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# Using AI to respond to COVID

Deloitte automated health data to help a US state better manage COVID-19 outreach

# A cloud analytics solution can be applied to all data sets

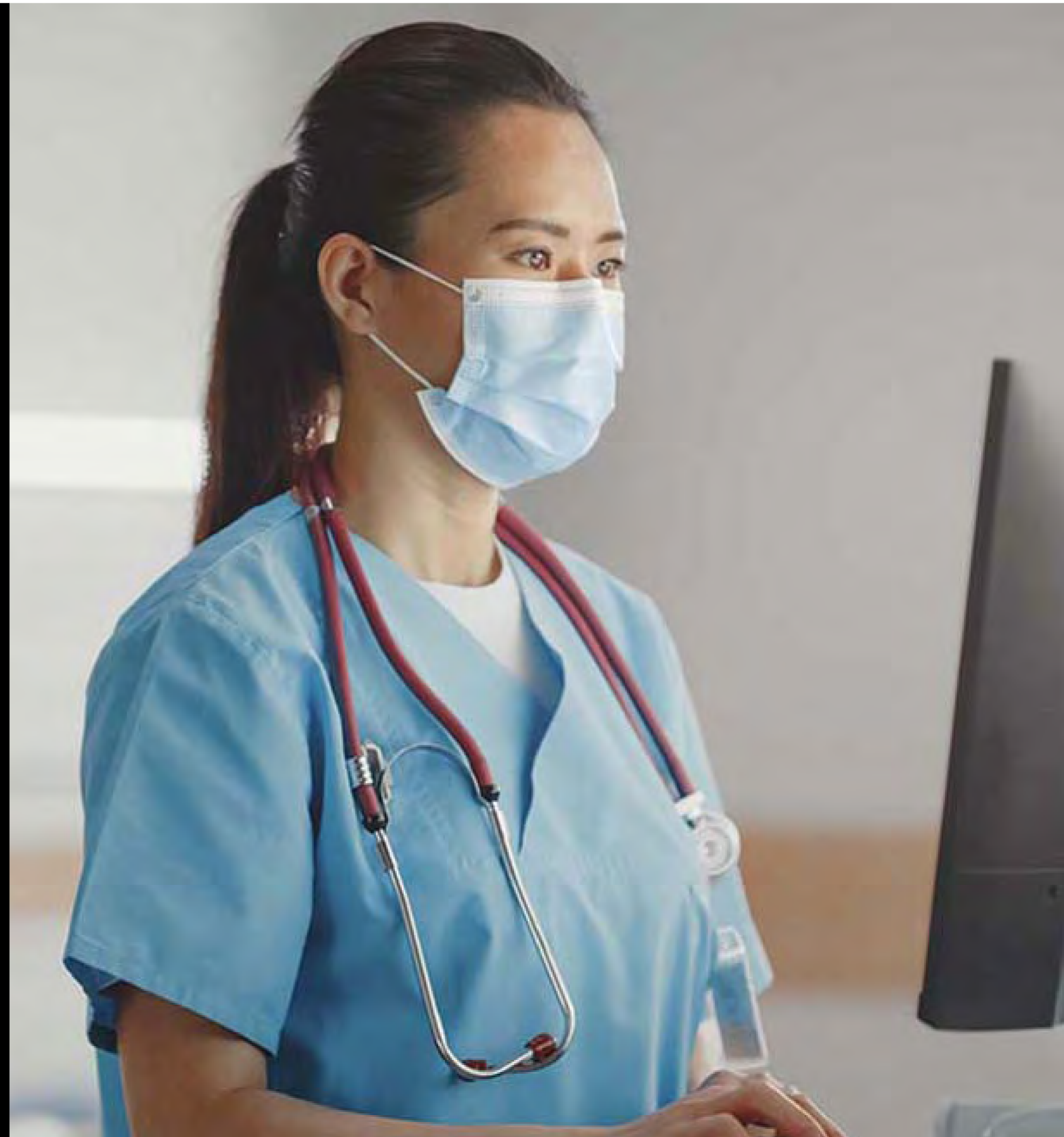
## THE SITUATION

The COVID-19 pandemic forced states across the US to rethink how to reach the most vulnerable population and prevent the virus from spreading. One state's public health department needed reliable and current COVID-19 data in order to speed up its response to the pandemic. It turned to Deloitte to help modernize its infrastructure and provide quicker actionable data for decision-making.

Prior to COVID-19, the department had difficulty coalescing public health data because it lacked modern infrastructure. Multiple systems and databases typically tasked to gather proper data were archaic.

This meant that the department couldn't act fast, and it lacked insight into areas of the state where the virus would impact the most people. Leveraging information was difficult, time-consuming, resource-intensive, and was not sufficient to the task at hand.

In improving the retrieval and quality of COVID-19-related data, the department needed to automate and centralize its public health data reporting, establish easy accessibility for all players in the state's scientific community, and, over time, establish a reliable source of integrated data for all applicable data sets. This was critical to maintain effective disease surveillance, perform timely contact tracing, and efficiently carry out immunization efforts.



## THE SOLVE

Deloitte created a state-of-the-art cloud-based analytics and AI solution that was designed to streamline public health data into a series of analytical dashboards and automate actionable insights. Initially, Deloitte worked with the state to develop the solution to help create timely and reliable insights into the state's COVID-19 testing data, which helped the state target educational campaigns on the virus, while complying with data security and privacy standards.

The same need for insights was needed for the vaccine rollout. Using this analytics platform, the state could proactively manage its strategy to help determine which populations could be identified to receive the vaccine based on eligibility criteria and then allocate defined volume of dosages to health providers in those areas.

Deloitte also helped the state's health department scale the solution through training resulting in widespread adoption. The agency continued to build the platform to gain access to new data provided by medical systems, that identified additional infectious disease data sets, like tuberculosis and HIV. The solution pulls data from 10 major public health sources, which is helping to sharpen the state's focus on how to best serve its population.

**Automating public health data** is  
helping the state **in a crisis.**

# THE IMPACT

Deloitte's solution has enabled the state to respond to crises faster and more effectively. The quality of its data is improved, the process is more efficient, and the insights are more purposeful and targeted. Because it uses the state's public health data and those provided by private medical systems, the solution is comprehensive and can serve as a model for other states to emulate.

Deloitte's solution can be used for outreach to populations who find themselves the most vulnerable when infection rates spike. By automating public health data, the solution creates predictive models for the state to use in distributing vaccines and educational materials.

When the COVID-19 crisis hit, Deloitte developed a solution that automated public health data. The effort helped the state focus on its most vulnerable populations to help slow the spread of the virus and manage a pandemic outbreak.



WITH AI, DELOITTE HELPED ONE US STATE MANAGE  
COVID-19 DATA

# LET'S CONNECT.

Do these challenges sound familiar?



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