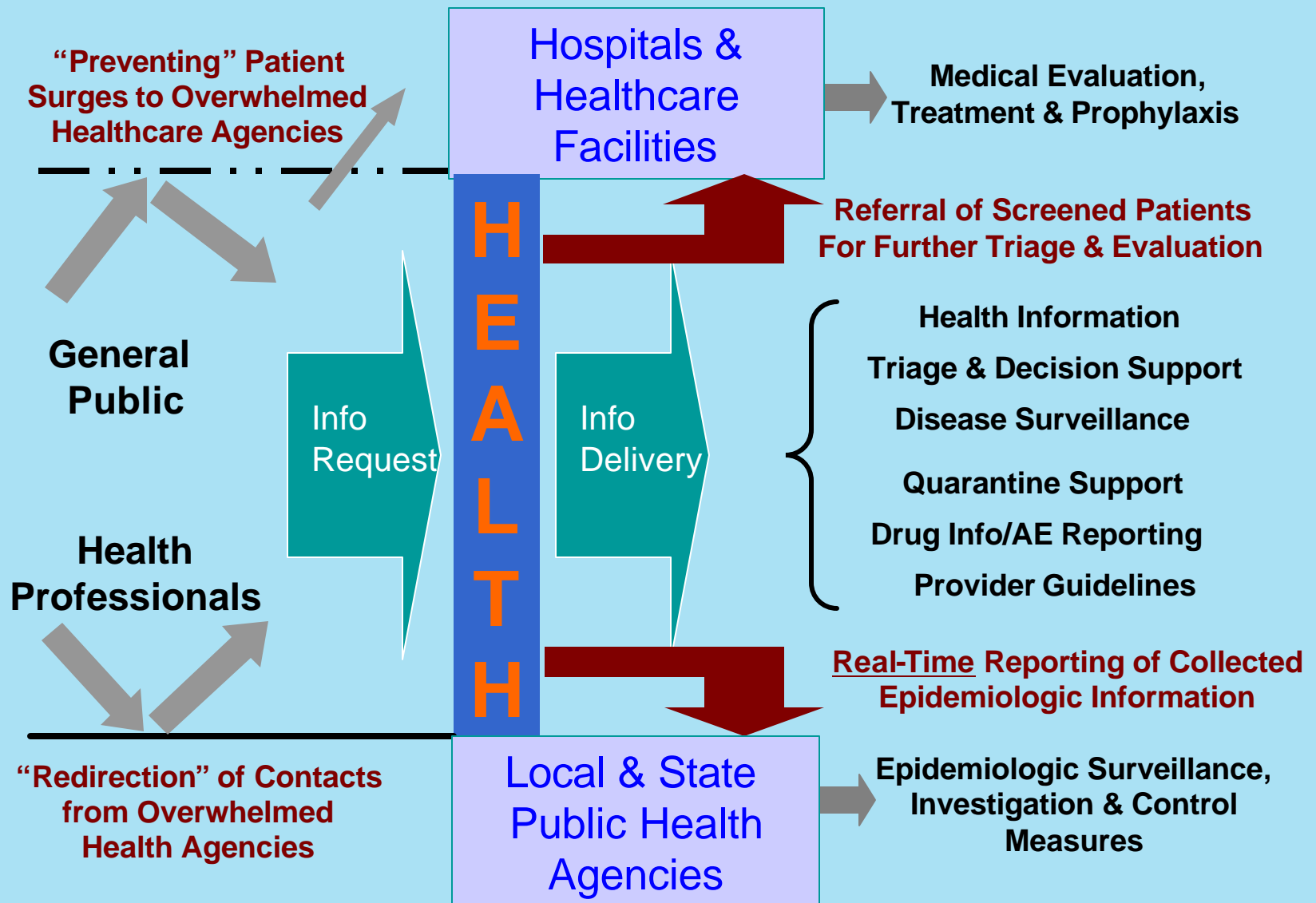
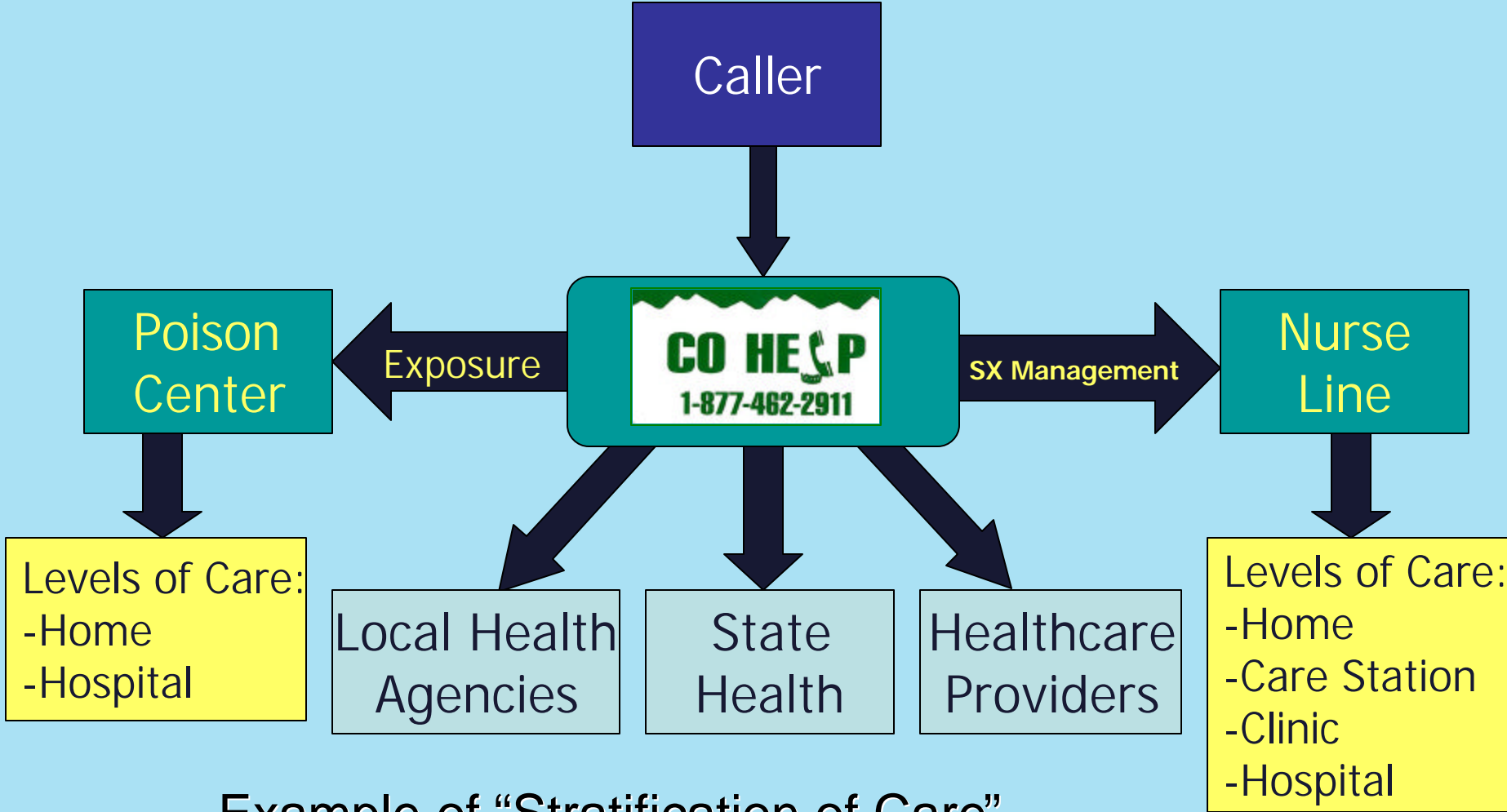


HEALTH EMERGENCY ASSISTANCE LINE & TRIAGE HUB (HEALTH)



Health Emergency Line for Public (HELP) & Colorado's Integrated Call Center Approach



Example of “Stratification of Care”

Call Centers' Role in Responses

Public Health/Safety agencies announce health emergency

Uncontrolled Messages
↓

Public will initially receive information from the mass media

→
Controlled Messages

Information partners relay accurate, up-to-date, consistent messages and collect data from public



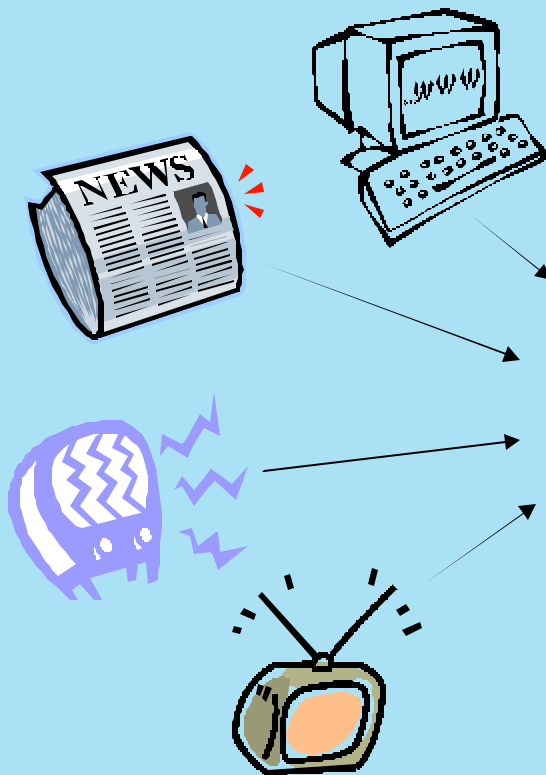
Poison Center



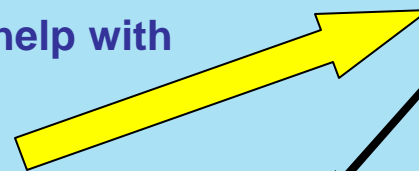
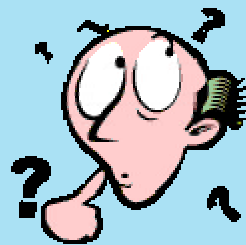
Nurse Line



Health Hot Line



Perhaps up to 25% of the public will have questions which call centers can help with



1

Recordings

2

Interactive Response
(touch tone/voice)

3



“Tools” for Call Center Responses