Deloitte. Digital | GovConnect
## Contact Tracing & Tracking

GovConnect Contact Tracer & Tracker is a Salesforce-based **case management** and **proximity tracking** solution that enables the ability to capture key information on COVID-19 exposure and engage in automated notification and follow-up. It is supported by Deloitte's ability to support **hiring surges for support**, conduct advanced **network analysis and analytics**, provide **public health expertise** and stand-up contact/call center capabilities.

Contact Tracer & Tracker is a solution for COVID-19 to enable case management to trace COVID-19 contacts through automated case management and data analytics by public health entities, community partners and government
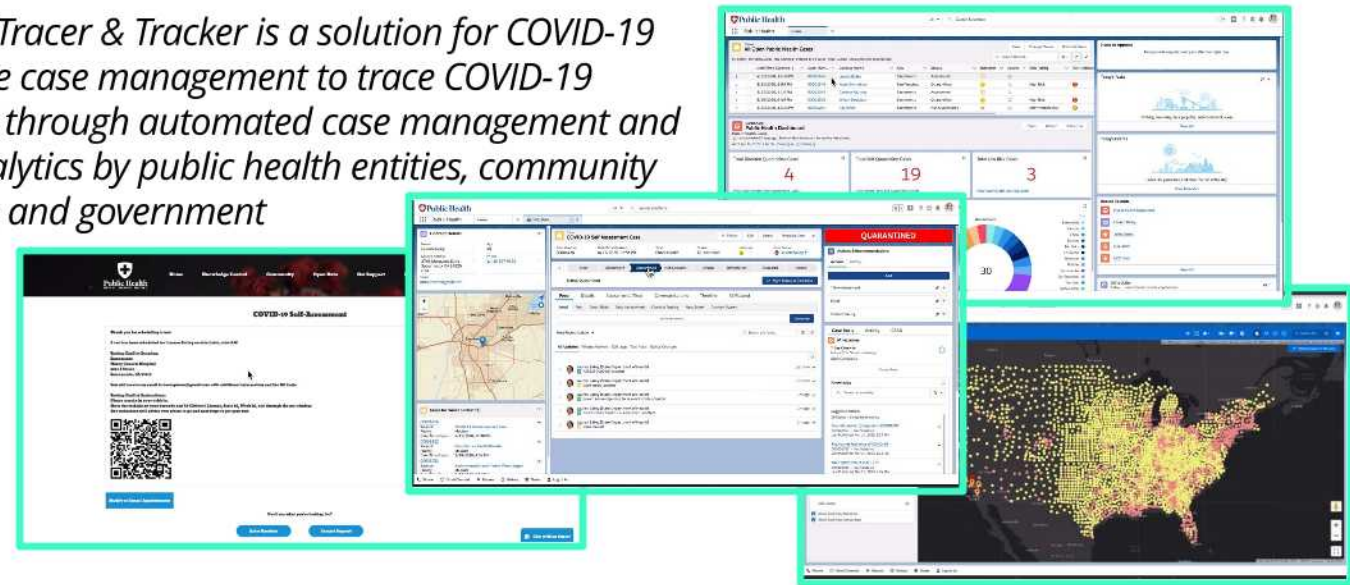
FEATURES

Proximity Tracking
Creates a network of information on individuals' mobility to trace contacts based on self opt-in for public use, and for employers.

Case Management
Available in Salesforce or legacy Benefit Management platforms, this enables state, local and public health organizations to collect information on tracking, and conduct follow-up; also allows users to report and receive follow-up guidance.

Powered by Salesforce, Java

API Integration
Provides ability to securely exchange information and provide reporting and integration with existing disease surveillance and health data systems and third party providers.

Network Analysis & Advanced Analytics
Supports network analysis, enhanced data analysis, population management as a managed service or a subscription.

Powered by Google

Public Sentiment & Trust Campaign
Offers ability to understand customer experience and analyze sentiments toward the state's COVID-19 contact tracing efforts.

Powered by Salesforce, Sprinklr

Contact/Call Center
Provides a range of customer support, including, if needed, telephony support, agents, chatbot & voice to text, and multi-language support.

Powered by Cisco, Amazon Connect, Salesforce

Hiring Surge
Supports acquisition of specialized call center talent, including community heath professionals, supported by virtual onboarding and training.

Powered by people

Public Health Best Practices
Includes access to public health advisors and experienced clinical leaders to advise on contact tracing approaches.

Powered by people

BENEFITS

- **Enables 'opt-in' communication**, enabling users to self report.
- Provides a **comprehensive view** of network and **ability to incorporate data and trend modeling.**
- Allows for enhanced **virtual contact tracing,** in order to quickly respond to cases while reducing the need for staff to be in the field.
- Offers public health officials **insights to guide strategy and policy.**
- Increases **operational efficiency** with integrated contact center functionality to support case-based follow-up when needed.
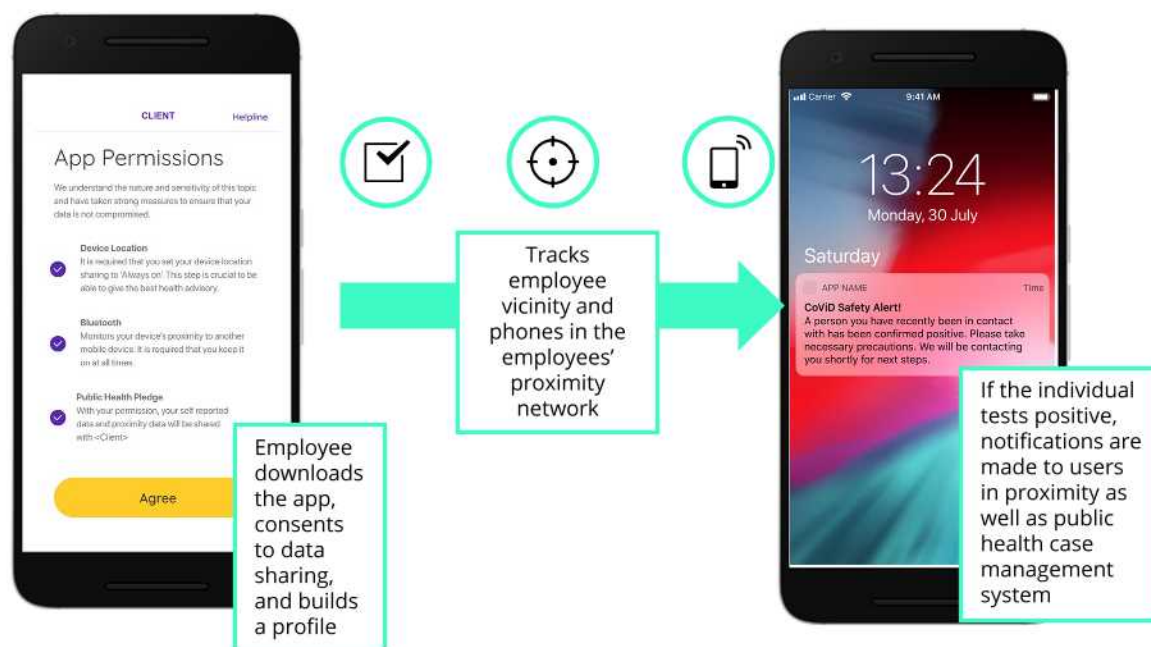- **Reduces manual effort** by incorporating process automation.
- **Reduces burden** of data collection for health staff and improves accuracy of self-reported data.

Proximity Tracker

Deloitte's Proximity Tracker is a simple app, **downloaded by government employees and contractors** to their mobile device. The app provides health advisories to employees based on their self reported responses to survey. With the employee's permission, the app **keeps track of the employee's proximity to other employees** who have similar app enabled within government's facility. If the user tests positive for COVID-19 and self reports, people in the users' proximity network are **automatically notified**. Network information can also be **provided directly to GovConnect CRM or other benefit management and public health case management systems** for interventions directed by health authorities.


App Permissions screen — Employee downloads the app, consents to data sharing, and builds a profile

Tracks employee vicinity and phones in the employees' proximity network

If the individual tests positive, notifications are made to users in proximity as well as public health case management system

Employee Opt-in

Employees **choose** – whether to download the app, enable location tracking, send notifications and share data.

Employer Enabled

Employers have **flexibility** – for their employees to use the app, enable tracking, send notifications and share data.
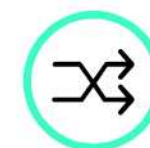
Interoperable

Proximity Tracker **exchanges data with similar apps** that have similar tracking functionality.

Integration with Case Mgt Tools

With permission, data from the app **is sent to Gov Connect CRM platform or other benefit and public health case management system** for tracing use.

Automatic Notification

Enables individuals **within the employee's proximity network** to be automatically notified if user tests positive.

CRM Case Management

Enables state, local and public health organizations to collect information on tracking, and conduct follow-up; also allows users to report and receive follow-up guidance. The CRM system can be provided in Salesforce or can leverage existing Benefit Management or Public Health case management systems.

Enterprise Case Management

Provides one access point for customers to manage all their cases across outreach cohorts, leading to a more **streamlined user experience**

Deliver with a proven accelerator

Enables **faster system implementation** and greater **agility** to meet new requirements as programs and policies change
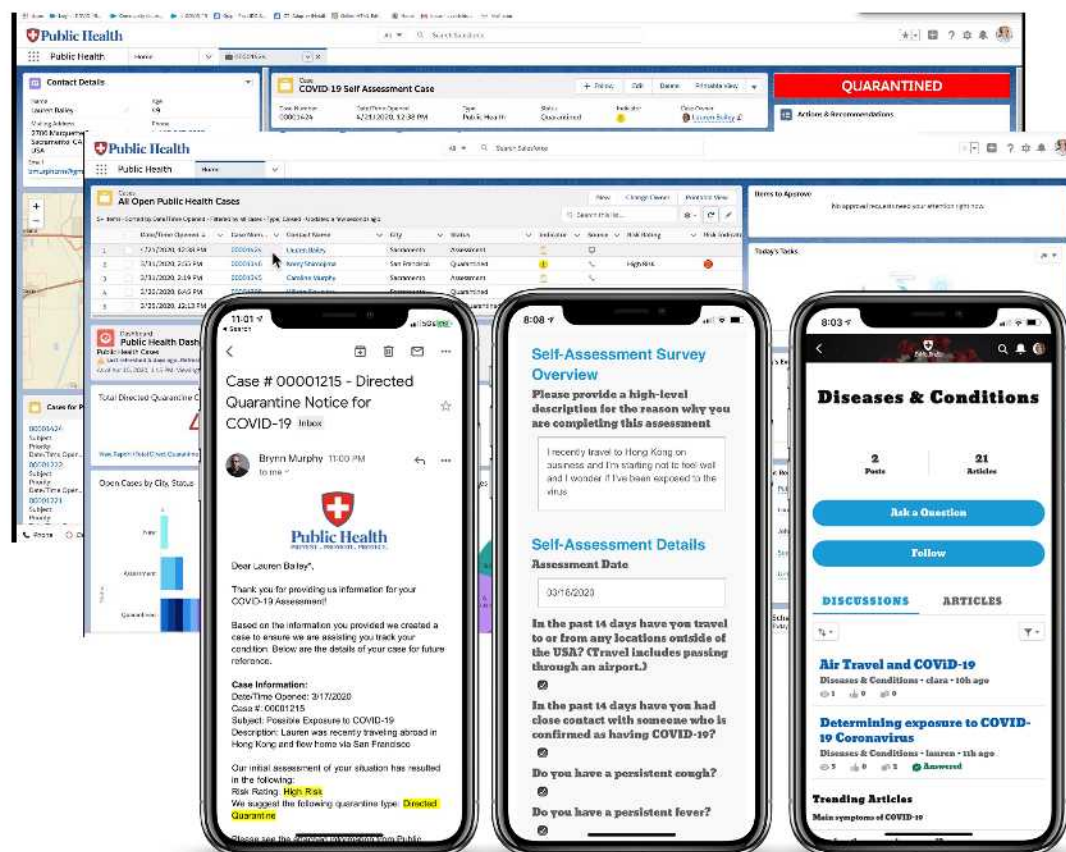
Easy and Flexible solution

Based on Human-Centered Design principles; focused on ease of use with flexible configurable artifacts. Works with Salesforce platform or any state-specific benefit or public health systems
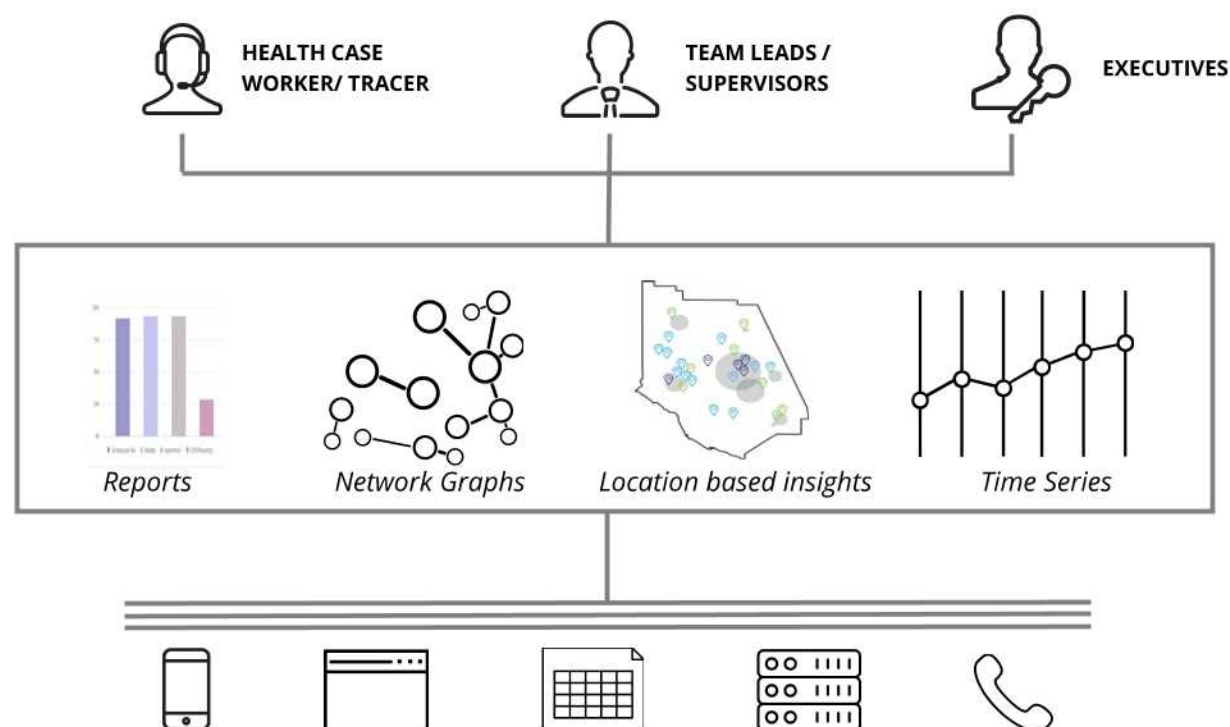
Connected Ecosystem w/ APIs

Increases **efficiency of integrations** with program providers using open APIs

Advanced Analytics & Network Analysis

Advanced analytics pair proximity tracing and case management data with external data sources to **provide deeper insights** into where COVID-19 is spreading, where vulnerable **populations are located**, and how to **deploy health resources** to drive greater impact. When paired with network analysis, users can better understand infection chains and **prioritize case-based follow-ups**.

HEALTH CASE WORKER/ TRACER

TEAM LEADS / SUPERVISORS

EXECUTIVES

Reports

Network Graphs

Location based insights

Time Series

Visualize Cases and Contacts

Visualize **trends** and **geographical hotspots** based on the latest proximity tracking & case management data.

Accelerate Triage & Tracing

Leverage **network analysis** to track infection chains, identify localized hotspots, and **prioritize follow-ups**.

Identify Vulnerable Populations

Overlay **predictive risk scoring** from our **external data sources** to focus attention on vulnerable populations.

Better Deploy Resources

Align resources based on current opening status across jurisdictions and engage in **scenario planning.**

Increase Service to Citizens

Enable **residents in need** of social or economic support to **access assistance programs and find resources.**

Public Sentiment & Trust Campaign

Offers ability to build public trust in a state's efforts, understand customer experience and analyze sentiments toward the state's COVID-19 contact tracing efforts.

Social Media Sensing

Communications to citizens

Campaign Design
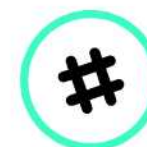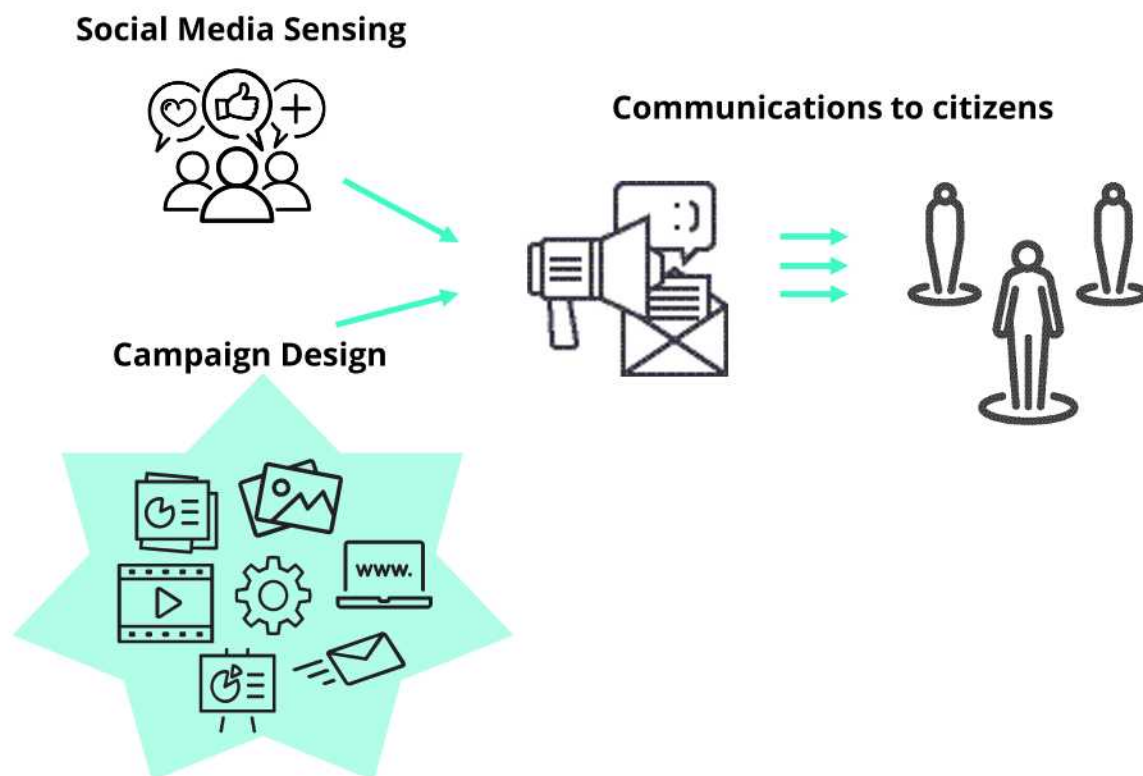
Social Media Sensing & Dashboards

Sentiment tracking and sensing across top channels such as Twitter, Instagram, and many other sites, and identifying key trends across the populous

Marketing & Communications

Leverage of marketing tools and automation to drive multichannel communications, updates and alerts

Creative, Branding & Development

Immediate campaign creative & branding expertise for use in campaign execution

Campaign Execution

Driving messaging, crisis information alerts, and nudge across multiple channels. Execution of 2+ campaigns per month to target audiences across Text, Web, Email and other channels

Contact Center

Virtual contact center can be established in 48 hours to support contact tracing staff and efforts. Includes both conversion of existing call centers to 'virtual environments' as well as real-time integration with case management, APIs and back-end infrastructure.

48 hours

API
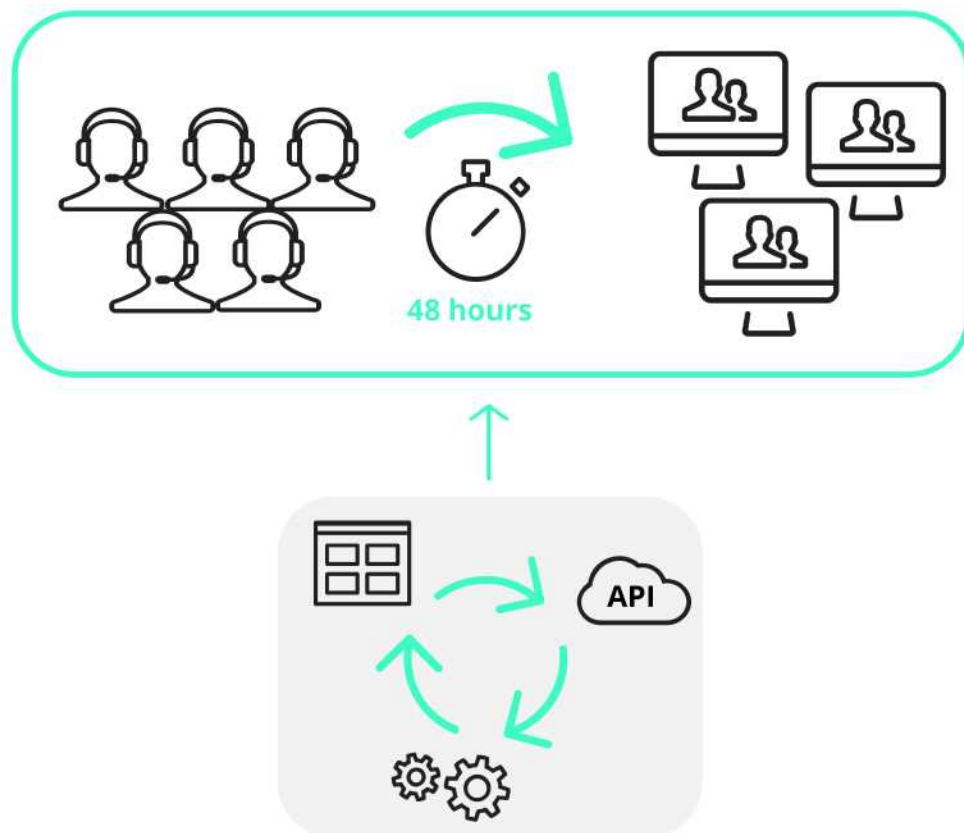
Supports Rapid Deployment

Can be **installed** to support wide range of staff and contact volume, with a proven call center infrastructure

Increase Call Automation

Conserves valuable human resources by **providing virtual agents**, offering self-service and automation.

Integration with CRM

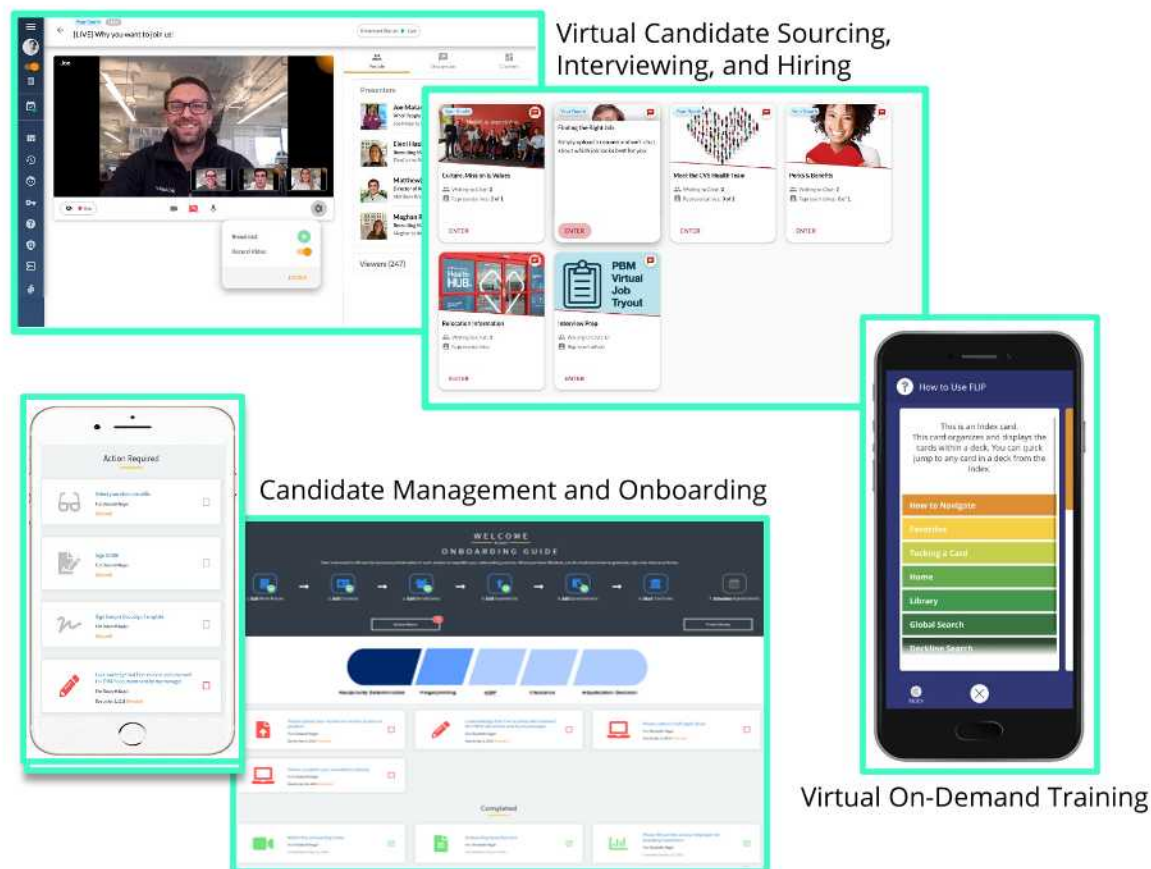Active integration with CRM systems to **increase automation** to serve key populations.

Workforce Optimization

Supports operational excellence with tools to manage volume, outbound campaigns and virtual hold.

Hiring Surge

Supports acquisition of specialized talent supported by virtual onboarding and training to power Deloitte's COVID-19 contact tracing solution.

Virtual Candidate Sourcing, Interviewing, and Hiring

Candidate Management and Onboarding

Virtual On-Demand Training

Utilize Local Talent

Multi-channel sourcing strategy to utilize unemployed or underemployed populations to optimize qualified talent

Rapid Hiring and Deployment

Ability to rapidly source, recruit, and hire to fill open positions with qualified and trained individuals

Innovative Virtual Onboarding

Virtual onboarding and training solutions to expedite form completion and processing, as well as self-paced and instructor led trainings

Extensive Partnership Network

Partner with local companies, organizations, and universities to leverage existing infrastructure and resources to meet state needs

Reporting and Analytics

Tracking applicants through the recruitment lifecycle and assessment of contact tracer performance using data analysis, visualizations, performance metrics, and predictive analytics