On March 1, 2020, the first positive case of COVID-19 was reported in the state of Massachusetts. By mid-March, Governor Charlie Baker had declared a state of emergency and quickly put in place a strategy and a plan to fight back. Part of the plan was to establish a network to alert and monitor citizens who had been exposed to the virus, the process called contact tracing. Not only helped in flattening the curve of the infection rate but also reduce the spread. Massachusetts COVID-19 Community Tracing Collaborative or CTC partnered with Accenture to create a virtual contact tracing platform to tackle the outbreak in just 12 days. The solution was up and running with time being of the essence. Accenture mobilized an integrated solution with multiple AWS services, especially Amazon Connect to enable rapid development of the contact center solution with the ability to manage contact tracing cases in Salesforce CRM. AWS offers strong security and HIPAA compliance services, which further help the cause. A contact who is tested positive for the virus receives a text to expect a call from the CTC following that a contact tracer places a call directly to that individual throughout this truly omni-channel.
journey a person can get in touch with the ctc when necessary as the weeks went by the ctc continuously sought to enhance the experience by introducing new features accenture and aws's global teams worked 24/7 to deliver 19 additional releases over about a four-month period and enabled a truly human-centric contact tracing platform in july 2020 the state again turned to the ctc to issue sms alerts about quarantine policies to individuals traveling to massachusetts from out of state accenture and aws quickly scaled the aws powered solution and the product was ready to launch in just five days the contact center has been extraordinarily successful with a technology solution that resulted in a more than 80 percent contact success rate more than 1.4 million texts have been sent and over 510,000 calls made along with other public health measures the contact tracing initiative has been a vital part of flattening massachusetts COVID-19 curve this thoughtful collaborative and people-focused approach to engaging the community and sharing lessons learned is exactly what’s needed to reduce spread and save lives