



# The National COVID-19 Resiliency Network (NCRN)

The NCRN Portal is a platform for the communications and dissemination of information to disproportionately impacted communities, or “Citizens of the world”



## The NCRN and KPMG

This platform will encompass a sophisticated communication strategy developed by leading Health Disparities researchers and marketing organizations aimed at disproportionately impacted community members. The data will include attributes from KPMG’s Signals Repository, and our Digital Lighthouse, Access and Revenue Operations, and Customer Solutions-Salesforce teams will support the development and implementation of the NCRN platform, mobile application, and call center strategy.

## Facts & figures

**65,000 +** External temporal and geospatial signals across multiple countries with KPMG signals repository

Signals Repository (S-R) with **800 +** sources of open, collected data

NCRN platform will feature over **30** languages

NCRN platform Soft Launch released on 10/13, featuring a Landing Site allowing for community organization/community member signup and links to state, tribe, and territory health resources



## Goals of the NCRN

The Morehouse School of Medicine NCRN offers individuals and families access to new COVID-19 related resources to help reduce the negative impact of the pandemic on communities. The NCRN is created for community, by community to ensure the diverse needs of our nation are understood and addressed.

Morehouse School of Medicine’s National Center for Primary Care is collaborating across the institution and with many Community Based Organizations to develop the NCRN across six foundational areas:

- Identify and engage disproportionately impacted communities
- Nurture existing and develop new partnerships
- Disseminate culturally and linguistically appropriate information
- Leverage technology to connect communities to resources
- Monitor and evaluate
- Apply broad and comprehensive dissemination methods

## Additional Opportunities to Leverage the Platform

- Disease surveillance (diabetes, hypertension, etc.)
- Academic Research
- Community health management & outreach
- Health plan member management

ZipCode → Risk → Culture → Testing → Care



## The Impact of COVID-19

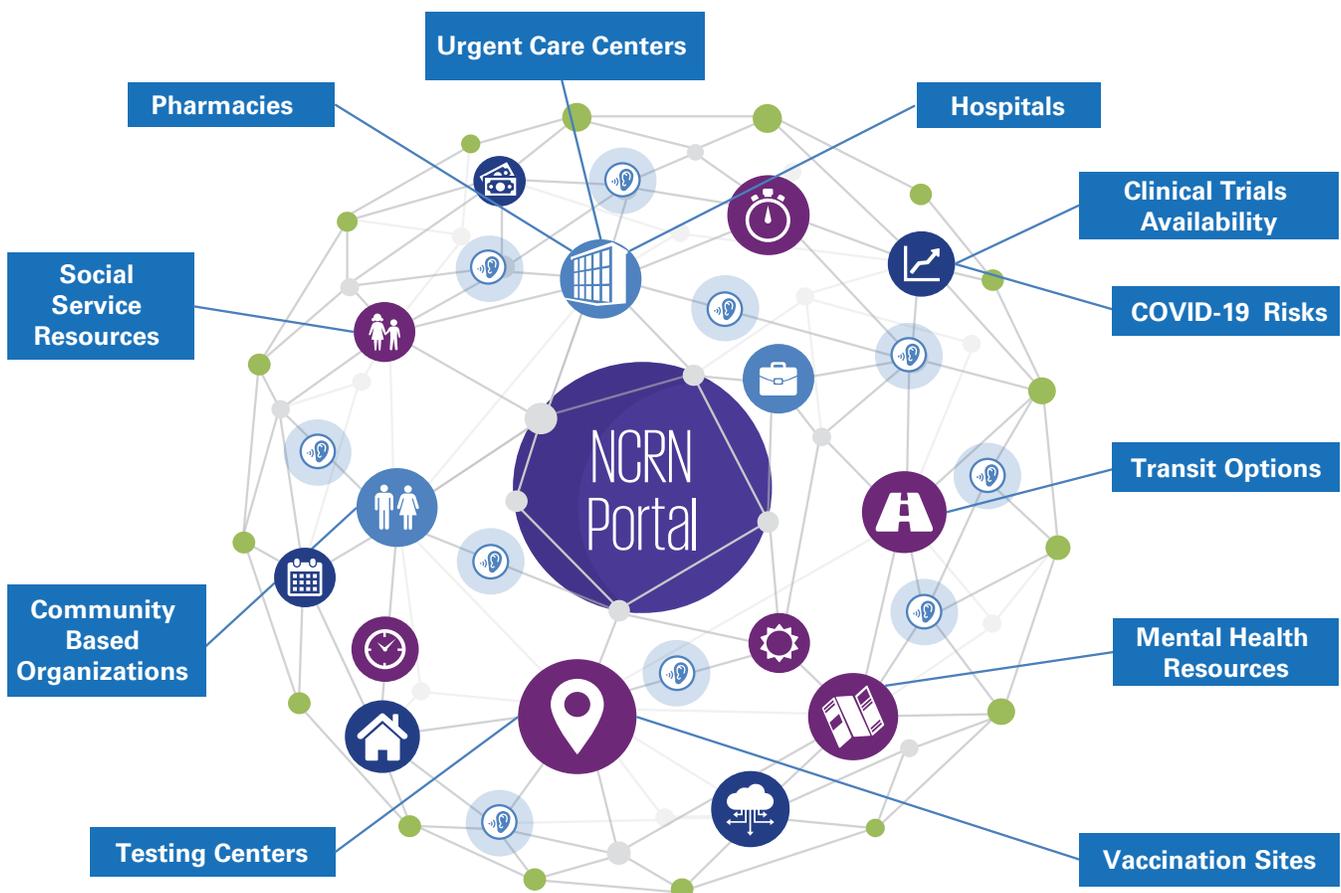
Public Health institutions and organizations have been responding to COVID-19 challenges longer than other Health Systems. As COVID-19 continues to spread globally, patients, providers, and businesses have been impacted in unprecedented ways. Our current infrastructure and regulatory requirements create additional complexity in how we can respond. Public Health institutions and organizations face:

- Siloed workforce members due to return to work restrictions
- Complex health needs of the communities characterized by mental health challenges, comorbidities, and other Social Determinants of Health (SDH) have presented unique challenges
- Disparities in SDH and health care access which pose unique challenges to disseminating an effective mitigation strategy



## Leveraging the signals repository

- The KPMG Signals Repository is an active listening platform that continuously harvests a variety of data from public and private sources. Structured and unstructured data is transformed into complex expressions, creating tens of thousands of signals when used by machine learning and other AI systems, and helps the NCRN significantly improve the accuracy in predictions.
- Existing KPMG signals and infrastructure supports a localized understanding of where people are most likely to be impacted by COVID-19 –from both health and financial perspectives—and the location of services and assistance potentially available to them; this can be used to proactively reach out to members.





## NCRN – A Salesforce enabled platform

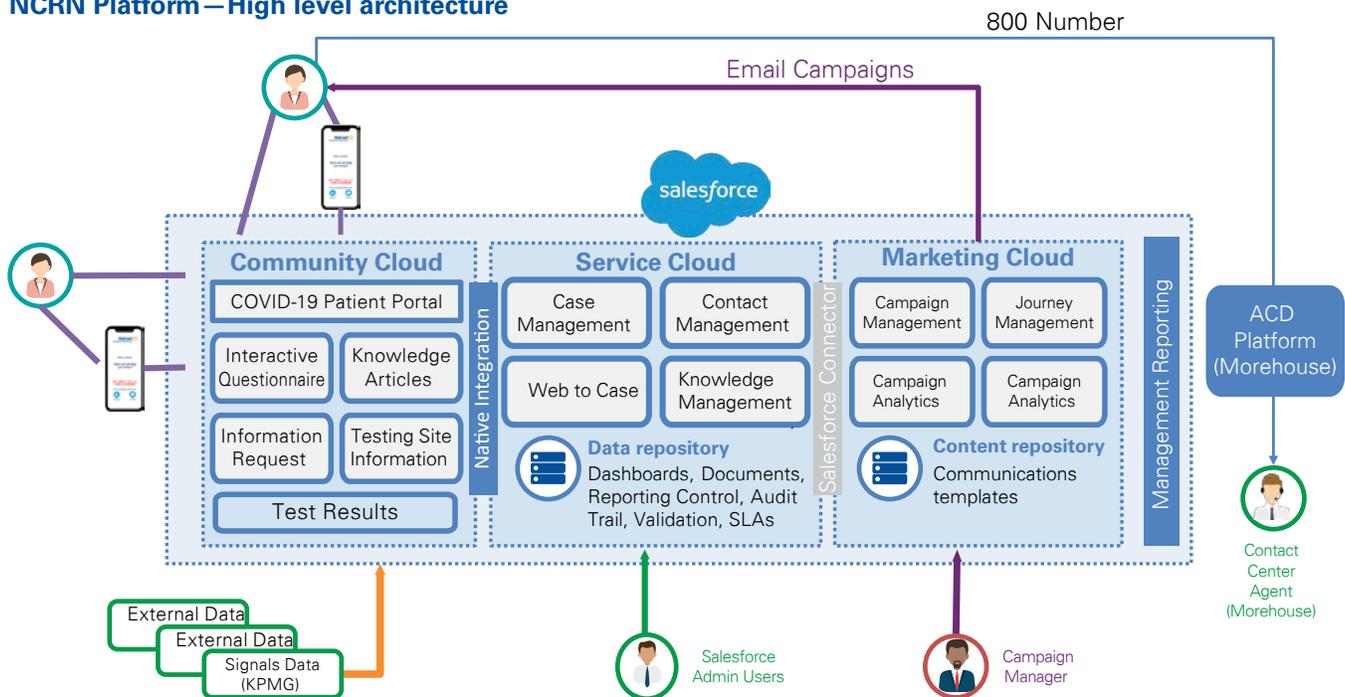
Built on the Salesforce platform, the NCRN community-facing portal facilitates a modern solution to the unprecedented engagement challenges presented by COVID-19. Through delivery of a captivating user experience, powered by Salesforce Community, Marketing and Service clouds, connecting communities with vital COVID-19 resources has been simplified.

Forming a solid foundation for accessibility, response and resiliency, the NCRN community build on the Salesforce platform provides tangible assets to individuals and organizations nationwide.

- Community cloud provides location-based resource identification, local COVID-19 risk evaluation, and a leading practice symptom checker. It also features and directs users to a wide range of COVID-19 information from trusted external sources.
- Marketing and Service clouds provide the infrastructure necessary for enablement of case/inquiry management, knowledge, contact and awareness campaign management.

As the technology suite underlying the NCRN community engagement solution, Salesforce empowers the critical work of distributing health information and clinical surveillance services.

### NCRN Platform – High level architecture



### Salesforce and KPMG

The KPMG relationship with Salesforce, a market leader in integrated customer relationship management (CRM) platforms, helps organizations align all operations across the enterprise and enable an integrated customer journey.

KPMG and Salesforce share a common vision for building customer-centric organizations. With its connected cloud and Customer 360 solutions, Salesforce supports the complete customer journey across all major front-office functions. By connecting Marketing Cloud with other Salesforce clouds, you can power the entire customer lifecycle—

from awareness and acquisition to purchase and fulfillment, to advocacy and retention.

Like Salesforce, KPMG helps enterprises embed customer awareness into all marketing, sales, service, and commerce touchpoints. But, KPMG goes beyond just the front office, leveraging Salesforce’s MuleSoft integration platform to link front-, middle-, and back-office applications, data, and devices in the cloud. Its “Connected. Powered. Trusted.” approach provides connected insights, automated hand-offs, and improved community engagement.

## Contact us

To discuss how KPMG can help you, please contact.

**Todd Ellis**  
**Principal, Healthcare**  
**IT Healthcare Solutions**  
T: 678-761-3063  
E: tdellis@kpmg.com

**Michael Herman**  
**Principal, U.S. Sales**  
**Transformation and**  
**Salesforce Practice Leader**  
T: 917-769-5367  
E: michaelherman@kpmg.com

**Stephen Mealy**  
**Managing Director**  
**Salesforce Sales Leader**  
T: 954-260-1333  
E: smealy@kpmg.com

**Jeffrey Fay**  
**Senior Director,**  
**Solution Relations**  
**Salesforce Alliance – Healthcare**  
T: 617-988-1044  
E: jeffreyfay@kpmg.com

Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities.

[kpmg.com/socialmedia](https://kpmg.com/socialmedia)



The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act upon such information without appropriate professional advice after a thorough examination of the particular situation.

© 2021 KPMG LLP, a Delaware limited liability partnership and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved.

The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization. NDP139187-1A