



# COVID-19 Emergency Response Management (ERM) Partnership with Salesforce

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Governments around the world are being called upon to provide a comprehensive, timely, and effective response to the COVID-19 outbreak. This response requires a wide-range of interdisciplinary and intergovernmental actions including communications, coordination, reporting, tracking, and treatment. The Salesforce platform provides the necessary capabilities to complement and enable rapid government response and effectiveness at scale.

## Benefits Overview

In crisis situations, time is of the essence. Salesforce delivers a cloud based Software as a Service (SaaS) and Platform as a Service (PaaS) that can be provisioned within minutes and configured for mission readiness within days.

Salesforce is a multi-tenant, cloud-based web application. No additional software or infrastructure is required. Salesforce hosts the entire solution, thus freeing up your organization to manage its mission. Additionally, Salesforce is browser agnostic and supports all major browsers. No installations on users' laptops or desktops are required and thus the solution is accessible from anywhere an internet connection and supported browser are available, including mobile devices.

Salesforce applications can automatically scale from one to millions of users. Processing more than 5 billion transactions each day, Salesforce is used for large-scale deployments. Any application that runs on the Salesforce Platform is automatically architected to seamlessly scale from 1 user to millions of users without you having to do anything differently.

Salesforce is designed for ease of use, rapid deployment and can be adapted to meet the ever changing demands of a crisis response environment.

Preliminary response capabilities can be configured and deployed within days allowing governments to deliver a timely, coordinated, informed response to the COVID-19 crisis.

## Why Salesforce for Emergency Response Management

Drawing on our experience working with a range of government departments at the federal, state and local levels we anticipate the absence of a single overarching system will frustrate and often undermine a government's emergency response efforts. Salesforce provides a single enterprise platform that delivers multiple services and enables your organization to rapidly configure solutions specifically tailored to your emergency response efforts.

Salesforce can assist in one or more key areas including:

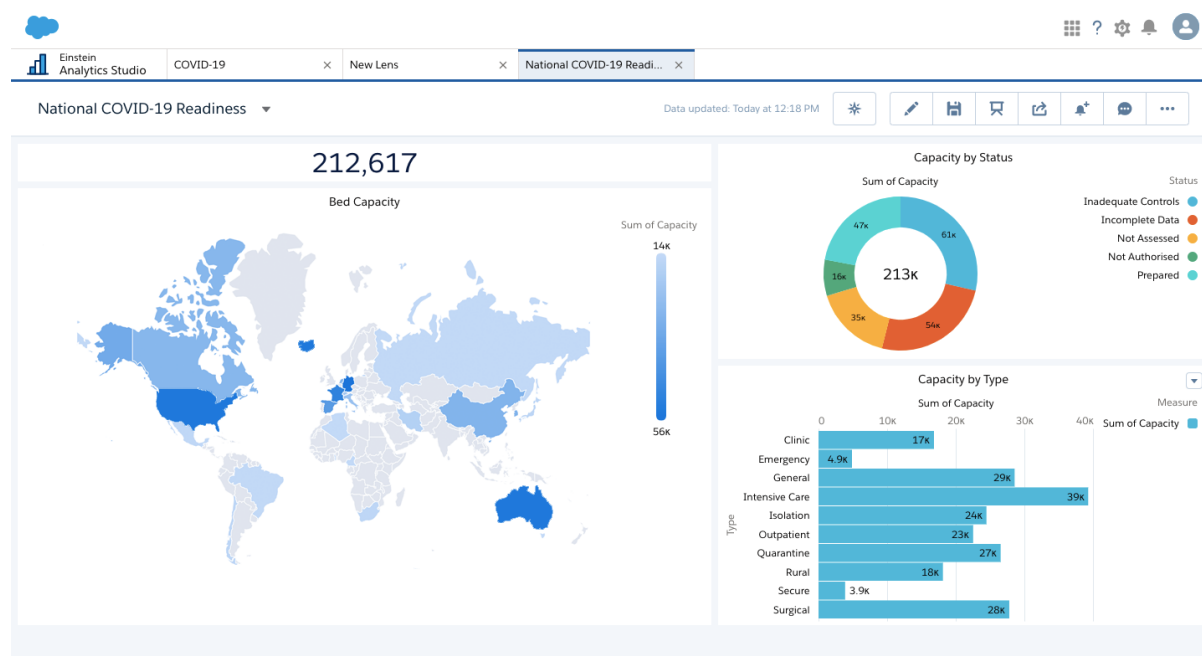
1. Readiness Management
2. Communications Management
3. Quarantine Management
4. Response Management
5. Health and Recovery Management

## 1. Readiness Management

The Salesforce platform can facilitate coordination across public, private, and military health facilities, regardless of jurisdiction. Each facility can complete and update their capacity and status via a simple online portal providing up-to-date, transparent and accurate details. The same portal will allow for intra-facility communications, requests, and inquiries related to capacity, policies, and procedures. Complete situational awareness of facilities and personnel readiness would be documented, shared, and updated in a single platform, providing accurate, timely information for all. Readiness attributes that could be tracked and shared include:

- Facility details including capacity, type, specializations, and equipment
- Personnel details such as numbers, qualifications, locations, and readiness rating
- Real-time capacity, supply, and personnel levels
- Policies and procedures
- Analytic views of capacity, capabilities, and readiness at the Local, National, and Global level

Below is an interactive dashboard showing capacity and readiness:

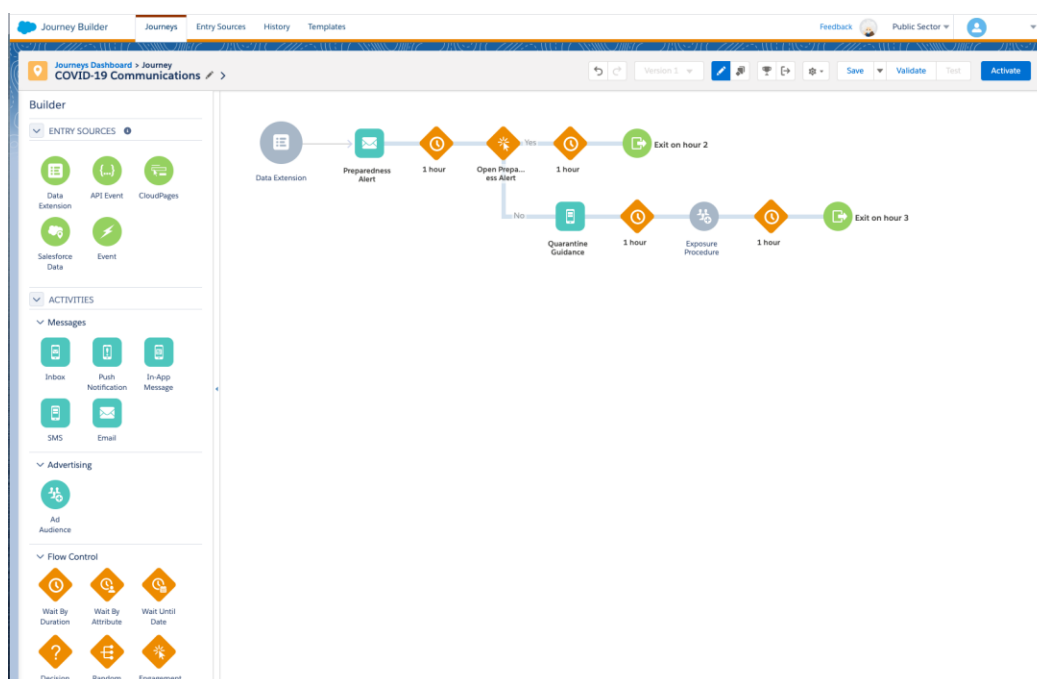


The advantages of this single readiness platform include:

- Information provided timely allows for the delivery of efficient services at the right place and the right time to support the ERM
- An online and mobile capability to collect information from the facilities, personnel, and the public
- Quick, easy and coordinated dissemination of information from federal, state and local jurisdictions
- Sophisticated visualization that will support the existing command center operations to surface insights and make decisions quickly

## 2. Communications Management

Effective communications and media engagement strategies will be required to ensure that key messages are conveyed to the public, whether it relates to potential exposure, or appropriate measures to take regarding preparedness. As displayed in the below screenshot, Salesforce offers a complete communications platform that can be used to provide mass and personalized communications via multiple channels including email, SMS, and social.



Salesforce will support the emergency response through:

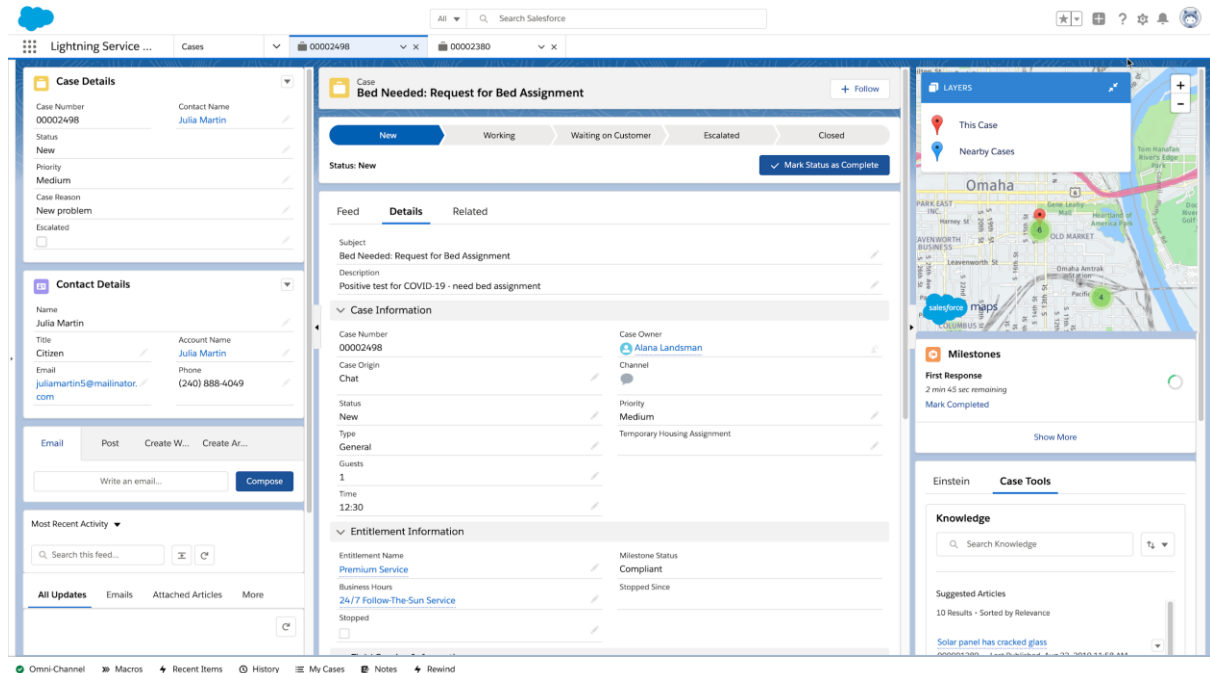
- **Social Media Management** provides information to support best practice health care to empower the community and responders to manage their own risk of exposure; and communicate to engage, empower and build confidence in the community.
- **Public Awareness** communication provides an opportunity to both address any public concern and to engage the public in strategies to manage the impact of the outbreak. This allows the public to participate in managing the outbreak by taking steps to reduce the risk to themselves and their families.
- **Geospatial and social insights** to identify hotbeds of conversation offering segmentation by age and gender if required. Social listening for keywords associated with COVID-19. Government organizations can analyze real time data to help assess further outbreak risks, inform rapid decision making, responder positioning, trend analysis, and sentiment analysis.
- **Send mass communication** across social media channels to inform, reassure and educate. This will deliver to the key principles of communication within the ERM including:
  - Provide two way communication
  - Regular, timely provision of tailored and personalized information
  - Timely response to queries
  - Use of social media
  - Use of a wide range of communication methods to reach a broad audience
- **Flag social posts for follow up or case creation** with a healthcare professional within a defined time frame (SLA) which can be audited. Providing the public with information about the nature of the outbreak will empower individuals to take steps to reduce the risk to themselves and their families.
- **Automated communications** to citizens on what to expect and how to self-quarantine if they are identified as 'at risk' within the targeted action stage. These engaging communications will empower and build confidence in the community; while providing a coordinated and consistent approach.

A single communication platform would include the following advantages:

- Consistent, approved communications via multiple channels
- Measurable metrics and response rates
- Personalized and segmented communications directed to key individuals and audiences
- Communications and messages connected to cases

### 3. Quarantine Management

Putting at risk and infected individuals in quarantine has proven to be a key step in preventing the spread of COVID-19. The dynamic, high-stress nature of quarantine management brings unique challenges for governments and health professionals. The Salesforce platform can support the wide range of operational services and capabilities required for quarantine management. The below dashboard is an example of how Salesforce can provide a 360 degree view for your quarantine management that includes geo-spatial information, case management details, timelines, contacts, and milestones.



Using Salesforce as your single platform for quarantine management, your organization will have capabilities that include:

- Self-report and quarantine via online and mobile portals
- Manage and track all details related to quarantined individuals including personal information, location, status, engagement history, questionnaires, updates, treatment plan, etc.
- Track all staff details, such as personal information, location, qualifications, hours worked, and contact history; and manage accordingly
- Manage all aspects of facilities including capacity, work orders, equipment, room assignments, etc.
- Individual release management and wellness tracking
- Treatment case management, such as actions, followup, approvals, reviews, and referrals,

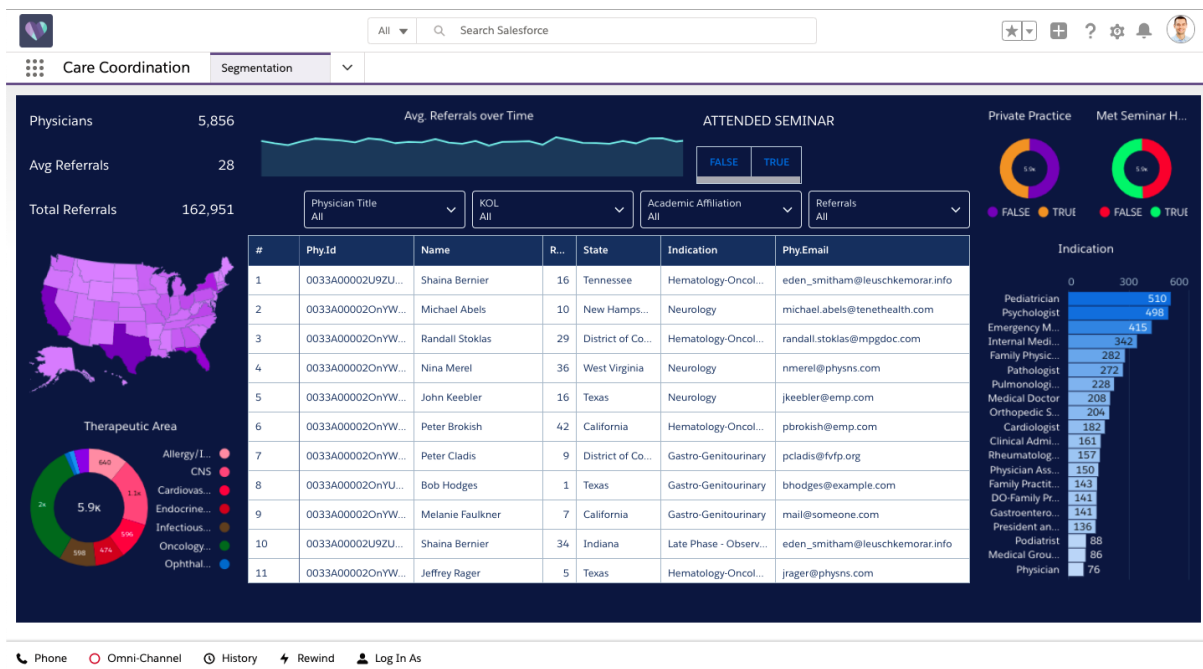
The advantages of this single quarantine management platform include:

- A single-source of truth for suspected, self-reported, and managed individuals
- Reporting on quarantine status, effectiveness, and capacity
- Connect and compare between quarantine centers
- Easy-to-use digital platform for personnel and public
- Ability to develop new applications and capabilities as situation requires

### 4. Response Management

COVID-19 is creating a dramatic increase in inquiries, questions, responses, coordination, and reporting for governments. Call centers, offices, and websites will see increased volumes as the public seeks information and contact with government officials. As they work as a connected network of 'command centers' coordinating both internal and external engagement, government responders need the ability to coordinate resources, personnel, supplies, and transportation. The Salesforce

platform delivers an integrated set of capabilities that optimizes and connects the response efforts of government through a high-velocity call center/case management console, community web portals, chatbots, analytics, and knowledge base. Below is an example of the data and analytics your organization would utilize to make better informed and timely decisions.



The response management capabilities Salesforce will provide include:

- Optimized, high-velocity call center operations including macros, shortcuts, and templates
- Omni-channel routing to automatically match cases to the right agent
- Single view of assets, directives, cases, support history, call volumes, response rates, etc.
- Embedded knowledge management for quick case resolution
- Personalized workflows for accurate escalation and reporting
- Attach digitized documents to cases/individuals for easy tracking and review
- Ability to access cases and details through the mobile app

With a single response management platform, your organization will benefit from advantages that include:

- Call center console integration with existing CTI technology
- Simple, easy-to-learn interface for new agents
- Easily adapt response scripts, routing, and approvals based on real-time situations
- Track and report on all calls and resulting actions
- Quickly create teams to collaborate on difficult cases
- Call center agents can respond to web, social cases, and live-chats in the same console as calls

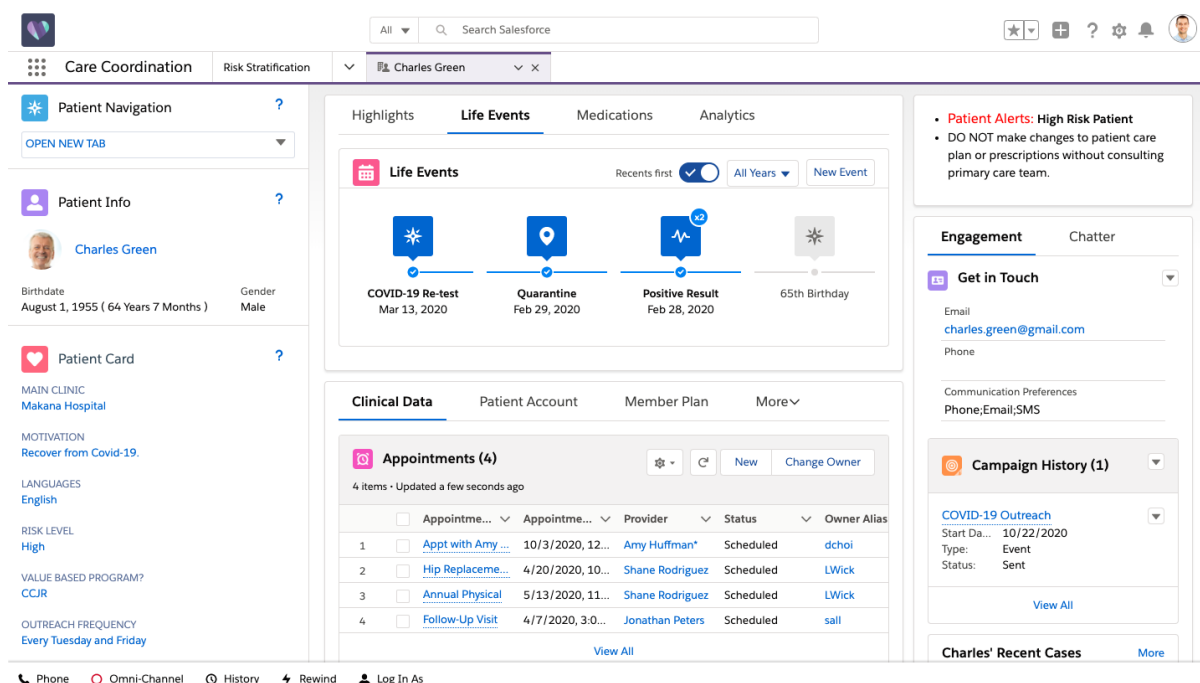
## 5. Health and Recovery Management

Governments will have a wide-range of individuals and patients to monitor both onsite and remotely. Care and oversight will be delivered by a broad coalition of medical professionals. To bring consistency and quality to initial and long-term response and care it will be important for responding government organizations to have a consistent care plan, health and wellness protocols, and tracking mechanism for all patient interactions.

As the below dashboard shows, Salesforce Health Cloud offers governments the ability to manage patient care and interaction including:

- Health Timeline
- Patient Profile

- Care Team Coordination
- New Patient Onboarding
- Intelligent Task Management
- Care Plan Customization
- Advance Patient Segmentation
- Risk Stratification



	Appointment...	Appointment...	Provider	Status	Owner Alias
1	Appt with Amy...	10/3/2020, 12...	Amy Huffman*	Scheduled	dchoi
2	Hip Replaceme...	4/20/2020, 10...	Shane Rodriguez	Scheduled	LWick
3	Annual Physical	5/13/2020, 11...	Shane Rodriguez	Scheduled	LWick
4	Follow-Up Visit	4/7/2020, 3:0...	Jonathan Peters	Scheduled	sall

With a single care plan management platform your organization will have the ability to:

- Conduct patient care on a Health Insurance Portability and Accountability Act (HIPAA) compliant environment
- Coordinate care and response across a variety of team members and locations
- Provide consistent, accurate, and clear steps of care for a variety of patient circumstances
- Templated care plans for fast deployment and easy, system-wide adjustment

## Immediate Next Steps

Salesforce looks forward to assisting you with next steps in your organization's emergency response management. Please contact your Salesforce account executive for more information.

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