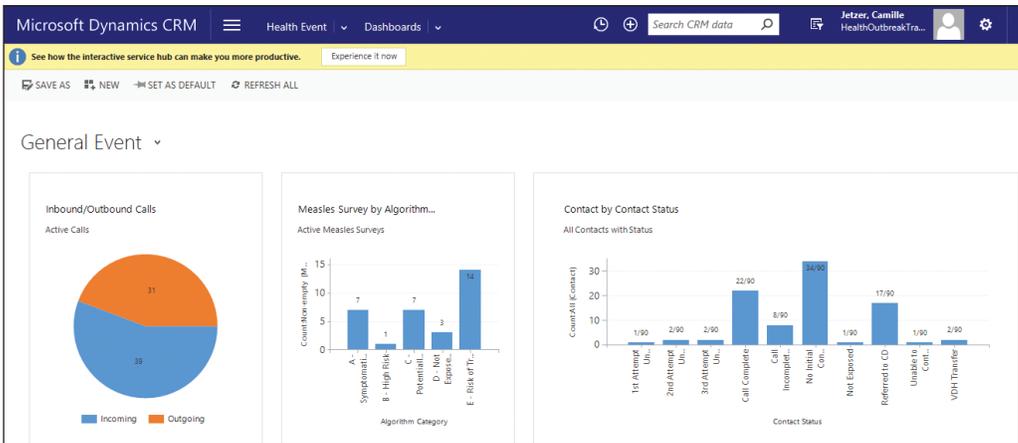


# Preventing Outbreaks from Becoming Epidemics

A Health Department serving a population of 1M+ utilizes AKA's Public Health Outbreak Tracking & Monitoring Solution to prevent epidemics and the spread of disease



## CHALLENGE

**Create an easily configurable platform to enable fast response to an outbreak—notifying, screening, treatment, and follow up—minimizing impact on the population.**

Fairfax County, Virginia has a population of over 1.1 million—the highest in the Commonwealth of Virginia as well as in the Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan Statistical Area. With such a large concentration of people, staying on top of outbreaks is critical to preventing epidemics with potentially devastating consequences.

The Fairfax County Health Department needed a software solution that could facilitate the job of tracking and monitoring outbreaks in their very early stages. The solution needed to enable employees to efficiently:

- > Configure a call center quickly for an outbreak when it occurs, with pre-built call intake surveys for the specific disease or incident, such as Zika, Measles, and Tuberculosis
- > Identify outbreaks through a variety of information channels and track potentially exposed or infected citizens and their movement
- > Dispatch health officials to locations visited by infected citizens and utilize social media outlets to notify the population of potential exposure
- > Respond to inbound inquiries and perform outbound follow-up calls and letters to citizens who might be infected
- > Monitor at-risk citizens based on CDC, state, and local protocols to isolate the specific disease and report back the results
- > Monitor immunization records to protect employees and prevent the spread of diseases through Health Department offices and treatment centers more effective.



## ABOUT

The Fairfax County Health Department serves the largest population in the U.S., including the residents of Fairfax County, the cities of Fairfax and Falls Church, and the towns of Herndon, Vienna and Clifton. With more than a dozen offices and service sites, this department has 5 core functions, including addressing threats to public health. One of its primary goals is the prevention of epidemics and the spread of disease.

## SOLUTION

AKA Enterprise Solutions presented Public Health Outbreak Tracking & Monitoring, a solution built on Microsoft Dynamics 365 and tailored specifically to help public health agencies ramp up quickly when an outbreak is reported. Public Health Outbreak Tracking & Monitoring included everything they needed to pinpoint areas where an outbreak has occurred, notify and communicate with the public, identify those who might have been exposed, and protect health care employees working with the public on these outbreaks.

With AKA's solution, the key is flexibility and speed. A platform utilizing the CRM functionality within Dynamics 365, it is designed for workers to quickly configure a call center tailored to a specific outbreak.

**Call center** features help employees easily identify exposure sites and communicate with citizens using all channels of communication—web portal, call, mail, and social media. To efficiently route inbound inquiries, intake surveys can be configured for a specific outbreak. Workflows based on CDC monitoring protocols ensure isolation of the outbreak and get citizens the care they need.

**Case management** functionality makes it easy to track exposed or infected citizens, including their movement throughout a geographic area.

**Real-time reporting and analytics** allow employees to use data gathered to analyze and report on vital information, such as high-risk citizens and locations. Aggregate results can be reported back to the State Health Department and the CDC.

**Immunization monitoring** helps protect healthcare employees and further prevent the spread of disease. Dynamics 365 surveys allow for configurable data gathering depending on the disease or immunization and track critical information regarding jobs, certifications, and allergies. Survey completion can be tracked, and workflows and dashboards ensure information is updated regularly. Additionally, security features keep sensitive employee data from falling into the wrong hands.

## RESULTS

The clock begins ticking when an outbreak is reported. With AKA's Public Health Outbreak Tracking & Monitoring solution, even a health department serving over a million people is able to quickly and efficiently set up and begin operating a call center when an outbreak occurs, saving precious time that can mean the difference between a containable outbreak and an epidemic.

Each unique call center allows employees to immediately begin outreach and help treat, contain, and manage health emergencies. Procedures that were time-consuming and unreliable in the past are now streamlined and automated, from intake screening through citizen monitoring, ensuring the proper treatment and follow-up are provided. Health Department employees are now able to proactively manage outreach efforts through social media, calls, and mass mail and officials get fast, accurate data to help them make critical decisions and comply with reporting standards.

## ABOUT AKA ENTERPRISE SOLUTIONS

AKA specializes in making it easier to do business, simplifying processes and reducing risks. With agility, expertise, and original industry solutions, we embrace projects other technology firms avoid—regardless of their complexity. As a true strategic partner, we help organizations slay the dragons that are keeping them from innovating their way to greatness.



ADMINISTRATION FOR  
**CHILDREN & FAMILIES**

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Department of  
Youth & Community  
Development



*AKA has been helping the Public Sector successfully support programs within entities including the Administration for Children and Families, the U.S. Department of Veterans Affairs, Fairfax County, Virginia, Chesterfield County, Virginia, and the City of New York.*



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