

# Reliability in Crisis, Structure in Chaos

## A Partnership for Peace of Mind

Are you prepared to handle a pandemic? To detect, contain, communicate, manage and report during such an emergency, you need the right people, infrastructure and technology.

Yet, according to the recent report by the U.S. House Committee on Homeland Security, America is “not prepared as a nation to fully withstand the impact of a devastating widespread biological event.”\*



Our new partnership with Clinical Solutions can help. A unique offering provides:

- Early detection and containment of an epidemic or pandemic
- An effective way to manage medical resources following an outbreak of disease or other large emergency
- The public with immediate clinical expertise
- A way to collect and analyze vital information, empowering decision makers to help contain the situation and minimize risk.

From software and systems to clinical program management and call center capabilities, we offer a fully managed, end-to-end service. The result: bringing control to chaos for patients, providers, healthcare professionals and administrators.

### Our Partnership Software

Clinical Solutions' IntefleCS™ Health Watch software is designed for early detection and effective management of an epidemic or pandemic outbreak of infectious disease. This Web-based application enables clinicians to quickly determine the potential start of an infectious disease, and then direct patients to take appropriate action.

IntefleCS Health Watch provides access to health resources at the time of an epidemic such as avian influenza outbreaks or Severe Acute Respiratory Syndrome (SARS). It offers:

- Real-time reporting and analysis of symptoms, indicating likely disease outbreak
- Broad, multimedia access to support a coordinated regional, national and international approach via Web, telephone, TV and 3G mobile devices
- Flexible system setup to meet varying needs of stakeholders
- System customization depending on outbreak severity

\* Source: U.S. House Committee on Homeland Security report – Getting Beyond Getting Ready for a Pandemic – Overview, Executive Summary, Page 2.

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## Our Clinical Call Centers

With nearly 30,000 customer service reps (CSRs) and 118 call centers offering support in 20 different languages, we provide an instant pool of operators. They can help assess symptoms, provide information and direct citizens to the most appropriate level of care.

Our clinical call centers already provide patients unparalleled access to registered nurses, licensed pharmacists, pharmacy technicians and customer service agents. Recognized by the Call Center Industry Advisory Council as a "PaceSetter," we operate call centers that answer 30 million calls annually from patients, providers and other stakeholders.

Our partnership delivers:

- Tested and proven software, infrastructure and services
- Decision support software using clinical algorithms
- Access to accurate and real-time information and reporting
- Minimized risk of panic or spread of an infection
- More-effective allocation of antiviral and prophylactics, reducing the need for 100 percent stockpiling

## Our Process

Our partnership gives you the confidence of knowing that all your pandemic preparedness needs can be delivered. To do so, we employ a methodical, five-step process:

**1. Detect.** Using business intelligence tools and call center data, we analyze:

- Presenting abnormal symptoms
- Non-seasonal service use
- Increase in reported symptoms.

Linking this information with data from other health protection agencies, we enable early identification and location of a pandemic – ensuring prompt remedial action.

**2. Contain.** We immediately establish a control and command center to monitor the situation in real time. Within minutes, we can change and update instructions disseminated to patients by websites and thousands of call operators. We can also feed data to other agencies, ensuring a coordinated and effective response.

**3. Communicate.** We work with you to develop a total communications strategy to the general public, the press, service operators, healthcare professionals and decision makers. Consistent communication can:

- Promote confidence that everything that can be done is being done
- Increase patient satisfaction
- Enable those in authority to monitor and manage the situation
- Help minimize the risk of panic and the risks of the spread of an infection.

**4. Manage.** We establish appropriate referral points for patients, and help coordinate services. This ensures resources are used where and when they're needed most. Our offering:

- Reduces overuse of the wrong health facilities
- Improves management of scarce resources
- Provides tools that help with early identification and containment.

**5. Report.** Our multi-channel offering simplifies access, reporting and sharing of information. We help detect outbreaks earlier, for faster containment and treatments.

## Our Partnership in Practice

Our collaborative solution has already helped governments in the U.S. and U.K. prepare for and manage recent emergencies.

During hurricanes Gustav and Ike, we partnered with the U.S. federal government's Emergency Prescription Assistance Program (EPAP) to speed prescription drugs to displaced citizens. We provided claims processing services and ensured that 31,000 prescriptions were filled promptly.

To ensure that the U.K. is fully prepared, Clinical Solutions is helping deliver a multi-channel National Pandemic Flu Line Service. In partnership with Department of Health, NHS Direct and BT, the service:

- Provides Web- and phone-based assessment, direction of care, advice and guidance to the public in the event of an outbreak
- Supports over 7,000 call center agents and 1.5 million Web transactions per day at peak
- Links with the government's system for managing the release of antiviral medicines to the public.

The IntefleCS Health Watch solution was also used as part of Exercise Cumpston '06, Australia's largest-ever health simulation exercise. IntefleCS Health Watch was successfully used to provide a telephone-based system for assessment, referral and management of Tasmanian patients with suspected or confirmed pandemic influenza.



## Our Benefits to You

Put simply, the benefits of our partnership can mean potential cost savings by utilizing appropriate health resources. More importantly, it can mean a reduction in the percentage of population infected, as well as the expected pandemic cycle.

We can identify early indicators of pandemics, and then contain cross-contamination in face-to-face assessment centers, to:

- Reduce the extent of infections and fatalities
- Increase the number of people who can be assessed quickly and conveniently
- Deploy clinical/healthcare staff where needed as resources become scarce.

With access to accurate, real-time information and communications, you can reduce public/employee anxiety. And through effective and efficient management, our solution offers a more effective allocation of antiviral and prophylactics, reducing the need for 100 percent stockpiling.

## About ACS

ACS is part of Xerox's \$22 billion global enterprise with 140,000 employees serving our clients in 160 countries.

You can learn more about us at [www.acs-inc.com](http://www.acs-inc.com).



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