



Department of Mental Health Directive 001

Creation of ChatNow!

Subject: Establishment of an accessible, digital Mental Health network to all citizens of Central State

Section 1. Creation of Agency

1. The Great Lakes Mental Health Online Network is hereby established.
 - a. For the purposes of marketing, the network is to be initially branded and may be referred to as "ChatNow!"

Section 2. Purpose

1. ChatNow! is to establish and maintain a website dedicated to providing mental health services to residents of the Great Lakes
2. Mental health professionals and psychiatrists are to provide 24/7 mental health counseling services and advice through a live chat function on the website
3. ChatNow! is to be maintained in an accessible manner throughout as many digital platforms as possible
 - a. ChatNow! must be available in html 5 to ensure compatibility with most modern browsers
 - b. ChatNow! must be initially compatible on major operating systems, mainly Windows, iOS, Linux, and Android.
 - c. ChatNow! is to be designed in a manner that ensures a smooth and easy user experience
4. The network must work to ensure that all users requests for live chat must be addressed within 5 minutes
 - a. The target response time shall be set to within 3 minutes

Section 3. Allocation

1. ChatNow! is to be initially granted with the following:
 - a. \$40,000,000 for operational and staffing costs
 - b. \$10,000,000 for initial marketing costs

Section 4. Staffing

1. The Department of Mental Health is to begin recruitment of required operational staff, including:
 - a. Psychiatrists
 - b. Councillors
 - c. Web designers
 - d. Technicians and other IT staff
 - e. Managerial Staff
 - f. Any other staff to maintain the administration of ChatNow!
2. A seven member Board of Directors is to be created to oversee the operations of ChatNow!
 - a. One member shall be designated as the Chair
 - b. The chair is to act as the head and is responsible for the activities of the Board of Directors

Section 5. Marketing

1. The Board of Directors is responsible for marketing and the contact with relevant advertising agencies to ensure that as many residents of the Great Lakes are aware of ChatNow! as possible.

Section 6. Accountability

1. Every month, the Board of Directors is to draft a report with regards to the performance of ChatNow! and its affiliated services
2. The report is to include the following information:
 - a. Amount of people using the service and when they are using the service
 - b. Average Duration of live chats and the amount of people who use the service for any given duration
 - c. Average response time for new chats initiated by users, and the percentage of users that are serviced within the mandated time and target time.
 - d. Perceived satisfaction of users and employees with the service
 - e. A SWOT (Strength, Weakness, Opportunities, Threats) Analysis
 - f. Actions undertaken, actions in progress, and suggestions to improve the service
 - g. Any other details that the Board of Directors deem to be necessary for the improvement of service and the ChatNow! platform

Signed,

/u/El_Chapotato

Secretary of the Treasury