

Mobile CCL: A Window to Resources

First Call Alcohol/Drug Prevention & Recovery

SAMHSA call

October 10, 2013

Agenda

- Community CareLink software overview
- Mobile CCL and its features
- Marketing efforts
- Evaluation efforts
- Questions?

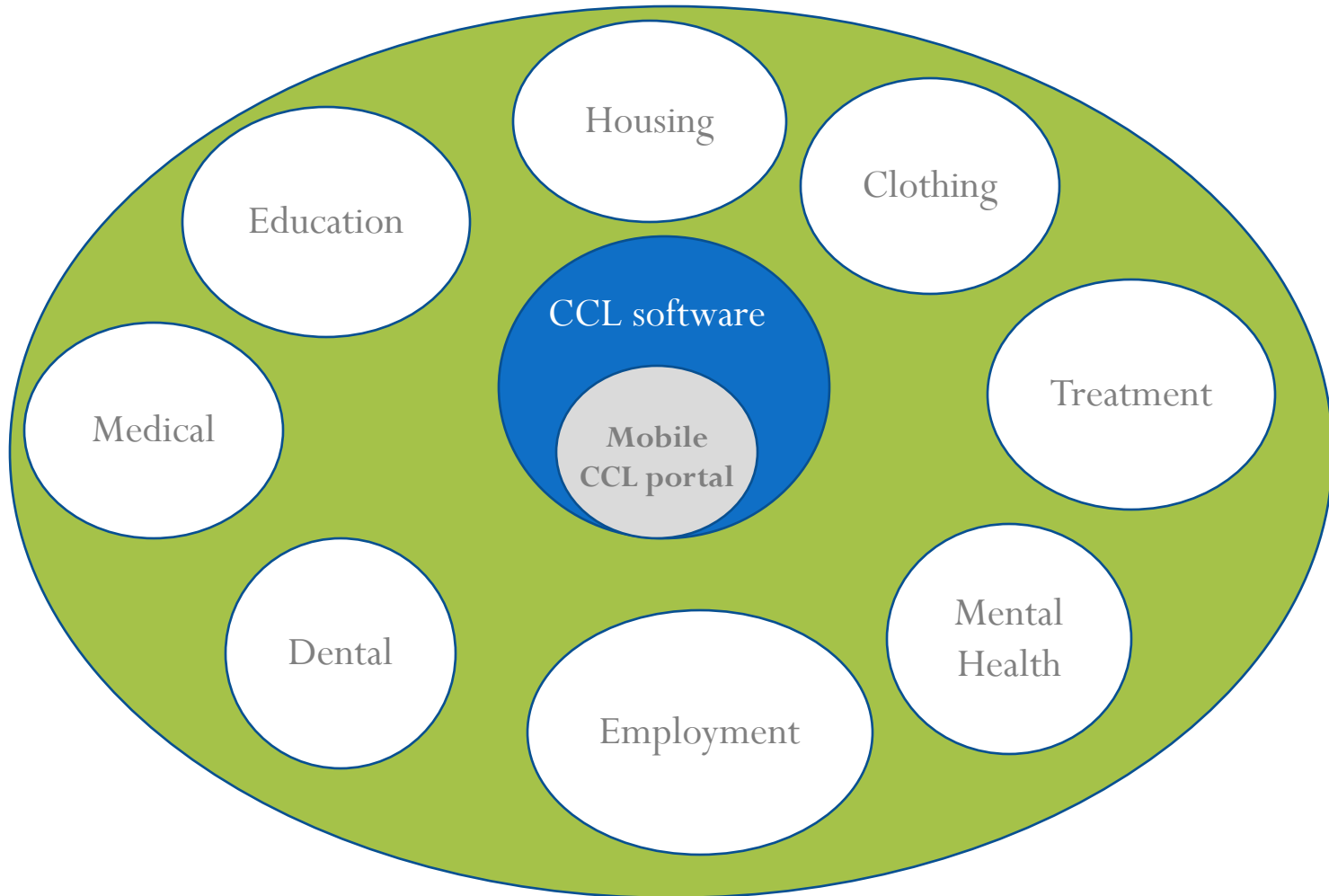
What is Community CareLink (CCL)?

- Certified Electronic Behavioral Health Record
 - History of CCL
 - Certification
 - Community CareLink version 3.2 achieved ONC-ACB EHR 2014 Edition Certification in September 2013
- CCL enables agencies to seamlessly share client records using simple but robust security features

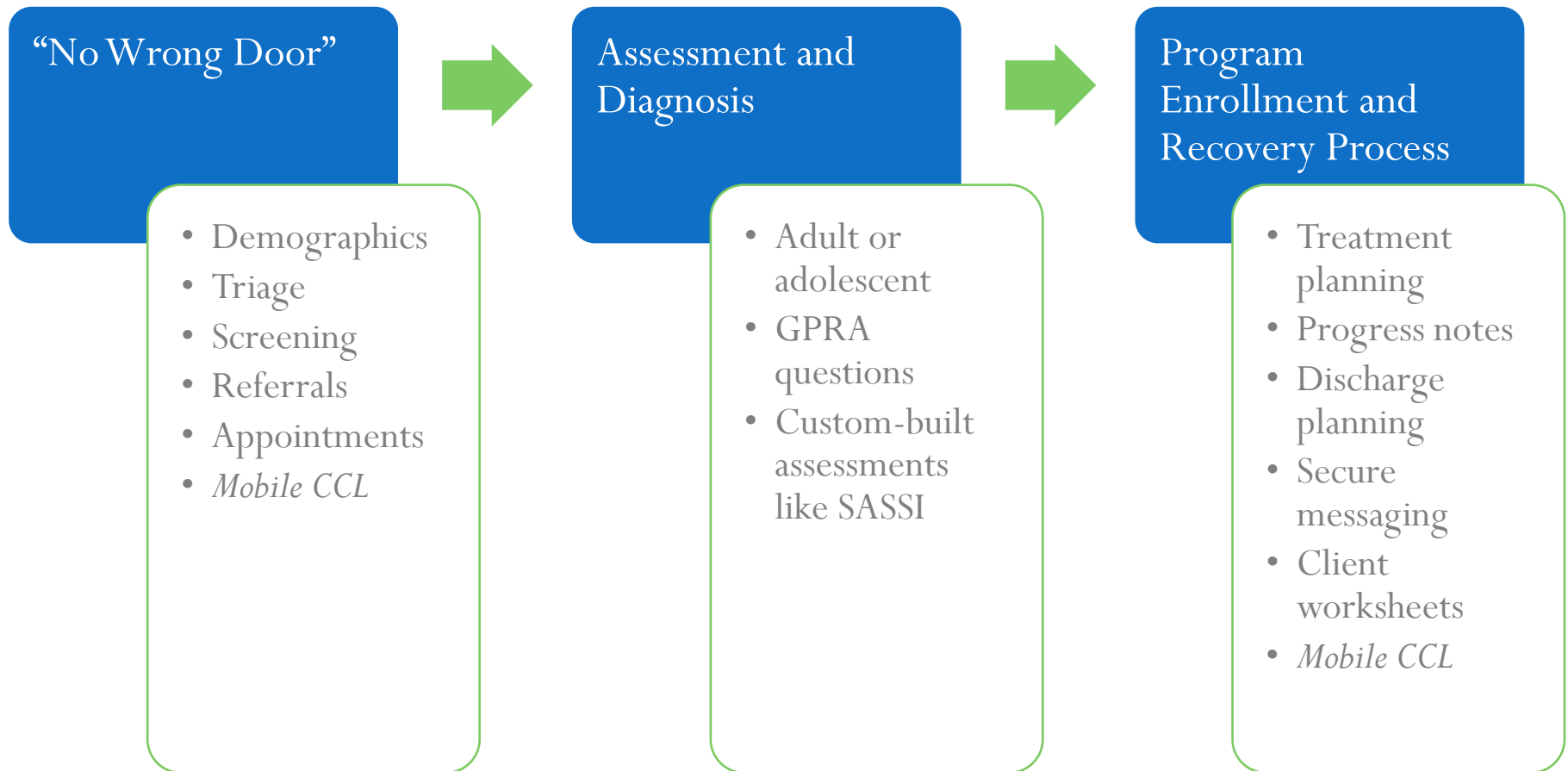


Kansas City ROSC

CCL simplifies care coordination by networking agencies and allowing clients to enter the network from any point



Using Community CareLink to work with clients



How does Mobile CCL Fit?

Community CareLink
(Electronic Behavioral Health Record)



MobileCCL.org website

- Screenings
- Educational Components
- Email a Counselor or call for help
- Registration to create your client record



Mobile CCL Features

- Features of Client Portal
 - View / Edit Demographic and Contact Info
 - View Assessments
 - View and Complete Client Worksheets
 - Send and Receive Secure Messages
 - View and Update Treatment Plan Tasks
- Multiple platform development (responsive to where the user access the internet —smartphone, tablet, computer, etc.)
- Match to existing clients in the database

Welcome to Mobile CCL!

Get started working online towards your path to recovery today!

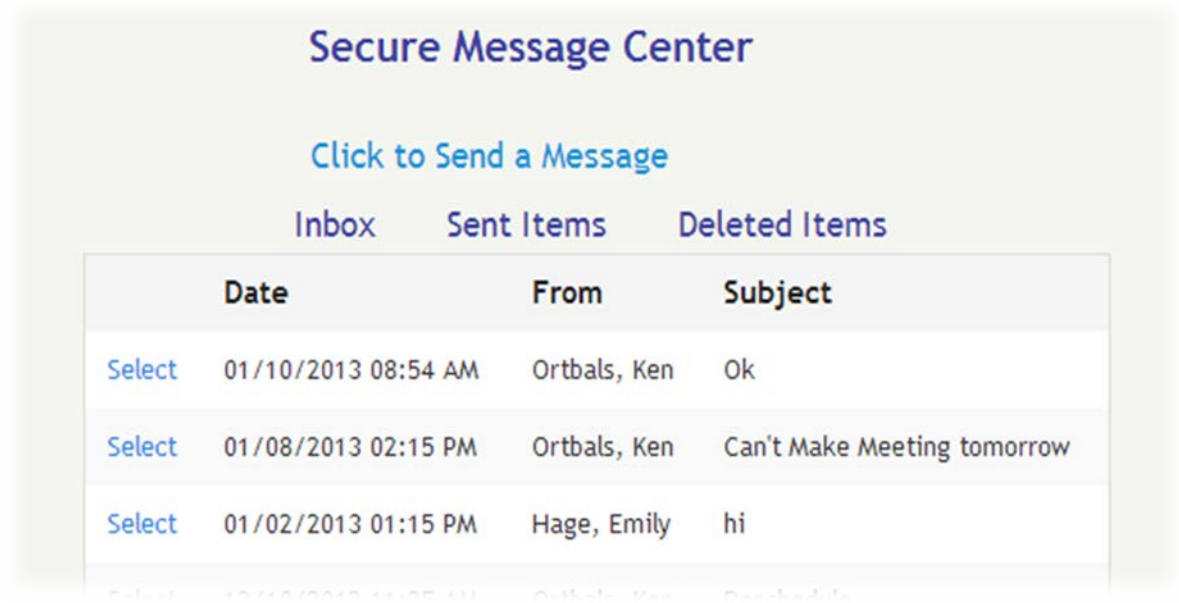


Client homepage

Easy to navigate homepage allows the client to use the portal however works best for them.

Secure Message Center

No message content is ever sent outside the secure database, making the Secure Message Center a safe way for clients and clinicians to communicate.



The screenshot displays the 'Secure Message Center' interface. At the top, there is a link 'Click to Send a Message'. Below this, there are three tabs: 'Inbox', 'Sent Items', and 'Deleted Items'. The 'Inbox' tab is selected, showing a table of messages. Each message row includes a 'Select' link, the 'Date', the 'From' address, and the 'Subject'.

	Date	From	Subject
Select	01/10/2013 08:54 AM	Ortbals, Ken	Ok
Select	01/08/2013 02:15 PM	Ortbals, Ken	Can't Make Meeting tomorrow
Select	01/02/2013 01:15 PM	Hage, Emily	hi
Select	12/10/2012 11:25 AM	Ortbals, Ken	Reschedule

Assignments

Clients can fill out treatment-related assignments in the portal, making it easier for counselors to retrieve.

We've added worksheets that partner agencies use often.

Assignments

Add a new Assignment:

Make a selection

Completed Assignments:

Assessment Name	Type	Date	
12 Step Meeting Review form	Admission	12/4/2012	View
1			

Marketing Efforts

- Implemented a variety of marketing techniques to spread the word about Mobile CCL:
 - Bus posters (below)
 - Radio spots
 - Web advertisements on local news stations
 - Posters in public places and community agencies
- Using Google Analytics to track each marketing campaign so we can see what generates web traffic
- Clients have *reported* to have found us based on radio ads and bus posters, primarily

Bus Poster Example



ARE YOU SUFFERING FROM AN ADDICTION?

There is *HOPE!*

MobileCCL.org is a recovery and support tool to use on your path to healing.

Smart Phone Screen

Share and Forward

Sarah was tired of feeling alone. She stumbled onto MobileCCL.org late one night, and decided to look around. The screening confirmed what she already knew: it was time to deal with her drug use. Through Mobile CCL, she reached out for help.


Please visit **MobileCCL.org** and get started on your path to recovery today!

Powered by **firstcall**

firstcall.org
876.361.0880

Web Ad Example

[Autos for Sale](#) [Jobs](#) [Newsletters](#) [Contests](#) [Mobile](#) [Contact Us](#) [KC Law.TV](#)




Wednesday, August 7, 2013

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ALERT **Cass County deputy charged with sodomy**


Top Headlines



Cass County deputy charged with sodomy
41-year-old Cass County deputy Maxwell Blanchard charged with second degree statutory sodomy.




Standoff in Blue Springs, Mo.
Blue Springs, Mo., police are responding to reports of a standoff near Earl's Court and Victor.




Man sentenced after robbing undercover cop
A 26-year-old man has been sentenced after an unusual robbery that occurred last May.

Signs of drought ending in Douglas Co. **Advocacy group says child apps a sham**
20-year-old KCMO man missing **Both parties support summit cancelation**

Kansas City, MO

88°  Partly cloudy
See Full Forecast
• Forecast: Dry this evening

Suffering from addiction?
There is hope.
Reach out for help when & where you choose.



mobile CCL
COMMUNITY CARE LINE
816-361-5900

advertisement

14

Other View of Web Ad

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41 Action NEWS
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Wednesday, August 7, 2013

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LOCAL STATE NATION/WORLD POLITICS CRIME INVESTIGATORS HEALTH EDUCATION OBITS

ALERT Cass County deputy charged with sodomy


Health Headlines



Cyclospora linked to prepacked salad
As of Tuesday, 466 people have been treated for cyclospora, including three cases in Kansas and three in Missouri.



HealthNet info sent to wrong address
Jefferson City, Mo., HealthNet is in the process of notifying 1,357 people of a HIPAA disclosure, saying some of their personal information has been compromised.



Cyclospora linked to Mexican farm
The FDA has linked a stomach bug outbreak to restaurant salad mix supplied by a Mexican farm.

Kansas City, MO

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Get started on your path to recovery today.

GET HELP NOW

*first*call
Alcohol/Drug Prevention & Recovery

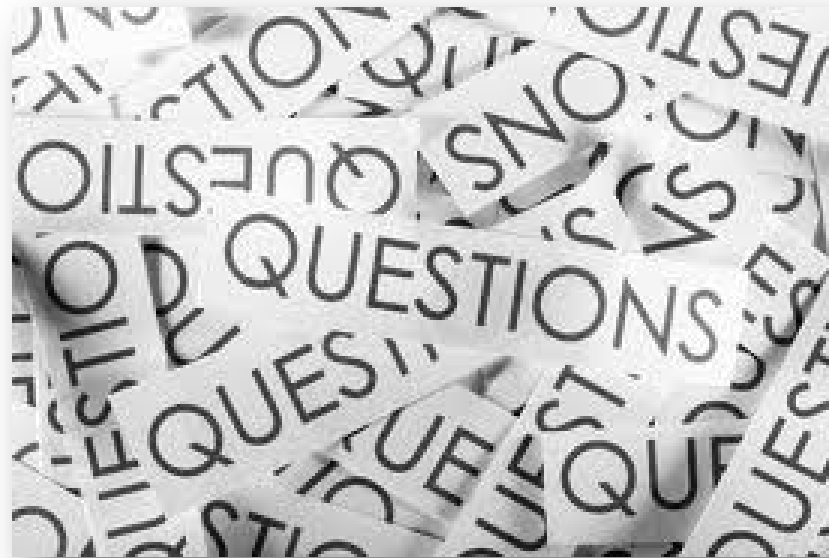
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Evaluation Efforts

- “The Adoption of Mobile MET” developed through in-person partner semi-structured interviews
- Overcome many challenges but barriers remain:
 - Need for more structured learning opportunities/ forum to share
 - Lack of clinician buy-in / “one more thing” to do? / skepticism around security
 - Clients feeling intimidated by technology

Questions?



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