



STATE OF MASSACHUSETTS

VIDEO TRANSCRIPT

00:07
[Music]
00:29
on march 1
00:30
2020 the first positive case of COVID-19
00:33
was reported in the state of
00:34
massachusetts
00:36
by mid-march governor charlie baker had
00:38
declared a state of emergency
00:40
and quickly put in place a strategy and
00:42
a plan to fight back
00:45
part of the plan was to establish a
00:46
network to alert and monitor citizens
00:48
who had been exposed to the virus
00:51
the process called contact tracing not
00:54
only helped in flattening the curve of
00:55
the infection rate
00:56
but also reduce the spread the
00:59
massachusetts covid-19 community tracing
01:01
collaborative or ctc
01:04
partnered with accenture to create a
01:05
virtual contact tracing platform to
01:08
tackle the outspread
01:09
in just 12 days the solution was up and
01:12
running
01:13
with time being of the essence accenture
01:15
mobilized an integrated solution with
01:17
multiple aws services
01:19
especially amazon connect to enable
01:22
rapid development of the contact center
01:24
solution
01:24
with the ability to manage contact
01:26
tracing cases in salesforce crm
01:29
aws offers strong security and hipaa
01:32
compliance services
01:33
which further help the cause a contact
01:36
who is tested positive for the virus
01:38
receives a text to expect a call from
01:40
the ctc
01:41
following that a contact tracer places a
01:43
call directly to that individual
01:46
throughout this truly omni-channel



01:47
journey a person can get in touch with
01:49
the ctc when necessary
01:52
as the weeks went by the ctc
01:54
continuously sought to enhance the
01:56
experience
01:57
by introducing new features accenture
02:00
and aws's global teams
02:02
worked 24 7 to deliver 19 additional
02:05
releases
02:06
over about a four-month period and
02:08
enabled a truly
02:09
human-centric contact tracing platform
02:12
in july 2020
02:13
the state again turned to the ctc to
02:16
issue sms alerts about quarantine
02:18
policies
02:19
to individuals traveling to
02:20
massachusetts from out of state
02:22
accenture and aws quickly scaled the aws
02:26
powered solution
02:27
and the product was ready to launch in
02:29
just five days
02:31
the contact center has been
02:32
extraordinarily successful
02:34
with a technology solution that resulted
02:36

in a more than 80 percent contact
02:38
success rate
02:39
more than 1.4 million texts have been
02:41
sent and over 510
02:43
000 calls made along with other public
02:46
health measures
02:47
the contact tracing initiative has been
02:49
a vital part of flattening massachusetts
02:51
COVID-19 curve
02:53
this thoughtful collaborative and
02:55
people-focused approach to engaging the
02:57
community
02:58
and sharing lessons learned is exactly
03:00
what's needed to reduce
03:01
spread and save lives

Copyright © 2020 Accenture
All rights reserved.

Accenture and its logo
are registered trademarks
of Accenture.