



**WORK.COM**

Heropen Nederland met  
Salesforce

salesforce

# Agenda



- 1 Ons begrip van de situatie
- 2 Prioriteiten voor AZ
- 3 Salesforce propositie work.com
- 4 Vervolgstappen



# 1 Ons begrip van de situatie



**Geleidelijk gaat Nederland weer 'open'**  
(overheidsgebouwen, kroegen, etc)

**Exitstrategie afhankelijk van beheersbaar houden zorg**

- Gedrag  
*in hoeverre men zich houdt aan de gedragsregels als maatregelen versoepeld worden*
- Testen  
*snellheid van inroosteren en uitvoeren testen op grote schaal*
- Bron- en contactonderzoek  
*opsporing (traceren) van contacten na positieve test om 'brandjes snel uit te trappen'*

**Continu balans houden tussen gezondheids- en economische belangen**

**Dit vereist**

- **Opschaling in het 'eerstelijns' contact** met de burger (callcenter(s), portaal, persoonlijke omgevingen)
- **Duidelijke, gestructureerde 'klantreizen'** om heropening mogelijk te maken

**Salesforce, marktleider in CRM, partner voor Rijksoverheid**



# 1 Verschuiven van reactief naar pro-actief



# 1 Leven met Corona vereist iets van ons allen



## RIVM

Dashboard

Data & trendanalyse

## GGD

Bron- & contactonderzoek

KCC

Digitale ondersteuning afspraken maken

## Persoon

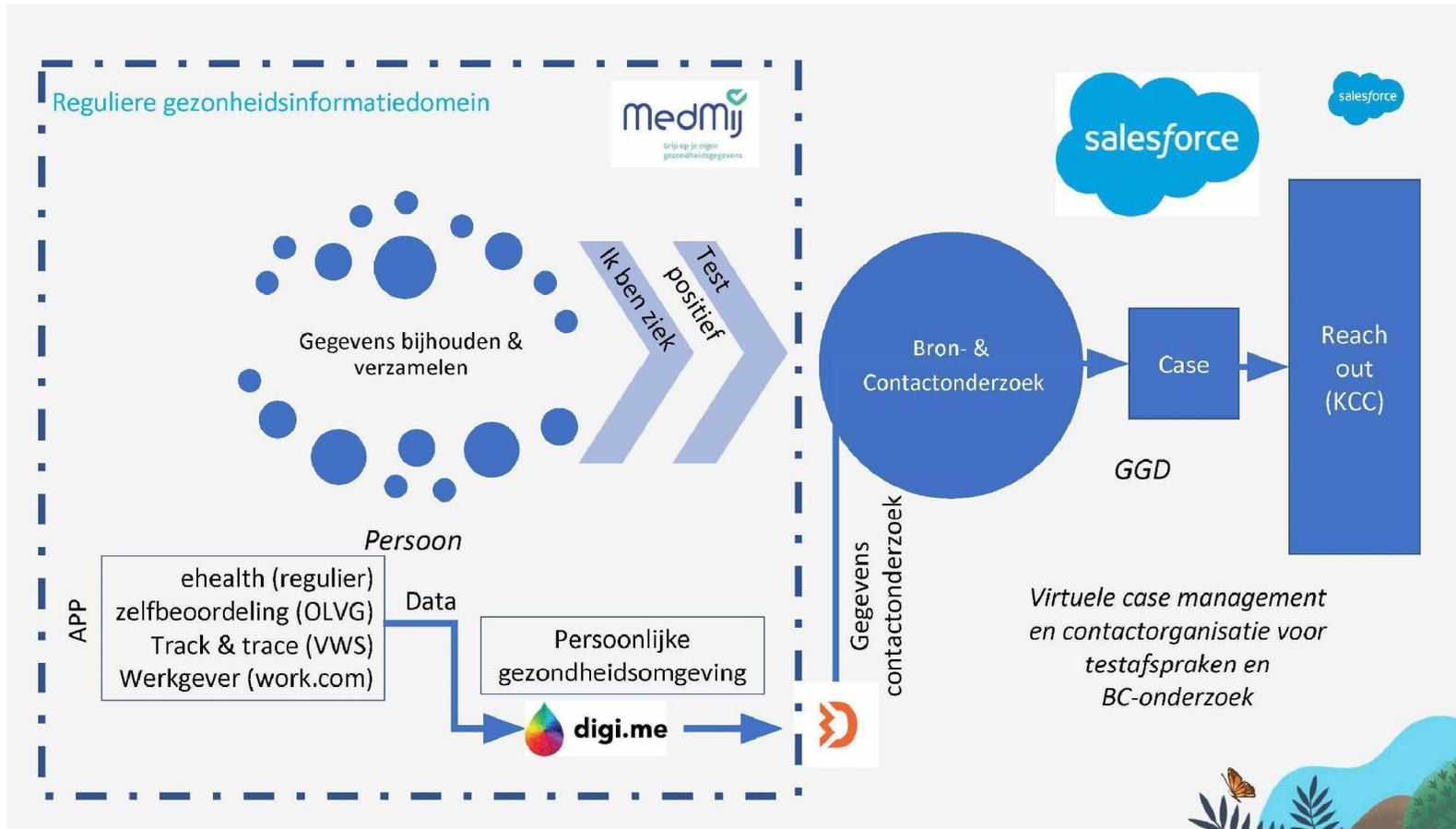
Gegevens verzamelen en delen (zelfbeoordeling zelfmeting, locatie en contact) met apps

Persoonlijke gezondheidsomgeving (MedMij)

Macro

→ Micro





## 2 Prioriteiten voor AZ



### Waar zitten de risico's / zorgen?

*Bijvoorbeeld*

- *Versnelling opschaling*
- *Zelfbouw vs bewezen beschikbaar*
- *Decentraal georganiseerd*

### Waar zit de hoogste prioriteit?

*Bijvoorbeeld*

- *Ondersteuning bij Testen en BCO*
- *Dashboards / data-analyse*
- *Veilig heropenen van maatschappelijke functies (bijv overheid & horeca)*



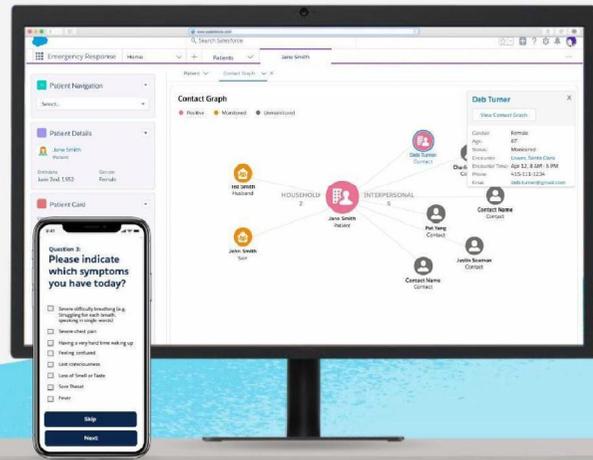
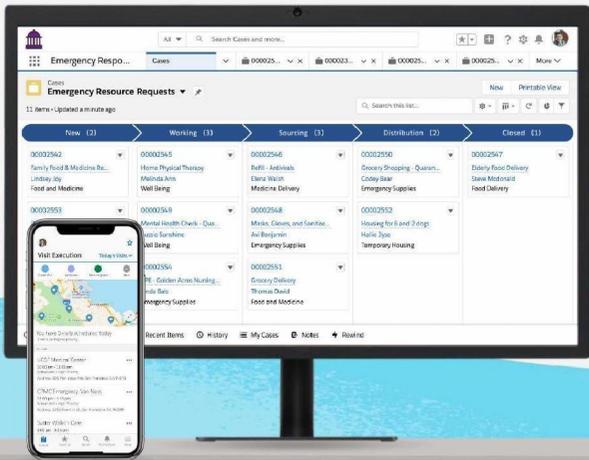
### 3 Salesforce propositite 'work.com' is een low-code platform met veel reeds bestaande features **WORK.COM**

Voor publieke diensten

*mogelijkheid om versneld Covid-19  
publieke diensten uit te rollen*

Voor publieke gezondheid

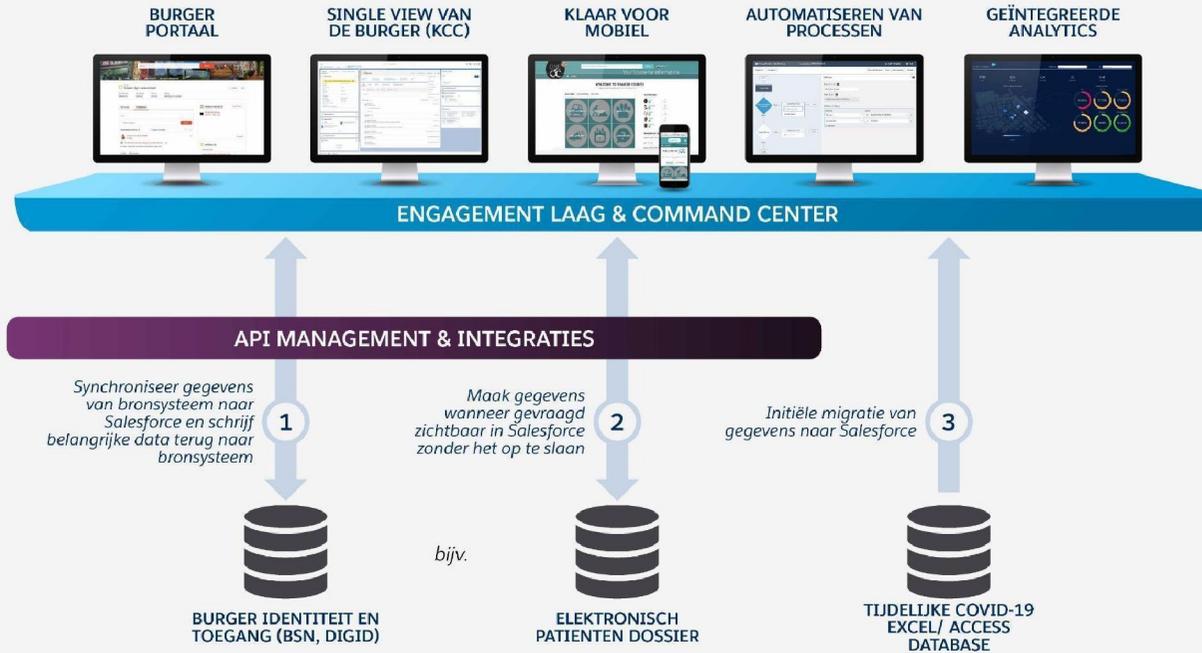
*bron- en contactonderzoek,  
zelftriage en andere publieke  
gezondheidszaken*



### 3 Salesforce is de engagement laag en command center Gegevens blijven in de huidige overheidssystemen



**WORK.COM**



### 3 Publieke Referenties Work.Com

Al meer dan 33 organisaties gebruiken Salesforce voor re-open toepassingen



#### Contact met burgers, portalen, contact tracing

- State of Rhode Island
- Commonwealth of Massachusetts
- Palm Coast- Florida
- "New York City partners with Salesforce on coronavirus contact tracing program, mayor says"

#### Covid registratie ervaring in Nederland bijvoorbeeld:

- OLVG

#### Dashboard Implementaties (Re-Open georiënteerd - Meer bestaande implementaties in Publieke Sector):

- Vlaamse Overheid <https://www.zorg-en-gezondheid.be/cijfers-covid-19>
- RIVM



## 4 Vervolgstappen



### Buy in bewindslieden

- AZ/VWS/EZ
- Eigenaarschap van 'klantreis': VWS / Economische Zaken

### Vervolggesprekken

- Uitwerken oplossing voor GGD/VWS
- Economische aspecten - bijv Elske Smit

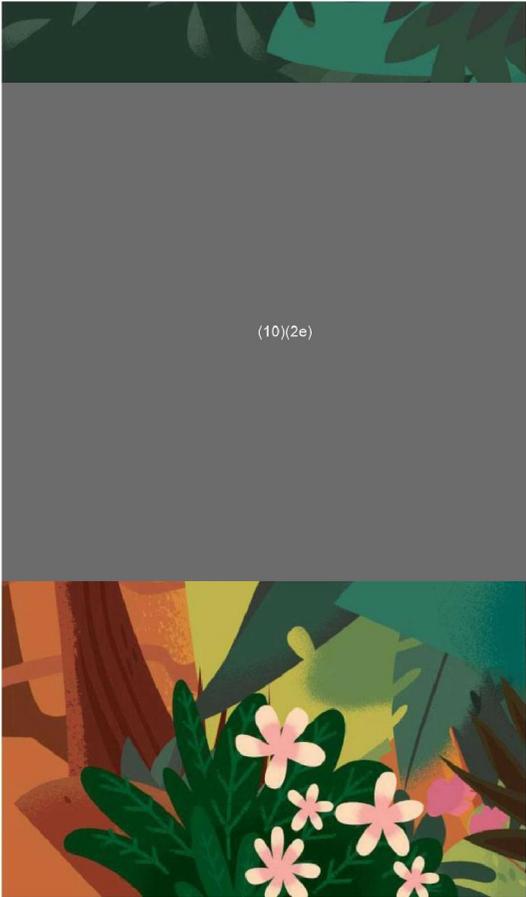
### Snel een pilot / demo omgeving neerzetten

- Binnen enkele weken live
- Pilot/Prototype samen uitwerken
- AVG proof





## Appendix: Referenties



# State of Rhode Island

Public Sector



Internal Audience - In Productie

**Reimagine** contact tracing to be more efficient, scalable, reliable

**Reopen** businesses across the state

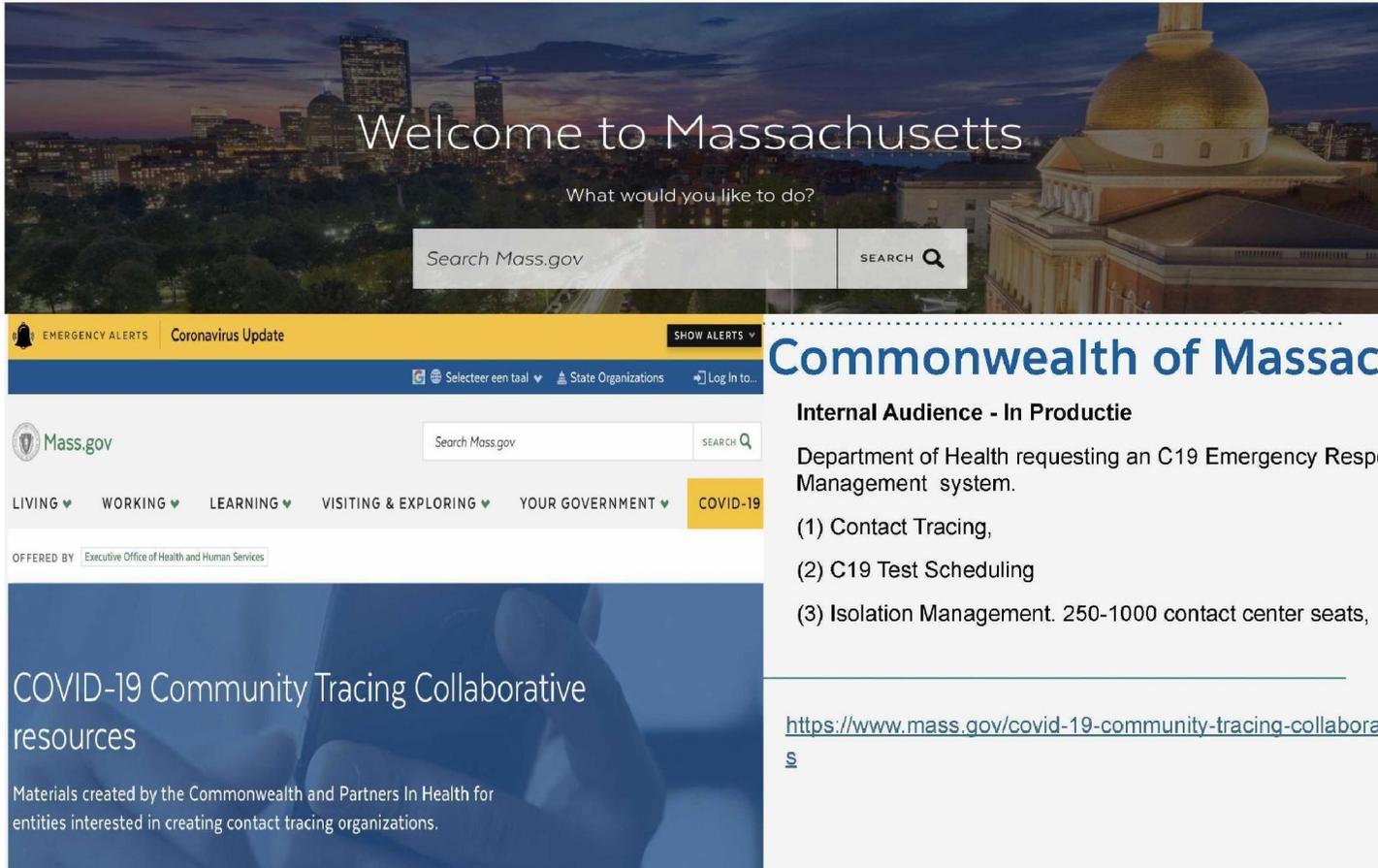
**.Reinforce.** the importance of community well-being

“ We are partnering with Salesforce to make our contact tracing process more efficient, more scalable, more reliable... it should give the public great confidence that our systems are getting so much better and we're that much closer to getting back to work. Efficient, reliable contact tracing is essential for getting everybody back to work.

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# Welcome to Massachusetts

What would you like to do?

Search Mass.gov

SEARCH

EMERGENCY ALERTS Coronavirus Update SHOW ALERTS

Selecteer een taal State Organizations Log In to...

Mass.gov

Search Mass.gov

LIVING WORKING LEARNING VISITING & EXPLORING YOUR GOVERNMENT COVID-19

OFFERED BY Executive Office of Health and Human Services

## COVID-19 Community Tracing Collaborative resources

Materials created by the Commonwealth and Partners In Health for entities interested in creating contact tracing organizations.

## Commonwealth of Massachusetts

### Internal Audience - In Productie

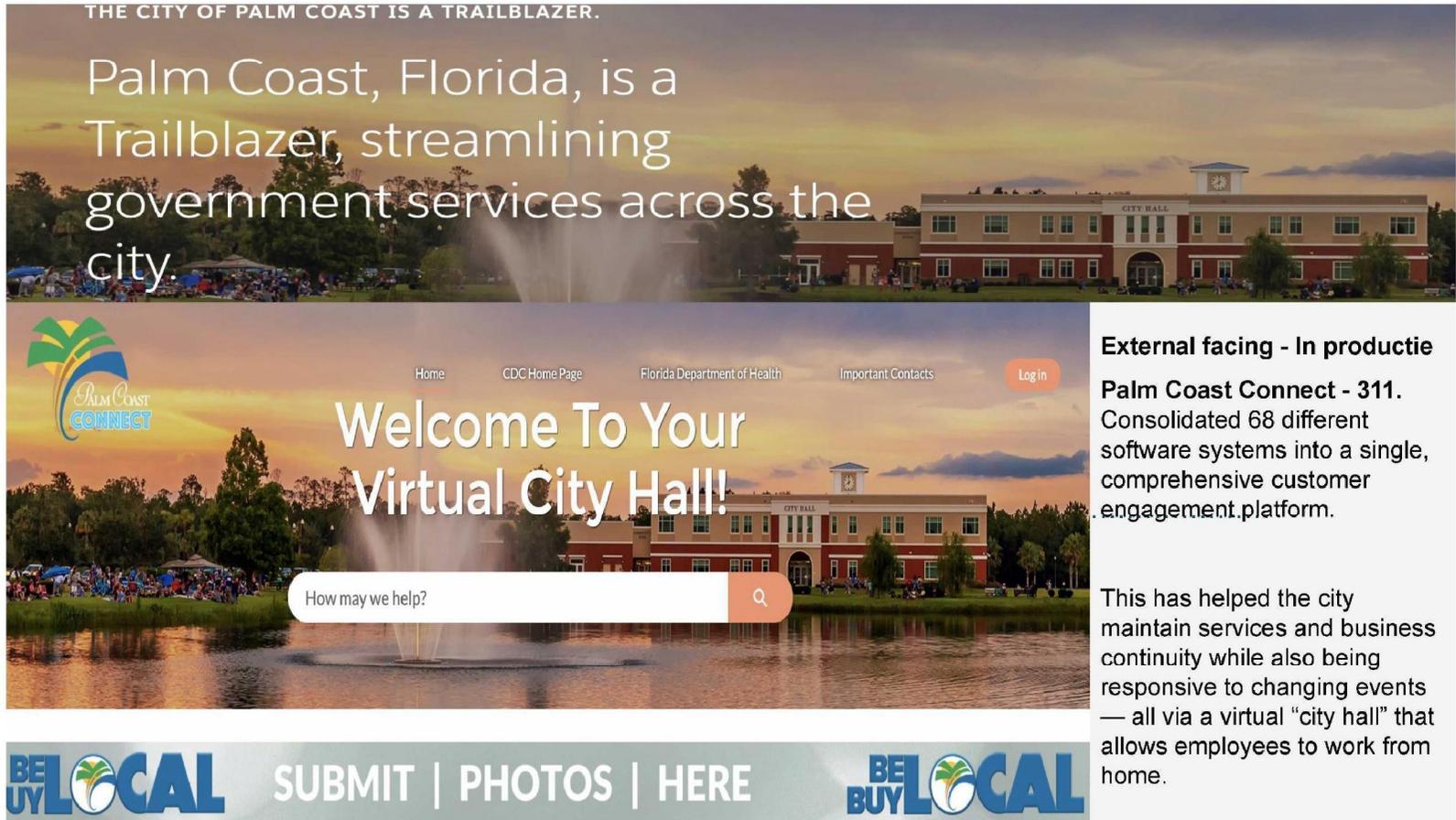
Department of Health requesting an C19 Emergency Response Management system.

- (1) Contact Tracing,
- (2) C19 Test Scheduling
- (3) Isolation Management. 250-1000 contact center seats,

<https://www.mass.gov/covid-19-community-tracing-collaborative-resources>

THE CITY OF PALM COAST IS A TRAILBLAZER.

Palm Coast, Florida, is a Trailblazer, streamlining government services across the city.



**External facing - In productie**

**Palm Coast Connect - 311.** Consolidated 68 different software systems into a single, comprehensive customer engagement platform.

This has helped the city maintain services and business continuity while also being responsive to changing events — all via a virtual “city hall” that allows employees to work from home.

**BE BUY LOCAL** SUBMIT | PHOTOS | HERE **BE BUY LOCAL**

# Tableau Dashboards

Standaard content en implementaties



Products Solutions Learning Community Support About COVID

COVID-19 Data Hub Daily Dashboard Community Visualizations Jumpstart Workbook

COVID-19 DATA HUB

# Access, analyze and stay informed.

Trusted Coronavirus (COVID-19) global data from our community experts.

AGENTSCHAP ZORG & GEZONDHEID

Over ons Voor burea

Wat zoekt u? Zoek

Per domein Procedures Publicaties en documenten Cijfers Nieuws Beleid

Home » Per domein » Infectieziekten en vaccinatie » Coronavirus » Ziekte coronavirus COVID-19 » COVID-19 in cijfers

### COVID-19 in WZC: Zelfrapportage en testresultaten

Stag en Gezondheid heeft hier een overzicht van beschikbare data over residentieel zorgvoorzieningen waarvoor de Vlaamse overheid bevoegd is. Deze data komt van verschillende bevestigingen en databronnen. Ze worden 1 keer per dag ververs.

#### Resultaten Zelfrapportering COVID-19

Vlaanderen

Laatst ververs op: 22/05/2020

Wanneer gegevens tot in mei: 21/05/2020

Directiegegevens

1 Welkom! Begin met het aandachtig lezen van de toelichtingen

2 Kies je context: Kies je contact: Type Voorziening Provincie (Nieuwgeestrum) (58)

3 Verberg de toelichtingen en verken de visualisaties.

toelichtingen		COVID-19 overrijdens (in ziekenhuis)		Verduidelijk Gegevens (WZC)	
Totaal	Nieuw (24u)	Totaal	Nieuw (24u)	De gegevens gebruikt in deze dashboard zijn afkomstig van twee bronnen: Morfaleit, aantal COVID-19 gevallen	
1445	89	2702	6		

#### In ziekenhuis opgenomen patiënten

Bron: RIVM

Aantal

Jan 22 — May 21, 2020

#### Worldwide

Confirmed Cases	New Cases	Reported Deaths
5,102,272	105,952	332,912



## Appendix: Salesforce Emergency Response Management (ERM) in Public Services

## Salesforce has a track record of transforming public services



- Quickly
- With a rapid and substantial return on investment
- Delivering great customer satisfaction
- Empowering employees to innovate
- With tools that are continuously improved



# Our person-centric, low code platform enables agencies to be responsive to the Covid-19 pandemic and economic crisis



## Emergency Funds Management

Facilitate the management of emergency funds; fully digitise paper-based processes with intuitive, mobile-ready applicant portal

## Resource Management & Exchanges

Track the collection and distribution of government emergency resources, including a many-to-many brokerage / exchange

## Comms & Response Management

Outbound - public awareness and mass communication;  
Inbound - inquiries, reports, complaints

## Workforce Readiness Management

Unified readiness platform to maintain agency operations, such as shift management and planning

## Featured Customer: City of Chicago

Salesforce serves as Chicago's strategic communications solution during the Covid-19 crisis. The city's outreach and engagement platform—built on Salesforce Marketing Cloud—has proved to not only be helpful in supporting normal city operations, but also in streamlining communications during the Covid-19 crisis.



# Our person-centric, low code platform enables agencies to be responsive to the Covid-19 pandemic and economic crisis



## Manual Contact Tracing

Assess potential exposure to communities and conduct ongoing monitoring of confirmed patients

## Self-Reporting

Allow citizens and stakeholders to report status and access information they need

## Patient Triage & Evaluation

Amplify reach with self-service and digital tools to identify, assess, and interact with patients

## Patient Engagement & Monitoring

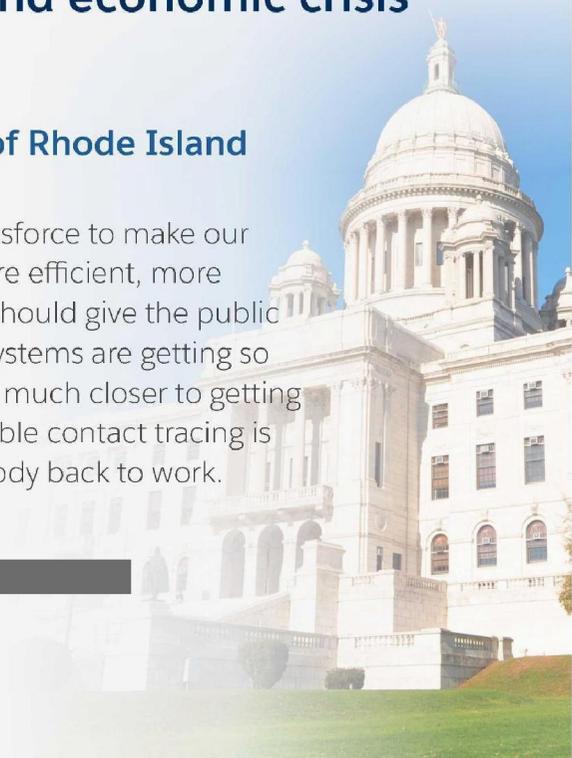
Empower care teams to remotely monitor and quickly connect patients to the right care

## Featured Customer: State of Rhode Island

“ We are partnering with Salesforce to make our contact tracing process more efficient, more scalable, more reliable... it should give the public great confidence that our systems are getting so much better and we're that much closer to getting back to work. Efficient, reliable contact tracing is essential for getting everybody back to work.

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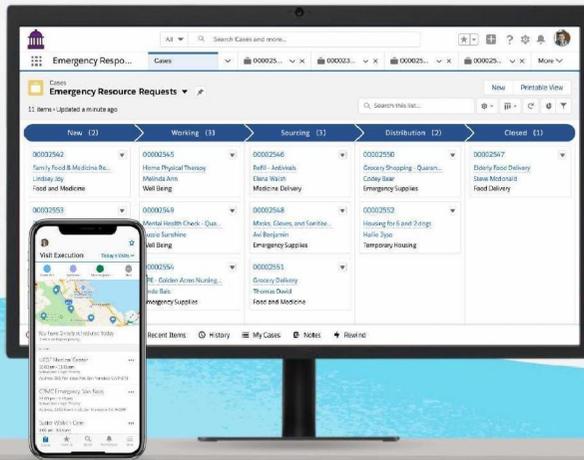


# The low code platform and rich set of pre-existing features also allowed our engineers to quickly launch an ERM product



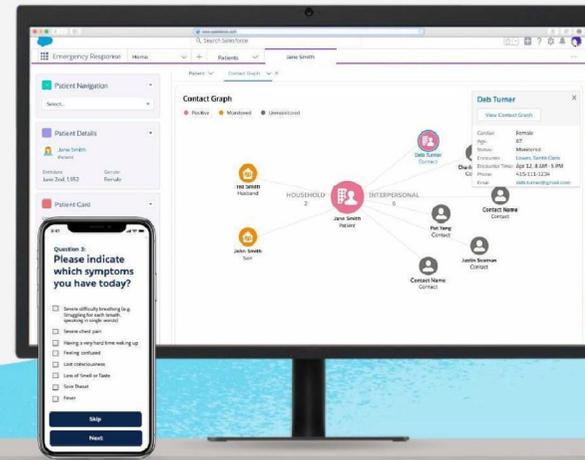
## For Public Services

*accelerated ability to deliver Covid-19 emergency public services, such as funds and supplies*



## For Public Health

*manual contact tracing and other public health capabilities, with extensibility into individual patient health management*

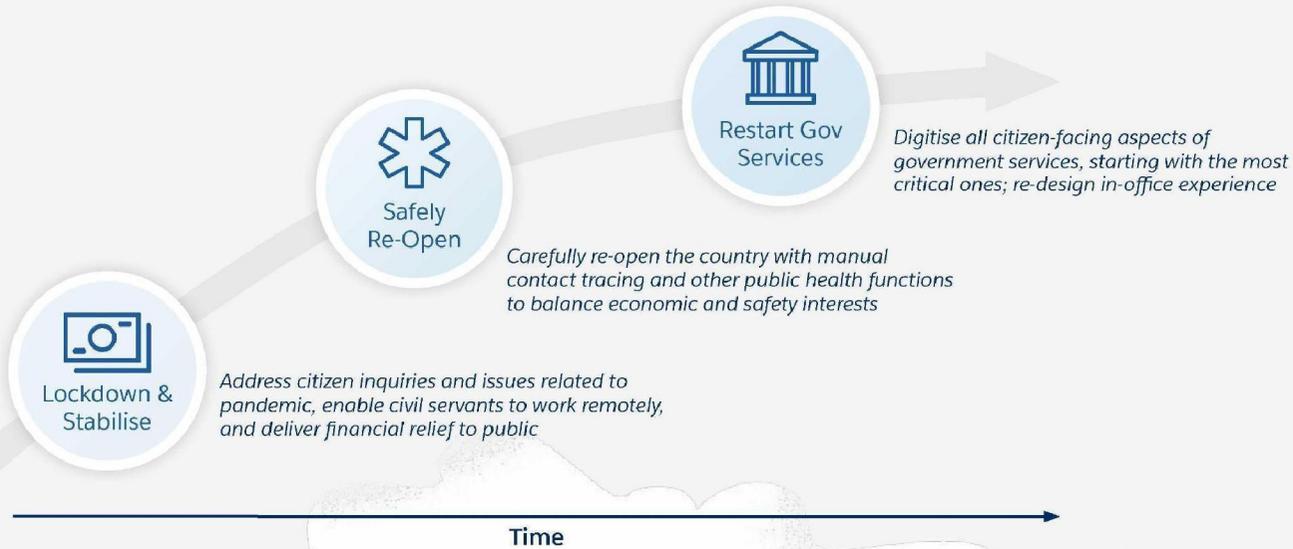


# Helping to shift the strategy from reactive to proactive



Plan Ahead

React Quickly



# By adding an engagement layer and command center to work in tandem with existing agency systems

