforts to assist families who are hard to reach by phone to complete paper TAM-R or call toll free number.
- Paper TAM-R faxed to Call Center quickly to discontinue further attempts to contact by the Call Center. Therapists provided an envelope for the caregiver to seal the TAM-R before giving it back to the therapist. Then the Supervisor opens the envelope and faxes it out of the therapist's presence.

To sign up for this service contact

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