811 Implementation Plan for Saskatchewan
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(Revised January 14, 2013: "Bell" changed to "Bell Mobility")

Saskatchewan Ministry of Health
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Introduction

This Implementation Plan is for the use of the 811 dialing code to access non-emergency teletriage services in the province of Saskatchewan.

Background

HealthLine is a provincial service operated under contract by the Regina Qu'Appelle Regional Health Authority. It is staffed 24-hours a day by Registered Nurses and specially trained Social Workers and/or Registered Psychiatric Nurses who provide health information and advice, as well as mental health and addictions support, to callers via the telephone. The Primary Health Services Branch in the Ministry of Health is responsible for the HealthLine portfolio.

Teletriage services have been identified by all provincial and territorial Deputy Ministers of Health as an important component in primary health care restructuring and reform. Teletriage services enable callers to obtain non-emergency health information and advice from medically trained persons about health related subjects, such as diseases, various types of symptoms, medications and dietary issues.

In Telecom Decision 2005-39, the Canadian Radio-television and Telecommunications Commission (CRTC) approved an application from Alberta Health and Wellness, on behalf of the provincial and territorial Deputy Ministers of Health, to assign the 8-1-1 code for non-commercial use across Canada for access to first level health care telephone triage services.

Further, in Telecom Decision 2012-167 the CRTC denied a request by the Canadian Common Ground Alliance to broaden the use of the 8-1-1 dialing code to include access to an underground infrastructure locate service in conjunction with its current use for non-emergency telehealth triage service.

Telehealth services are provided by provincial and territorial governments through their Ministries and Departments of Health. Four provinces and one territory currently use the 8-1-1 dialing code for this purpose; several more jurisdictions are considering adopting this standard.

Based on these two decisions, the Saskatchewan Ministry of Health is pleased to move forward on changing the current 10-digit HealthLine access number to 8-1-1.

Service Description

The telephony services at Saskatchewan Healthline are provided by a Cisco Unified Contact Centre Express (UCCX) system. The Linux based appliances run version 8.0 of the UCCX software.

The Cisco UCCX is designed to meet the needs of mid-market companies or branch offices. The system handles inbound routing and out bound calls for up to 300 agents. The system currently has approximately 50 users connected.

Call Routing

The UCCX is capable of routing calls for up to 300 agents. Routing can occur on time of day, day of the week or holiday schedules. Routing can also be setup to accommodate specific service levels.

Quality Management

The UCCX integrates with user desktop applications to provide quality supervisors the ability to manage critical performance indicators and real-time statistics. Quality is monitored by using voice recording and call evaluation tools.

Outbound Dialing Management

Campaigns can be build that allows the agent to serve both the inbound and outbound queue. For instance, an agent can be dedicated exclusively to an outbound or inbound queue. Another agent can serve an outbound queue primarily but work on an inbound queue when the outbound queue is empty.

Computer Telephony Integration

UCCX uses a programmable workflow engine to automate the transfer of caller entered information. This same information can be used to trigger an action to an external application, for example it will search a database.

System Redundancy

UCCX offers high-availability redundant dual server cluster for automatic failover. Both inbound call routing and identification services are transferred to the failover server so there are no losses of features during a server failure.

Integration

Industry standard applications can interface into the Cisco UCCX because it uses ODBC compliant databases and Java interfaces.

Security

Security is maintained by using virus and intrusion detection agents, firewalls and behavior analysis.

Capabilities of Cisco Unified Contact Center Express

The following table provides the maximum capabilities of inbound and outbound calls:

Two Server Cluster	
Agents	300
Supervisors	32
Monitoring	32
Recording and Playback	32
HR Sessions (historical report)	8
CSQs (contact service queue)	150
Skills	150
IVR Ports (interactive voice response)	300

ASR Ports (access service request)	100
TTS Ports (time to service)	160
VoiceXML Ports	80
Agent Email	120
Remote Monitoring	32
BHCC (busy hours call completion)	5000
Number of skills associated to an agent	50
Number of CSQs associated to an agent	25
Number of skills associated to a CSQ	50
Number of CSQs a call can queue	25

Desired N11 Service Area
The 811 service will be available to all Saskatchewan residents. See Appendix 1 for a map of the province.

Special consideration for mobile devices
The Ministry recognizes the potential for routing issues in some border communities or along border highways when using a mobile device on the Code Division Multiples Access (CDMA) network. Further complications may arise from out-of-province cell phones roaming in Saskatchewan on the Universal Mobile Telecommunications System (UMTS). In both cases, calls to 811 may be rerouted to out-of-province cell towers, and would therefore not be connected to the HealthLine call centre in Saskatchewan.

The number of callers affected by these potential routing issues will likely be small. No concerns are noted with calls from landlines.

Call Routing Arrangements
All calls to HealthLine, using the current 1-877-800-0002 number, terminate at the call centre located at the following address:

HealthLine
2755 Avonhurst Drive
Regina SK S4R 3J3

A second toll free number has been reserved to route 811 calls to the call centre. 1-855-272-3122 will be activated Thursday, December 6th. This number will not be made public or advertised in any way.

Both toll free numbers terminate at (306) 347-3122 at the call centre in Regina noted above.

The use of two separate toll-free numbers will allow the Ministry to track utilization rates of both numbers, and this data will help to inform how long the current ten-digit access number will remain active. It is anticipated that 1-877-800-0002 will remain operational for at least 2 year post-implementation.

Calling Volume Estimates

HealthLine receives calls from all health regions in the province. The majority of calls come from the Saskatoon and Regina Qu'Appelle Health Regions.

The following chart provides a 3-year overview of calls presented and calls answered:

	Presented	**Answered**
2009-10	134,296	98,037
2010-11	87,024	79,409
2011-12	89,841	80,666

HealthLine is available 24/7/365. Monthly call volumes tend to be higher in the fall (back to school, flu season) as well as over the holidays/new year. Daily call volumes tend to be higher during the day and highest in the evening.

It is anticipated that call volumes will spike immediately after the announcement of the 811 service.

Public Awareness Campaign

The Ministry of Health is finalizing a public awareness campaign, which includes both paid and earned media. A formal announcement will be made on the day of the launch and will likely result in a large number of news stories in both print and broadcast media. We will also work with our Regional Health Authority contacts and other partners to share information about the change in access number for HealthLine services.

The announcement of the 811 service will also trigger the purchased media campaign, which will include closed captioning advertising during the launch of the 811 service, along with a strong online presence (Google Ad Words and online advertising). The Ministry will also purchase a variety of promotional materials that have historically been distributed to clinics, front line health care professionals, schools and other partners for distribution to patients.

While the details and components of the communications strategy are subject to change, the Ministry of Health will ensure strong and consistent provincial messaging about the change in access number for the HealthLine service.

Government Relations

The Ministry of Health will ensure we work with our federal, provincial and municipal partners to ensure consistent messaging about the change in access number for HealthLine services.

Telecommunications Service Providers

A toll free number has been reserved to route 811 calls to the HealthLine call centre in Regina. 1-855-272-3122 will be activated Thursday, December 6th, and will terminate at (306) 347-3122.

Telecommunications Service Providers are expected to route all 811 calls to the appropriate terminating point (as outlined above) using standard local and long distance routing and rating methodologies.

All Telecommunications Service Providers are required to implement the network changes necessary to route 811 calls to the HealthLine call centre in Regina (as noted above) by March 4, 2013.

Telecommunications Service Providers operating in Saskatchewan include:
SaskTel
Shaw
Rogers/Fido
Bell Mobility
Access Communications
TELUS/Koodo
MTS Allstream

Test Plan
All Telecommunications Service Providers are expected to formulate a system test plan and make modifications to their networks, as necessary, in preparation for the start of testing. Soft launch/testing is to occur in February 2013, in anticipation of the expected "go-live" date of March 4, 2013.

Should any problems occur during this time that may impact the March 4, 2013 deadline for implementation, please notify the Ministry of Health at the following:

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Appendix 1