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.

**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.

- **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.

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

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

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

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

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

**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.

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 GovConnect 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.

- **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 & 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.

**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.

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