



Preparedness



Response



Recovery



Mitigation

Vaccine Program Management Services

Florida Division of Emergency Management Services and Florida Digital Services



Prime Contractor:
Tidal Basin



Project Dates:
January 2021 to July 2021



Allocation:
\$500M

Project Overview

Tidal Basin provided program management support to the Florida Division of Emergency Management (FDEM) and Florida Digital Services (FDS) for the State of Florida's COVID-19 vaccine program.

Challenge

During the global COVID-19 pandemic, the State of Florida required a mass roll-out of vaccinations, the size and extent of which had not occurred in the state's history. With the death toll rate rapidly rising, the state needed assistance with the following initiatives:

- Vaccine logistics and distribution
- Program and project management
- Onsite staff support
- Information systems and IT infrastructure
- Public outreach
- Call center services
- Case management
- Security planning
- Financial reimbursement

The timeline was accelerating quickly and the state needed help.



January 10, 2020 – The World Health Organization (WHO) announced that an outbreak in Wuhan, China was caused by the 2019 Novel Coronavirus, and published information about this virus.



February 5, 2020 – The CDC began shipping laboratory test kits, "CDC 2019-nCoV Real Time RT PCR," to select domestic and international laboratories.



March 13, 2020 – The U.S. Federal Government declared a nationwide emergency.



March 27, 2020 – The Trump Administration signed the Coronavirus Aid, Relief, and Economic Security (C.A.R.E.S.) Act into law.



December, 24 2020 – More than one million COVID-19 vaccine doses had been administered in the U.S. in just 10 days to healthcare workers and senior citizens in long-term care facilities with the goal of vaccinating every person as soon as enough vaccines become available.

*<https://www.cdc.gov/museum/timeline/covid19.html>

Solution

Tidal Basin deployed more than 160 field staff to assist Florida with managing the vaccine distribution process, as well as developed and enacted program processes and data integration and distribution. Our team installed leadership in Florida's Emergency Operations Center (EOC) to provide strategic advice and management, including daily operations at sites, technology

solutions, call center scheduling, on-site staff support, training, etc.

The Tidal Basin team worked closely with the state communications team on messaging, ensuring that counties who opted-in to the program understood the processes and that the public understood the patient journey.



We provided
a statewide
helpline for all

67
Florida counties

Within
48
hours we
established a
call center

Resilience Delivered

On-Site Staff Support

Tidal Basin provided training and on-site assistance to state, county, and health department officials through an online appointment system to administer vaccines at more than 150 points of distribution (PODs) across the state. We also directly assisted patients with completing registrations on-site using the vaccine assistant technology in place for the program.

Call Center Support

Tidal Basin and its partner, MCI (a technology-enabled contact center service provider), provided call center and case management to help with scheduling and rescheduling vaccines at the applicable county and state POD locations.

We launched a remote-based, live agent call center within 72 hours of notification, employing an average of 3,500 customer care agents to assist with scheduling appointments for eligible residents' first and second dose vaccines. Our

live agent contact center fielded nearly 20 million phone calls and had an average handling time of 4.7 minutes, resulting in more than 218,000 vaccine appointments scheduled.

The Tidal Basin team established an automated vaccine scheduling function, enabling a multi-lingual self-service hotline that pre-screened callers through an integrated voice response (IVR) system. In the first 30 days, our IVR solution accepted 3.8 million calls and pre-registered nearly 600,000 eligible residents. Our call center live agents also supported all 67 counties by answering frequently asked questions for the residents.

Online Reservation Technology Support

Tidal Basin assisted the state's technology consultant with upgrading the online reservation portal. We successfully trained government officials to access real-time information regarding daily vaccination numbers, enabling them to measure results and plan more effectively.



Trained
state and
local staff at
150
locations



Employed
3K+
call center
agents on
average



Fielded over
218K
vaccine
appointments