

VANGENT

Centers for Disease Control and Prevention (CDC)
CDC-INFO

*Providing fast, accurate health information
to the public and government organizations*



Case Study

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The Challenge

In the past, the Centers for Disease Control and Prevention's (CDC's) 12 centers, institutes, and offices have operated more than 40 disparate information hotlines, clearinghouses, and response services to provide health information to the public, health professionals, researchers, and others. With CDC-INFO, CDC undertook the challenge of consolidating these disparate response services under an integrated multi-channel contact center. The overall objective is to provide consistent, timely, reliable health information to a variety of consumers (the general public, health professionals, researchers, public health community, state, and local public health organizations) and to address fluctuations in inquiry volumes related to public health emergencies, news events, and dynamic, shifting public health priorities.

The Solution

In September 2004, Vangent was awarded a contract to design, build, and operate an integrated, multi-channel contact center for CDC-INFO. The contract also includes program management and data warehouse functions. The underlying principle of this new program is to enhance the citizen experience in obtaining health information anytime, anywhere, any way, through professional services that accommodate diversity and disability.

In March 2005, Vangent completed a 5-month start-up period of designing and building the technology, systems, and processes for establishing the contact center. During this time, Vangent supported the transition of the first five CDC programs (HIV, STD, emergency response, DES, and national immunization) to the CDC-INFO. Vangent provides overall program management, systems integration, design, and development for the customer relationship management (CRM) and data warehouse applications.

Customers will reach the customer service representatives through a variety of channels (phone, fax, e-mail, postal mail, and Web). The new service will integrate more than 40 hotlines, clearinghouses, and automated voice and facsimile response systems into one comprehensive contact center available 24

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hours per day, 365 days per year. The contact center responses will include multilingual and hearing-impaired services.

All the contact centers are integrated into one cohesive technology infrastructure, supporting fluctuating call volumes. Vangent's technical solution features a health intelligence framework supporting the interactive voice response (IVR) and telecommunications system; an expanded content repository known as Health Intelligence Information Management System (HIIMS); a Siebel CRM desktop application; and a data warehouse using Siebel Analytics.

The data warehouse is constructed to provide key performance indicators; trending information utilizing dashboard display technologies; and proactive, real-time alerts based on CDC-defined conditions—all the critical information needed to continuously improve and refine the customer experience.

The Results

Vangent took the first CDC contact for the emergency response program in February 2005. We began fielding inquiries regarding other programs over the following 3 weeks. After the first month of operation, the new CDC information contact center had received more than 30,000 telephone and e-mail contacts.

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