

whispir



How Queensland Health used digital communications to manage COVID-19



Overview

Queensland Health delivers a range of integrated services including hospital inpatient, outpatient and emergency services, community and mental health services, aged care services and public health and health promotion programs to more than five million Queensland residents. Through a network of 16 Hospital and Health Services, they are committed to ensuring all Queenslanders have access to a range of public healthcare services.

The challenge

When the COVID-19 pandemic hit in late 2019, Queensland Health, in conjunction with other state government agencies, quickly mobilised all necessary functions to prepare for the challenges posed by a global pandemic.

As case numbers started to grow in Queensland, a team of specialised contact tracers were tasked with tracking and contacting Queensland's COVID positive cases and identifying potential paths of transmission.

Initially, upon receipt of a citizen's positive pathology result, Queensland Health's contact tracing processes involved contacting patients individually to assess their symptoms, their movements while contagious, direct contacts and what, if any, additional support was required.

While this process was manageable with lower case numbers, the team recognised it would not be sustainable in an exponentially increasing outbreak where daily case numbers could grow into the thousands. A technology solution would need to be implemented.

“ Given the timeframes, we knew we'd need an off-the-shelf product that was easily customisable, with intuitive functionality, that would integrate with our existing systems. We assessed the business requirements and determined that Whispir would meet our needs. ”

- Tim Brassel, former Director of Service Management and Improvement within eHealth Queensland was amongst those tasked with sourcing a solution.

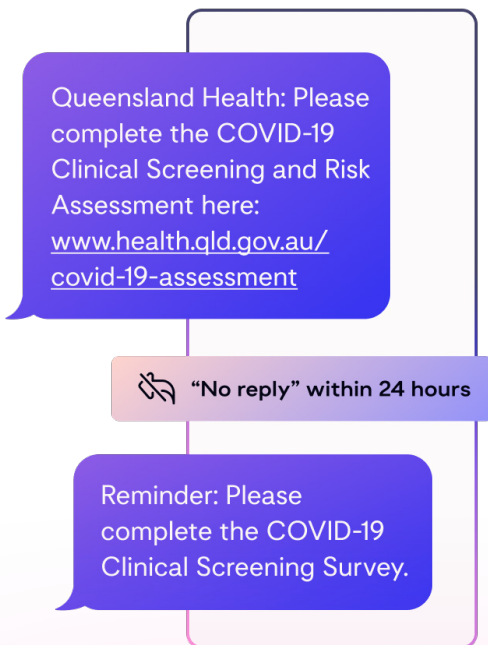


The solution

Survey positive cases

Using surveys within the Whispir solution, Queensland Health achieved a consistent response rate of 72 percent from recipients. By connecting with SMS technology, a link to a survey was sent to COVID positive Queenslanders to collect important clinical information, explain associated risks of severe disease, check for comorbidities and whether they'd visited high-risk settings such as nursing homes and hospitals.

The solution also provided Queensland Health with additional information regarding who patients were isolating with, whether they required assistance and whether they needed resources. This information was used to flag high-risk cases who required a follow-up response from clinical teams or to mobilise support while also notifying staff of probable locations that could be a source of an outbreak.



Integration and automation

Leveraging Whispir's integration capabilities, pathology results would feed into the platform and automatically trigger a survey's release. This reduced possible downtime in issuing notifications and providing information and support to positive cases.

Most recipients responded within four hours of receiving the survey with an automated reminder sent to people who hadn't responded within a certain timeframe to prompt completion.

“ When Omicron came onto the scene things quickly pivoted. The thing that I found most impressive about Whispir was that we could flip so quickly into something that we'd planned on a very small scale to something where we were sending out between seven and 8,000 texts a day to new cases. ”

Ruth Farrell, Business Analytics and Reporting manager with Queensland Health was on-hand when the Whispir solution was adopted.



The benefits



Quick to implement and use

The nature of the pandemic meant Queensland Health had limited time to recruit a specialised team to deal with the increasing case numbers. Whispir's low-code, no-code functionality enabled a speedy initial setup with a scalable solution that enabled Queensland Health to be highly responsive in a fast-changing environment.



Timely communications

Whispir's integration and automation features enabled timely communication upon receipt of positive results, providing valuable insights and data surrounding COVID-19 cases and ensure response and resources could be directed appropriately.



Reduction in resources and manual intervention

Whispir's built-in integration and automation features proved critical, ensuring Queensland Health resources were able to focus on specific cases, allocating clinicians to the right person's care, and alleviating work pressures on an already busy team.



Security and privacy

Whispir meets all of the Australian government's privacy and security requirements, ensuring that sensitive personal data remains secure throughout the entire workflow and all data is kept within Australia, meets data retention policies.

“ During the start of 2022, we had one area (a COVID Virtual Ward) that used Whispir for high-risk patients as identified from data returned by the surveys managed by Ruth's team.

This was a true team effort where we had four COVID communication processes working simultaneously—the COVID survey messages, low-risk automated messages, high-risk follow-up messages (the COVID Virtual Ward), as well as Vaccine Booking emails. ”

Dean Bausch, Whispir administrator at eHealth Queensland



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About Whispir

The Whispir platform is a multi-channel automated communication workflow solution, designed to be robust, scalable and customisable enough to meet the most stringent messaging security requirements.

We know your ideas are brilliant so we've put together the building blocks that allow you to turn your ideas into action, and messages into meaningful communications.

Whispir's low-code/no-code platform allows you to create workflows without design or development resources. Our drag-and-drop templates enable automated, personalised, two-way interactions with individual recipients, at scale, using smart logic and dynamic content.

Our workflows studio empowers you to send personalised SMS and email to your customers or staff and offers customised actions based on real-time events or 'triggers' to determine responses across multiple communications channels.

Be at the centre to manage your own outcomes, drive genuine engagement and turn on new revenue streams with ease, putting the data you already own to work. Whispir reimagines communications with automated workflows so that organisations can easily master connection and engagement.

[Learn more →](#)

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A human-to-human future

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