



Public Health Department Tracks COVID-19 Spread with Deloitte and Amazon Connect Solution

A U.S. state's department of health and human services was engaged in contact monitoring to track the spread of COVID-19 infections. Deloitte helped the department coordinate and amplify the efforts of thousands of medical volunteers with a solution using Amazon Connect call center capabilities.

Tackling the COVID-19 pandemic required all hands-on deck, and in one U.S. state, the Department of Health and Human Services turned to medical professionals for help in a contact tracing initiative. The program was intended to help limit the spread of infections by alerting residents when they had contact with a COVID-19 patient. After an initial call, the individuals were contacted again periodically to monitor whether they developed an infection, and if they did, that data informed further contact tracing and was sent to the state's existing Outbreak Management Solution (OMS) to create an investigation case.

When the state asked for volunteers with medical doctorates, medical education, or public health

experience to staff the program, it was overwhelmed by the response. Thousands of volunteers signed-up to help. This presented a new challenge. There was no system in place to accommodate so many participants monitoring such a vast number of residents. The volunteers were spread across the state, and due to public health restrictions, placing so many people in a physical call center was as unsafe as it was infeasible.

Initially, volunteers used personal cell phones and simple spreadsheets updated manually to track calls, but this disjointed approach inhibited effectiveness. The state needed a uniform tool to monitor residents, and it had little time to stand-up a solution to reach the necessary capacity. Lives were at stake.

Addressing a complex challenge at scale

The preliminary solution was deployed in one week, and the simple, user-oriented design allowed the first volunteers to begin using it immediately after launch. Ongoing design, development, testing, and implementation expanded the solution in subsequent releases. Taking this agile approach, Deloitte stood up a support team quickly without diverting already-strained internal resources or adding staff for a program with a finite duration.

The result: nearly 3,000 volunteers across the state monitored more than 670,000 contacts since the solution was deployed. Each one of these contacts helped contribute to the nationwide effort to stop the pandemic's spread. And the solution only improves over time. By using the advanced analytics and natural language processing capabilities of Amazon Connect, Deloitte helped the state generate insights about common questions and contact drivers. This enabled continuous improvement of the resources and self-service tools available to people contacted.

Looking ahead to future needs

As the COVID-19 pandemic subsided, the usage of the contact tracing solution reduced with plans to retire the solution in December, but the concepts used in Deloitte's solution such as text messaging continue to be used by the state to expand capacity across a variety of public needs. Today, iterations of the application are used as part of campaign management by several state agencies, providing automated outreach to inform residents of local opportunities and benefits, such as child tax credits or food assistance.

The enduring value of this solution is not just that it is a sophisticated integration of federally compliant Salesforce and Amazon Connect capabilities. With Deloitte's domain expertise in compliance, risk, and legal matters, as well as the breadth of our experience across industries and sectors, we can rapidly develop and deploy solutions for challenges today and for whatever the future holds.



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