



RETURN TO WORKPLACE: KEEPING HEALTH & SAFETY AT THE FOREFRONT

VIDEO TRANSCRIPT

Bill Patterson [00:00:06] Yusuf, in our last video about the four phases returning to the workplace and what companies need to do to ensure that the safety of their employees and their customers are managed safely, we talked about this need that the companies have to manage health and safety at the forefront. And so I'm really kind of curious about how organizations today are using new tools like contact tracing to really know who's in the organization. What is the health state of that individual? What is their rate of interactions with others around maybe the spread of COVID-19? And how do we use tools like contact tracing to really sit at the epicenter of their go-forward work experiences? So the big question I think a lot there on a lot of employers minds is how do we do this? Seems like such a monumental task in really is overwhelming. Maybe that's something that we believe that should exist and only the public sector, not necessarily the private sector. You talk a little bit about kind of this evolution you're seeing and maybe I'll do the same. Just after you share your thoughts.

Yusuf Tayob [00:01:14] Yeah, it's it's a really good point, Bill. I mean, you know, this this concept of health and safety and trust. These are these are concepts that we all grasp. But in the private sector, certainly these are not things that were necessarily top of mind. As we all went to work everyday, we just sort of took them for granted. It's like overnight, every company, in

addition to whatever their core competency is, has had to become a health care management company at the same time. And, you know, there's one to having to learn this as we think about returning to the workplace. Certainly contact tracing, I think, has been a very effective solution in the public sector. And, you know, that's what we started working together actually around this and together worked and worked with a number of the states. And I think what we found with contact tracing is a very effective solution, very effective process by which to make material positive impact on the population. In doing the work with the states, I think we're finding a lot of relevance now into the private sector. And so many of the conversations we're having with our joint clients are how do we take what we've learned in the states, being able to collect that data, see who's been affected, and then be able to sort of use that data to make good decisions. And now and now bring that concept of contact tracing into the private sector.

Copyright © 2019 Accenture
All rights reserved.

Accenture, its logo, and High
Performance Delivered are
trademarks of Accenture.



Bill Patterson [00:02:37] And I think that it, probably we owe it to many of our viewers here, probably explain what contact tracing is. I know I didn't know what contact tracing was six, seven months ago. And yet it now is really at the epicenter of a lot of the experiences we've created for the work dot com platform. So let me let me do this. At the center, you know, work contact tracing is really this notion and the ability to manage a relationship. It starts with the individual. It starts with their health state around the individual. And it really manages the relationships that individual might have with, say, their colleagues, their friends, their family members, maybe even their neighbors around kind of have who they've interacted with over the last set, a period of time and for a lot of organizations, that's about 30, 40, five days worth the time. And because that's actually the level of data that organizations need to track about the health state of that individual. In many ways, this is what the power of a CRM system is. It is a relationship management application that really sits in models, these relationships in a digitized format that allows organizations now to understand how those relationships grow over time. What work dot com has added is a little bit more than just the relationship management area. It really starts with this notion of, like you said, health state, wellness state, attestation experiences. We've built a set of of case management applications on top of contact tracing that really model the process of kind of inspection and inquiry and diagnosis and quarantine. Now also onto these experiences, and we also use some incredibly powerful reporting to do associations between an individual maybe and those that may have

come in contact with, especially given an employee employer relationship. Maybe they entered a building and they needed to get they went into a particular area of that building that now may have some risk for an infection, if you will. So the combination of all these factors really sits at the epicenter of the platform of work dot com. And like you said, this is having a major impact for many states around the country, many governments around the world, and now many employees and employers as they think about coming to that reopening safe journey. And this is just the start. We know that again, many organizations prior to this crisis were using pen and paper to track these activities. Now, we've completely digitized that experience for organizations to really help them operate with speed and scale and ultimately true resilience without backbone of cloud technology, that is really powerful, but it can go further. And I know Accenture's innovation arm is also kind of working with us to extend this into the future around some amazing innovations. Can you share some of the work that you're doing with your teams around taking this to the next level?

Yusuf Tayob [00:05:32] Yeah, absolutely. I mean, first one, maybe to add to your contact tracing point. I mean, you know, like you I didn't know what contact tracing meant six months ago either, but it feels like it's become a household term. And you know, more than just the tracing of who you've been in contact with, much of what is in the platform is an ability to sort of then manage all the steps after that to manage the after care, the next steps, the the visits that that sort of thing. And so I share your view that the capabilities that existed in the core CRM

Copyright © 2019 Accenture
All rights reserved.

Accenture, its logo, and High
Performance Delivered are
trademarks of Accenture.



translated serendipitously into something that's been very useful and very valuable for the states. I mean, some of the states that we're working in together, up to 50 percent of the population of those states, the contact tracing activities are happening through the work dot com platform. So it's been it's been really humbling, actually, to, you know, to be a part of that. One of the things we've learned through that as well is that contact tracing is an obviously just about the technology platform. There are humans that sit, you know, behind all of this, right? There are people, there are families that have been affected. And so having the people that use this technology be empathetic listeners, be able to really be a part of helping these individuals sort of solve their problems and move through this process, all the data we capture in securing that data and sort of putting up a wall of trust around that data is critically important. So we've got to keep doing all those things to get contact tracing right. As you say, we then bring it into the private sector and we can extend that platform, and pre-pandemic, we had been making investments in platforms through our innovation capabilities, through Internet of Things practice for industries that inherently have risk in the workplace. Think about mining. Think about chemicals. And so we had something actually called a Digital Worker Platform, something that allows you based on the proximity of individuals and and and how they're interacting with each other, shift management, scheduling, who's coming, who's going equipment, that kind of stuff. It allows you to create in an environment, a workplace that can track and trace all of these things to to secure the workplace. And so if you put contact

tracing capabilities in what's in the work dot com platform, together with what we've got on the Digital Worker Platform, we actually think that you can create a new set of capabilities, a new platform for what we think will be the new normal in the workplace.

Bill Patterson [00:08:04] And I think what you just said right there, Yusuf, was incredibly powerful because it talks about this notion of human centered technologies, about kind of who the individual is, where they've been around, IoT technologies, which is what they've interacted with, and then also kind of proximity tracking, which is where they've interacted. There's this confluence of the three innovations coming together is incredibly powerful to rewin what you and I talked about in the last session together. Trust that this notion of trust. How do we really make sure we know who we've interacted with, where we've interacted, what we've interacted with to make these better decisions so that if an outbreak occurs, that we actually have the higher fidelity information to make decisions with. And I think combined, this is going to increase the confidence that employers and employees and governments and constituents can reopen their journeys with, because now we can make these incredibly connected decisions like never before with higher fidelity. And just you can just in time level off of tracking, because we know that every day matters, especially as this this virus kind of catches fire. But that's all, I think, powerful to talk about this notion of new normal, because there's a lot of responsibility that employers and governments, you know, also now need to operate with now that they have this incredible information at their

Copyright © 2019 Accenture
All rights reserved.

Accenture, its logo, and High
Performance Delivered are
trademarks of Accenture.



fingertips. So as we think about this new normalizing, think about this next normal, I think it's really telling, you know, for us as innovators and leaders to know what's possible. But they also know what we shouldn't be doing with this technology as well.

Yusuf Tayob [00:09:38] Yeah, I think the new normal and next normal are going to be are going to be terms we're going to hear a lot about. And I look forward to talking with you here on our next series about what we think that's going to be like.

Copyright © 2019 Accenture
All rights reserved.

Accenture, its logo, and High
Performance Delivered are
trademarks of Accenture.