



2-1-1

Get Connected. Get Answers.

Michigan Primary Care Association

What It Is

- 2-1-1 is an easy-to-remember three-digit phone number that brings people and services together by providing free and confidential information and referral. The 2-1-1 network of call centers function in the U.S. and Canada and currently serve over 260 million Americans (86.6% of the entire population) covering all 50 states (including 37 states with 90%+ coverage) plus Washington D.C. and Puerto Rico.

How It Works

- Clients simply pick up the phone and dial 2-1-1. The call is free, the service is generally available 24/7 and is accessible for those with sensory impairments or limited knowledge of English.

Successes

- 19% of the children enrolled through the Michigan Primary Care Association's CHIPRA Cycle 1 outreach and enrollment program were referred to the program through 2-1-1.
- 2-1-1 provides a very easy-to-remember phone number for use on written promotional materials and in earned/paid media which enhanced our program's ability to communicate meaningfully and quickly with potential enrollees.
- 2-1-1 also offers information and referral to many kinds of services not provided by our program or organization directly. This helps our clients connect to other supportive benefits and increases family stability.

Challenges

- In Michigan, 2-1-1 is not available throughout the entire state which placed some geographic limitations on using the service.
- Effectively using 2-1-1 is a continual process which requires time and consistent dialogue to share program, service and staffing changes in addition to any adequately preparing call centers for special events and enrollment campaigns.

Implementation

- Implementation begins by forming a relationship with your local 2-1-1 call center to ensure your program or organization's information is included in their referral database.
- Programs should educate their local 2-1-1 call center(s) on the coverage programs available and enrollment services provided so that call specialists can consistently convey important information to potential enrollees.
- 2-1-1 will send requests for routine updates, typically twice per year, to ensure they have the most up-to-date information on the services your program offers for their referral database.

For more information:

- Contact: Phillip Bergquist, pbergquist@mpca.net
- Visit: www.211us.org/status.htm (Click on your state to learn more about 2-1-1 in your area.); www.211.org/ (Enter your zip code to find a local call center or use the online search database.)