Public Health Agencies Solve Omnichannel Illness Monitoring for COVID-19 Using MicroAutomation's OmniMonitor™.

Background

The nation's leading public health agencies are tasked with saving lives and protecting people from health threats. To accomplish their missions, public health agencies conduct critical science and as a result, provides health information that protects the U.S. against expensive and dangerous health threats. It is also their mission to respond on behalf of public health when these situations arise.

The mission of the public health agencies in the US is to protect America from health, safety, and security threats whether diseases start at home or abroad, are chronic or acute, curable or preventable, human error or a deliberate attack.

Challenge

With the exponential spread of COVID-19 rapidly infecting the US population, a leading public health agency was challenged with tracking and monitoring the spread of the disease in the US. Contact Tracing is an important tool used by public health officials to anticipate and prevent the spread of COVID-19. When new cases of COVID-19 are identified, disease investigators work quickly to make sure the case is isolated and then identify and quarantine close contacts, monitoring those contacts for symptoms of the disease for at least 14 days or sometimes ongoing if they are continuously exposed in their work.

Manual methods of monitoring individuals are inefficient and expensive. Collecting data about the spread of the disease is cumbersome and takes focus away from other priorities. All

public health agencies needed an application that allows for texting capability to a defined population for ongoing monitoring, both nationally and internationally.

It was anticipated that omnichannel (text, voice, email or social media messaging) illness monitoring could provide a quick and effortless way to engage and monitor both employees and citizens during a disease outbreak. Participants in the program would need to be contacted daily to determine if they are symptomatic or asymptomatic. For those exhibiting symptoms, notifications would need to be automatically generated to alert the specific federal, state, or local health department concerned and roll up the results to the city, county, territorial, state or national level, as needed.
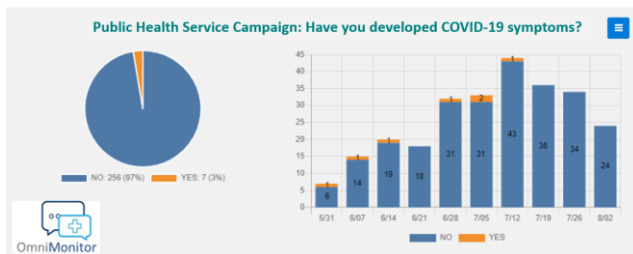
Solution

MicroAutomation was engaged through Vigilant Watch Integration, Inc., the Prime Contractor and long standing federal/Public Health Partner that is a Small Service-Disabled Veteran-Owned Small Business (SDVOSB), as well as an acknowledged thought leader and expert dedicated to serving non-profits, government, and corporations. MicroAutomation was selected, based on its rapid responsiveness to the immediate health crisis and deep experience with large-scale delivery of voice, email, and text omnichannel solutions through off-the-shelf software and proven performance with large national organizations. The agency required a complex customization of the existing Software as a Service (SaaS) platform as a separate instance and database with tight security parameters to provide automated health monitoring solution through a very high capacity text platform that could accommodate up to 20M messages/month. The solution needed to support the tracking and monitoring of the COVID-19 outbreak, as well as future pandemics.

MicroAutomation was able to seamlessly configure and swiftly enable its standard OmniMonitor Software as a Service (SaaS) offering to meet the requirements. The OmniMonitor product, part of the robust OmniEngage product suite, is

designed as an automated participant engagement solution for private and public enterprises that wish to do their own monitoring. OmniMonitor supports ongoing, proactive engagement and data capture using voice, text, email and social media for multi-agency campaigns.

OmniMonitor increases performance rates by capturing closed (yes/no, etc.) and open-ended (tell us what other symptoms you are experiencing…) responses, as well as scaled ratings, all validated within expected ranges or choices. It includes:

- Both campaign-based as well as participant-specific queries
- Dynamic response-based interaction flows
- Participant-centric design with support for both interactive text (SMS) and voice (phone) engagement
- Contact based on recipient's location/time zone including international locations
- Multi-language support
- Automated reminders for non-response
- Alerts and escalations for symptoms and/or non-reporting.
- Simple to manage for administrators, easy to use for participants
- Personalization capability for interactions with participants and creating effortless customer experiences (CX)
- Reporting and dashboards to quickly analyze and report results, which enables organizations to take action as quickly as needed to protect lives and minimize the virus's impact
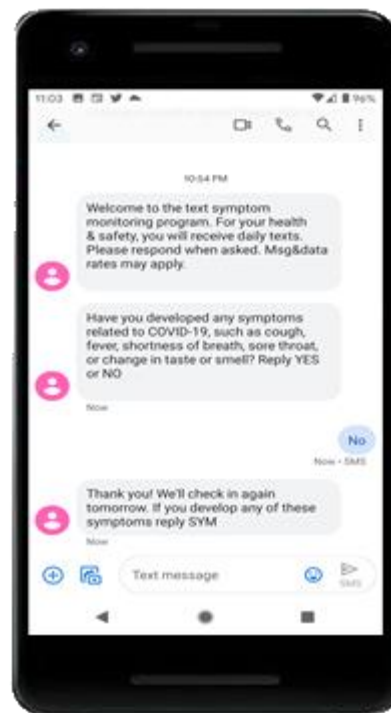-

MicroAutomation's OmniMonitor product was easily able to be scaled to support national health agency usage, as well as other federal, state, and local city/county agencies. OmniMonitor's hierarchical design enabled this leading public health organization to support multi-level agencies (such as state and local health departments) where data collected by

individual agencies can be rolled up to provide aggregated summaries of collected data across wider jurisdictions.

The effortless experience for administrators who are required to set up the campaigns, collect the data and provide reporting has enabled fast, easy, and cost-effective illness monitoring. The simple, no-training required, touchless response and highly-usable management dashboard, as well as the simple text-based two-way text dialog of the participant interface, allows for higher completion rates and more conclusive and immediate results. This enables the public health agencies at the local, state, and national levels to monitor illness and outbreaks in real time.

In addition, the automated proactive nature of the application drives high response rates, allowing administrators to focus on the individuals who need attention, rather than chasing down data through more manual processes. The powerful collection, timestamping and reporting functions allow for easy-to-produce contact tracing, both proactively, and retrospectively.
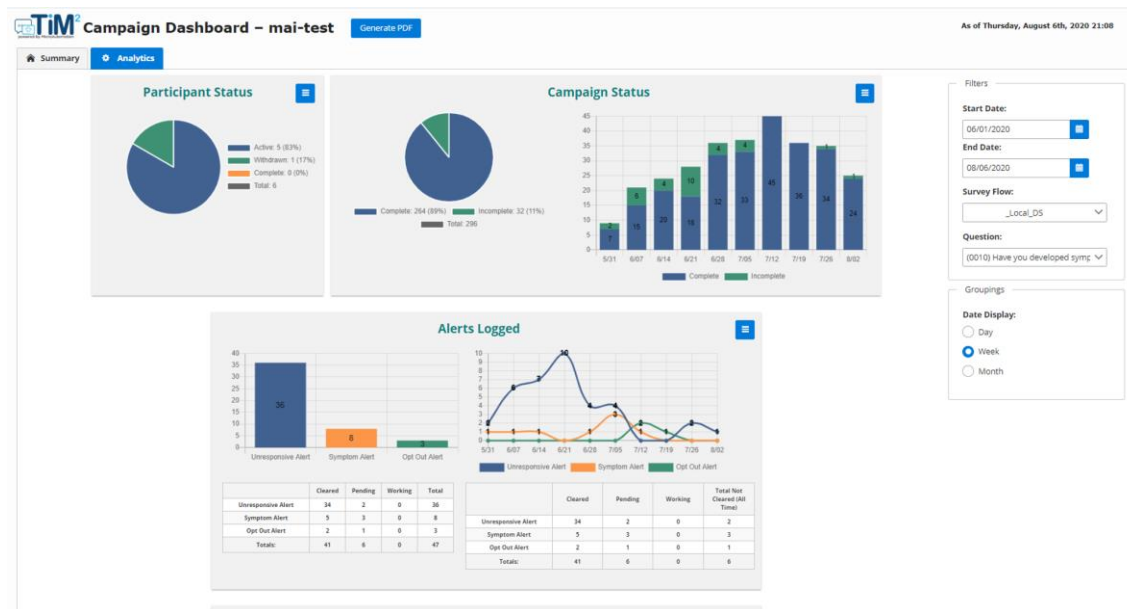

Results

A high performance touchless public health monitoring system enabled through automation efficiency, and an effortless user experience.

A leading public health agency currently uses the OmniMonitor platform to monitor both their own internal employees for infections during outbreaks of diseases, as well as offers the platform for other federal, state and local agency usage as those public health agencies see fit to use this highly cost efficient platform. Public health agency employees are automatically monitored daily for symptoms for the 14-day COVID-19 incubation period, or ongoing. The public health agency also utilizes OmniMonitoring to easily track and monitor employee health as they are deployed around the country or world, as well as when they return from that duty. Alerts are automatically generated for those participants that exhibit symptoms.

Cost savings are projected at a 95% reduction of the incremental cost of a text vs. the minimum cost of a human agent to make the same call and collect the data.

The ability to increase or decrease detailed monitoring based upon quarantine periods, geographies, and outbreaks makes the system effortless to use and administer for campaign directors. The initial solution was so successful for internal use that the solution was almost immediately made available to other federal, state, and local agencies, to monitor not only employees, but also citizens who may have been exposed. Currently, the solution is in use by over a hundred state, local, and other federal government, agencies. Alerts for participants indicating symptoms, not responding, or opting out of the monitoring program are immediately sent via e-mail to designated health officials. Campaign statistics are available in a dashboard which supports an interactive capability where filters and date ranges can be applied to analyze, aggregate, or drill down the collected data, as necessary. Results may be produced in report form and automatically distributed via e-mail to authorized personnel at pre-determined times.

About MicroAutomation

MicroAutomation is the expert in automation efficiency with a promise to reduce operational costs while increasing effortless experiences. The team of expert advisors and automation software engineers at MicroAutomation provide a broad range of professional services and products. MicroAutomation solutions are based on creating an effortless user experience through Speech-enabled Interactive Voice Response (IVR), text monitoring, improving live agent efficiency utilizing Computer Telephony Integration (CTI), and providing analytics tools to report, manage and refine each solution to maximize the overall performance of your contact center needs.

MicroAutomation also offers contact center products and professional services including:

- The Award Winning OmniEngage™ Product Suite
- Complete solution design
- Tested and proven user experience protocols
- Configurable and custom application development
- Turnkey implementation
- Comprehensive customer support
- Customized training solutions to enable team success
- GSA Advantage IT Schedule: GS-35F-0419L

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