

## Coast BPO Team Leads Statewide Contact Tracing Effort

### The Problem

At the onset of the pandemic, the public health department of a diversely populated southeastern state required a turnkey Business Process Outsourcing solution for the potentially daunting process of COVID-19 contact tracing. Strategic call center services were needed promptly to help curtail the spread of COVID-19 in the communities where state residents work and live.

### The Solution

**Coast Professional, Inc., a leading accounts receivable management and call center company, had the infrastructure, business expertise, and workforce to successfully implement this critical project in five days.** Coast enacted a thorough, scalable contact tracing solution to reach and provide confidential, empathetic telephone communications with individuals and curtail the spread of COVID-19. At the peak of the pandemic, a staff of 250 agents was assigned to the project.

### The Strategy

Coast employed an “all hands-on deck” methodology that utilized leadership personnel and front-line employees from its nationwide offices and an operational strategy to put the technology, workforce, procedures, and quality assurance requirements in place quickly to expedite client onboarding. Coast’s proficiency in the management of large-scale contracts for federal, state, and local government clients coupled with the company’s performance strategy ensures compliance with applicable laws and regulations while exceeding client expectations.

### The Way Forward

As of January 2022, Coast helped over 208,000 residents to further reduce the spread of COVID-19 and developed a key relationship with the state that has expanded to new BPO services including:

- Vaccine scheduling and customer service
- Monoclonal antibody immune system treatment scheduling
- Sweepstakes open to residents who have chosen to receive the COVID-19 vaccine
- COVID-19 testing options for schools

### The Coast Difference

- A storied history of compliant, ethical, and empathetic communication
- HIPAA compliance and a detailed and tested information security infrastructure
- Award-winning staff training that emphasizes sensitivity and data protection
- Staff that are deployed in a mixture of work-from-home and in-office personnel (per CDC and state guidelines) allowing for flexibility in staffing
- Established operational processes to locate exposed individuals (contacts) as efficiently as possible
- Technology infrastructure to implement services and manage nearly unlimited call volumes

#### Key Stats:

- 5-day implementation
- Up to 250 available agents
- 208,000+ people assisted

*“Coast has spent the last 46 years providing services to clients that specialize in intricate, extensive, and thorough communications with consumers. We are proud to be part of the solution to stop this virus and kick-start the economy.” - Everett Stagg, Co-Chairman*



Jim Benjamin  
614.582.9572  
JiBenjamin@CoastProfessional.com