



# COVID-19 Contact Tracing Command Center Services



Coordinated, rapid response to help contain the spread

“Contact tracing, a core disease control measure employed by local and state health department personnel for decades, is a key strategy for preventing further spread of COVID-19. Immediate action is needed. Communities must scale up and train a large workforce and work collaboratively across public and private agencies to stop the transmission of COVID-19”

– Centers for Disease Control & Prevention

## Ever-changing conditions in communities require coordinated leadership at the county and state level.

Based on analytic insights tracking current community spread, Optum can rapidly deploy and scale a COVID-19 Command Center to manage operations of the contact tracing efforts in your state. We can help you connect, coordinate and manage the tracing efforts emerging in your state, including those of counties, schools, universities, associations and other groups. A centralized approach improves the effectiveness of tracing relationships, contacting exposed individuals and identifying hotspots. We provide workforce management backed by targeted response analytics and reporting. Optional staffing and training are available if needed. We can provide all services or augment and coordinate existing efforts for a centralized response.



**Workforce management**



**Targeted response analytics and reporting**



**Staffing and training option**

**20**

years of experience with large-scale call centers and remote work programs

### Optum brings 20 years of experience for large-scale contact call centers and remote work programs.

- During the COVID-19 pandemic, we averaged 480,000+ calls per day
- Achieved a peak of 65 calls per second
- More than 200 commercial and government clients
- 31,000 agents globally, trained with an approach that emphasizes empathy and cultural sensitivity

Contact tracing plays an essential role in combating the COVID-19 virus.

Contact tracing involves the identification, monitoring and support of individuals who have come into contact with someone infected by a virus. Successful contact tracing efforts are crucial in preventing further spread of COVID-19 and decreasing the overall impact of the pandemic.

**Our Command Center services allow for the rapid deployment of day-to-day workforce management to network all the contact tracing efforts in your state:**



**Workforce management**

Optum workforce management experts lead the Command Center operations, complete with planning, scheduling, forecasting and managing teams to maximize operational efficiency. Our experts use intra-day data and analytics to make real-time adjustments to support command center coverage and staffing to respond quickly to surges as COVID-19 moves throughout communities.

We provide end-to-end services to fully manage a remote workforce, including hiring, onboarding, training, offboarding and day-to-day management.

Our centralized workflow management is fully automated and highly efficient. This allows us to scale quickly without stoppages or interruption to operations.

All operational management and processes can integrate with existing state agency contact tracing technologies and tools. If needed, Optum can augment the technologies with state-of-the-art capabilities, including customer relationship management (CRM) and call technologies.



**Targeted response analytics and reporting**

Optum analytics and dashboards focus on hotspot areas of concern and near-term trends. Optum Command Center management experts:

- Collaborate and develop actions from identified issues
- Conduct targeted root-cause analyses
- Troubleshoot to continuously optimize staffing performance

The integrated dashboard allows for ongoing sharing of performance to support county and state leadership needs and reporting. Users can quickly access workforce staffing statistics, workflow status, operational activities and training activities.

Supported by automated workflow activities, the dashboards enable tracers to be quickly redeployed to address targeted issues such as quarantine management or long-term care facility monitoring.



The Optum Command Center workforce management dashboard enables tracers to be quickly redeployed to respond to surges without interruption.





+

**OPTION**

### Optional staffing and training where needed

If needed, Optum can supplement staffing efforts with our existing workforce of 31,000 contact-center employees or hire new local employees. We are highly skilled at rapidly scaling the configuration of your workforce, depending on state and local current efforts, relationships and goals.

To encourage participation of the public, we provide empathetic and culturally sensitive training that is compliant with applicable privacy, security and HIPPA protocols. In response to the evolving

situation in the community, the curriculum is continuously updated, and procedures and call scripts are modified.

Call quality monitoring is vital to the success of contact tracing. Tracers must be able to quickly build rapport and trust and be culturally sensitive to the needs of those they call. We have tools to allow for monitoring the quality of the calls to quickly shift and refine activities, scripts and targeted localities to deliver a successful tracing program for our clients.

### Optum Command Center relieves state leaders of the minutiae of workforce management so they can continue to focus on the big picture.

- ✓ Connect and manage all contact tracing efforts in your state for a comprehensive response.
- ✓ Gain access to comprehensive analytics for leaders to quickly understand the ever-shifting response.
- ✓ Quickly scale staff up and down as community and state conditions change.
- ✓ Outsource the management of the workforce to an experienced partner who excels at emergency health system response.

Contact tracing is crucial .....  
to preventing the further  
spread of COVID-19.



Optum is participating broadly .....  
in the national response.

### Our commitment

At Optum, we focus on health equity, with targeted initiatives to reduce health care disparities and address social determinants of health. Our staff members reflect the diversity of the populations we serve. Our scale allows us to mobilize quickly and bind the entire health system together to serve with compassion and address the holistic needs of individuals and frontline workers. In addition to providing COVID-19 Contact Tracing Command Center Services, Optum is participating broadly in the national response. Here are a few examples.

..... **100,000** clinical team members caring for patients across our more than 1,500 facilities

- Launching the National Partnerships to Support Frontline Health Care Workers with a \$5 million donation from UnitedHealth Group
- Providing free online wellness programs to give older adults exercise, nutrition, brain health and other resources to stay mentally and physically healthy during the pandemic
- Helping HHS distribute an initial \$30 billion in emergency funding to health care providers seeking assistance under the CARES Act
- Assisting multiple states with COVID-19 testing by working closely with local officials on testing site locations and prioritizing communities in greatest need
- Expanding telepsychiatry to 14 community mental health clinics to remotely treat patients
- Helping people stay connected with needed behavioral health support during COVID-19 by providing free access to the Sanvello mobile app

To learn more about how Optum can help your state and local communities address the COVID-19 pandemic, contact us at 1-800-765-6092 or [innovate@optum.com](mailto:innovate@optum.com).



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