



# TOGETHER WE SOLVE

## TACKLING THE DATA CHALLENGES OF CONTACT TRACING



How organizations use Alteryx to solve contact tracing operations for state, county, and local government to track the pandemic, improve response, and protect public health.

### WHAT IS CONTACT TRACING?

Contact tracing is the technique public health workers use to identify carriers of an infectious disease and uncover who else they may have exposed, to isolate those at risk and halt the illness's spread. This time-tested investigation method has been used to successfully fight outbreaks of diseases including measles, HIV, and Ebola.

### HOW WILL CONTACT TRACING BE USED IN COVID-19?

In response to COVID-19, many public health organizations have hired or are looking to hire hundreds if not thousands of people for tracking down possible exposures to COVID-19. This manual effort will also be supplemented with many technology-based approaches including mobile device tracking.

### WHAT IS NEEDED TO MAKE CONTACT TRACING SUCCESSFUL?

Both the manual and technology-based approaches to contact tracing are going to create a lot of challenges around data. Is your organization ready to manage and analyze hundreds of spreadsheets and multiple sources of data? Are you prepared to quickly leverage geo-spatial and predictive analytics to share insight in your reports and visualizations?

## 5 WAYS TO ADDRESS CONTACT TRACING WITH ALTERYX

### 1 TRACKING DATA MANUALLY IMPLICATION

By some estimates, states, counties and local public health agencies will require 100,000 contact tracers nationwide. Regardless of the volume in a city, most of the data capture will occur in spreadsheets, online systems, or even paper-based forms.

#### QUESTION TO ASK

How will all this data be collected, organized, and analyzed especially when it needs to be managed across multiple tools, providers, agencies, or levels of government?

#### HOW ALTERYX CAN HELP

Alteryx is data agnostic. It enables the seamless ingesting, preparing, and cleansing of data from multiple sources and formats including, spreadsheets, CSV, text, JSON, and many more.

### 2 PROTECTING PUBLIC HEALTH AND SAFEGUARDING PRIVACY IMPLICATION

Automated tracing through mobile devices has become appealing. The concept, which uses technology like Bluetooth and GPS to automatically determine whether a person may have been exposed, has been put in the spotlight as authorities around the world try to cope with the astonishing rate of COVID-19 infections.

#### QUESTION TO ASK

Do your analytic tools enable the seamless integration of data governance policies, while allowing for sensitive personal information to be anonymized and protected?

#### HOW ALTERYX CAN HELP

The Alteryx Platform works within the data governance and data security guidelines of your organization. This enables your organization to combine and analyze multiple data sources to expand actionable insight, while at the same time, protecting personal and sensitive information.



## 5 WAYS TO ADDRESS CONTACT TRACING WITH ALTERYX

### 3 MAKING DATA ACTIONABLE

#### IMPLICATION

Tech giants like Apple and Google are preparing to make large anonymized datasets available to assist in contact tracing, but manual tracing will still be required to effectively trace in vulnerable communities. All these datasets will need to be joined, analyzed, and enhanced in order to create actionable insight needed by public health leaders.

#### QUESTION TO ASK

Does your current analytics process for contact tracing enable the inline enrichment data with geospatial, predictive, and prescriptive analytics in a code-free or code-friendly environment?

#### HOW ALTERYX CAN HELP

Alteryx makes your data discoverable so that you can collaborate, prepare, and analyze models. It also allows you to enrich analysis with advanced analytics as well as share, scale, and govern the sharing of insights.

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### 4 NEEDING MORE THAN TECHNOLOGY

#### IMPLICATION

While anonymized contact tracing information, manual data collection processes, and other data sources will need to be analyzed, at the end of the day only collaborative teams with public health knowledge as well as analytics and data science skills can ask the right questions. These are the people who can apply advanced analytics to create actionable insights that will empower the right response to protect public health and privacy.

#### QUESTION TO ASK

Do your analytic processes enable a every data worker and line of business leader to understand the workflow, contribute to the analysis, and collaborate around actionable insights?

#### HOW ALTERYX CAN HELP

Alteryx is designed as a self-service analytics platform that enables every level of data worker. From preparing data to the application of advanced analytics including geo-spatial, predictive and perspective analytics, Alteryx empowers every level of data worker from analyst, to data scientist in a code-free or code-friendly environment.

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### 5 ACTING NOW

#### IMPLICATION

Public health organizations and public sector leadership must have the data, processes, and human resources in place quickly to ensure that the protection of public health and recovery actions are implemented with sound, trusted actionable insight.

#### QUESTION TO ASK

Does your organization's contact tracing effort enable the seamless unification of data, processes, and people to empower actionable insights quickly?

#### HOW ALTERYX CAN HELP

In this rapid response environment, you don't have the time to do robust ETL work. Alteryx connects all data sources and gets the data ready for analysis. With Alteryx, you can expedite data preparation and optimize your visualizations and dashboards.



## FOUR KEY CAPABILITIES OF ALTERYX FOR CONTRACT TRACING

### 1 DISCOVER + COLLABORATE

Locate the right data and assets faster, view asset lineage, and build a business glossary in a collaborative environment.

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### 2 PREPARE + ANALYZE/MODEL

Enable self-service data analytics with drag-and-drop workflows that allow analysts to connect, prep and blend data, wherever it is stored. Develop advanced analytic models in a code-free and code-friendly environment, leveraging visulytics to see how your data changes across your entire workflow. Create analytic apps, reports, and dashboards that can be shared in your organization's private gallery.

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### 3 SHARE + SCALE/GOVERN

Automate, share, and publish analytic apps along with dashboards and workflows securely across your organization. Free up time and resources to deliver faster insights to the business.

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### 4 DEPLOY + MANAGE

Deploy, manage, and monitor analytic models in real-time to quickly and confidently deliver answers faster than ever before.



#### LEARN MORE

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[alteryx.com/public-sector](https://alteryx.com/public-sector)



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