

CDC 24/7

COVID-19 VACCINE SUPPORT

Connecting millions of Americans
to a COVID-19 vaccine provider



MAXIMUS®

Challenge

“The government was facing a situation it had never seen before.”

Tom Naughton

Maximus Federal Health Executive

When the COVID-19 vaccine became available for broad distribution in February 2021, the White House needed a partner to facilitate the dissemination of information about where, when, and how to get a shot at a mass scale.

Americans would need an easy-to-access, multilingual, widely accessible resource to turn to for this information.

Enabling vaccine distribution at the rate the administration envisioned required standing up a nationally available network and fully staffed remote contact center within 60 days.

What Maximus Did

Working closely with the CDC and the White House, Maximus designed, staffed, and implemented a national initiative at a scale never seen before – **all within 2 months' time**

Maximus was already running CDC-INFO, a national call-in system answering general questions about COVID-19. This enabled pivoting CDC-INFO to a help desk available to assist millions of Americans with locating vaccine appointments in their local communities.



Onboarded and trained 20,000 people to staff a call-in center from 8 a.m. to midnight, 7 days a week



Built an interactive voice response system capable of handling 500,000 calls per hour



Developed a GetVax SMS texting program with Twilio



Created 3 delivery service endpoints within a 3.5-week timespan



Fielded and responded to hundreds of thousands of texts and phone calls beginning in mid-May 2021

Value Delivered

Standing up a successful program required activating four concurrent and parallel workstreams: recruitment, training, technology, and operations.

TECHNOLOGY

In addition to designing a system with three service endpoints (voice, text, data agent), our team curated raw data collected daily to pinpoint three available vaccination sites within the end-user's zip code radius and randomized that data so that those calling at the same time from the same area were not directed to the same three sites.

RECRUITMENT

We cast countrywide net starting March 29. As a result, we were able to onboard 7,000 staff by May 1, and add 12,000 more by May 21. The overall outcome was the recruitment of 20,000 people in less than 60 days.



TRAINING

Our 100% remote, week-long training program was conducted with its first cohort of 500 starting on March 29. Over 100 trainers delivered instruction to 75 people per class, all using their own equipment.

OPERATIONS

To ensure high-quality end-user experiences at scale, we conducted daily quality analyses based on consumer and agent feedback and leveraged speech analytics to produce tone and sentiment data. We quickly learned that callers wanted help making their appointments.

Operational Agility for Responsiveness

“We were getting change requests every week. The team worked in excess of 100 hours per week for several weeks.”

Patrick McLoughlin

Vice President, Operations, Maximus

Using frontline feedback from Americans interacting with CDC-VAX led to the implementation of numerous additional capabilities:

- Offering services in 180 different languages
- Contracting with Kroger, Costco, Rite Aid and Publix to facilitate appointments
- Working to coordinate Uber and Lyft rides where needed
- Connecting callers to the YMCA, KinderCare and other providers for free childcare
- Launching the What’s App for Spanish communities

APPOINTMENTS



Publix.

TRANSPORTATION



CHILDCARE



Ready for variants – and the future

“We are no longer in a sprint –
we are in a marathon now.”

MaryAnn Monroe
Senior Director

Customer Engagement Solutions and Services

With variants posing new threats, the potential for booster shots on the horizon, and greater numbers of schools, businesses, and venues requiring vaccinations, the ability to scale up and down is critical to government’s ability to provide Americans with the vaccine information they need.

The CDC-VAX system is still in place, so Maximus can staff back up immediately based on volume and capacity needs.



ABOUT MAXIMUS

Since 1975, Maximus has operated under its founding mission of Helping Government Serve the People®, enabling citizens around the globe to successfully engage with their governments at all levels and across a variety of health and human services programs. Maximus delivers innovative business process management and technology solutions that contribute to improved outcomes for citizens and higher levels of productivity, accuracy, accountability, and efficiency of government-sponsored programs. With approximately 34,000 employees worldwide, Maximus is a proud partner to government agencies in the United States, Australia, Canada, Italy, Saudi Arabia, Singapore, South Korea, Sweden, and the United Kingdom. **For more information, visit [maximus.com](https://www.maximus.com).**

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