

# Health Incident Awareness and Response Solution



**CUSTOMER EXPERIENCE  
CLOUD**

## ORACLE CUSTOMER EXPERIENCE

Utilize secure, cloud based capabilities that can be rapidly deployed and scaled on demand

- Web Customer Service
- Cross Channel Contact Center
- Knowledge Management
- Policy Automation
- Outreach Campaign Management
- Social Relationship Management
- Social Listening

## KEY BENEFITS

- Educate and engage citizens proactively
- Reach citizens through most convenient channels
- Provide the right information at the right time
- Support changing environment quickly
- Deploy systems quickly and scale for demand

Leverage technology to protect citizens by improving awareness, impact assessments, coordination and communication when public health events threaten populations. Improve depth and quality of engagement with citizens, health care providers, community groups and other government agencies.

## A Global--Local Challenge

For better and for worse, we live in a global culture. A mobile populace can be exposed to health threats anywhere and take them everywhere in a matter of hours. The mindset that incidents “aren’t our problem” has been repeatedly disproved. Whether related to communicable diseases, food safety concerns, disasters or other incidents, state and local health departments face an increasing number of risk factors that are more dynamic and require clear, assertive responses.

- **Awareness:** With a static populace, most health incidents could be described by geography. Mobility makes early awareness critical to understanding and addressing an incident to minimize impact. How can an agency currently monitor, gather and interpret information?
- **Policy and Practice:** When inbound calls begin from the public, other government entities or health providers, how quickly can an agency provide clear assessments and guidance that leads to the right outcomes? How will this capability be scaled to serve all the ways citizens will want to contact public health agencies?
- **Communication:** The days of “managing the message” have been replaced by an array of communication channels and network-driven spread. Once an incident becomes public knowledge, public health agencies must not only respond quickly, but align with health objectives. How can an agency prepare for massive increases in call volumes? What happens when misunderstandings and inaccurate information makes its way around social media?

## Vision: Plan, Innovate & Adapt

Managing public health incidents is a daunting task, but technology offers new capabilities to help agencies plan for the future, utilize innovative approaches and adapt to changing circumstances. Oracle offers an integrated set of cloud-based tools to make this vision a reality. Oracle’s Health Incident Awareness and Response Solution, built on Oracle’s Customer Experience (CX) platform, manages interactions, guides effective delivery of information across all channels, monitors social media, and scales for any practical demand.

## Multi-channel customer support for inbound and outbound contacts

- Create rapid outbound campaigns to contact affected individuals and minimize impact



#### ORACLE CX CAPABILITIES

- Multi-Channel Case Management Unified Platform
- Intelligent Queuing & Routing
- Leverage Experts Across the Enterprise
- Social Engagement
- Customer Communications & Feedback
- Analytics, Customer Communications & Feedback
- Leading Telephony Integration
- Unified Agent Desktop
- Guided Knowledge
- Knowledge Analytics
- Dynamic Interviews
- Rule Modeling
- Policy Lifecycle
- Cloud Delivery

#### ORACLE CLOUD PLATFORM

- 62 Million+ Users/Day
- 23 Billion+ Transactions/Day
- Integrated, unified cloud platform
- Security in depth
- Built for government

- Contact campaign tools ensure affirmative contact and assessment of individuals
- Scale on-demand to any volume of calls or agents and allows virtual/field agents
- Accept high volume inbound contacts via all channels (phone, email, chat, social) from both the public, other government entities and clinical providers
- Provide consistent public info for community (Answers & FAQ's) searchable on the internet via any search engine, find consistent answer to patient concerns in knowledge base

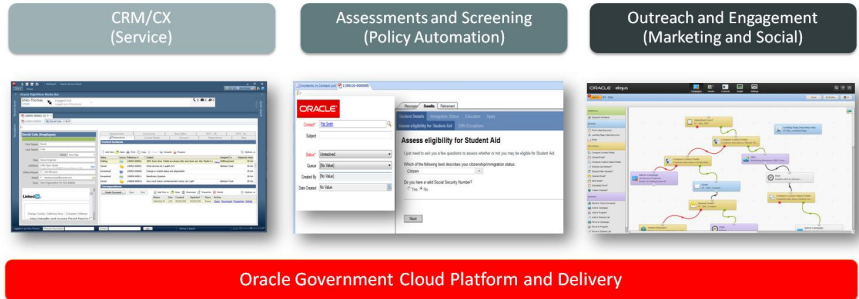


Figure 1. Incident Awareness and Response Solution Components and Platform.

#### Policy Automation for clear, consistent guidance

- Quickly work with public health professionals and the medical community to create simple screening assessments in Word and Excel
- Instantly convert these documents to dynamic web assessments for use by contact center agents and the public, to ensure consistent screening and minimize "false positive" visits to healthcare providers
- Assessments work with both computers or mobile devices, enabling field screening
- See and save explanations of each assessment recommendation and save with the relevant contact record

#### Outbound engagement and social monitoring

- Publish communications to all media channels and engage social media to help disseminate clear, factual information
- Monitor social media conversations to help identify citizen question and misinformation that needs to be corrected
- Conduct segmented outbound email campaigns to share messages tailored for government staff, healthcare providers and the public

### Complete, Effective, Scalable

#### CONTACT US

For more information about Oracle's CX platform and Incident Awareness and Response Solution, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.



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#### Hardware and Software, Engineered to Work Together

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