

# Case Study 108:



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*Caring today for a healthy tomorrow*

Kent County

## Mobile-friendly COVID-19 Screening Program for Safely Reopening Schools



County Health  
Department



Grand Rapids, MI

Patient Population: 656,000

### Goals:

Engage parents, students  
and staff in daily  
COVID-19 screening

Messages 10:58 AM 80%

### Daily School Screener

In partnership with the Kent County Health Department, our goal is to keep our students and staff safe and healthy in schools. Please submit 1 form per student/staff member. This form is good for today 07-07-2021.

Student/Staff Member Initials: \*

Example: TH

Student Grade or Staff Member: \*

Teachers and other staff should choose STAFF.

Student/Staff Member Date of Birth: \*



## Challenge

To safely reopen schools in the midst of the COVID-19 pandemic, Kent County (Michigan) needed a way check students and staff for symptoms and exposure before they came into one of the County's 200+ schools each morning. Because any such "screening" would rely on the participation of busy parents early in the morning, the County needed a solution that was as user-friendly as it was robust – no passwords, account credentials, app downloads, or other sources of user friction that could risk widespread adoption.



## Solution

In collaboration with Kent County Health Department leadership, PEG created a COVID-19 screening survey that was delivered to parents via text message each day. Responses to this short, mobile-friendly form were aggregated on a dashboard used by the administrators at each school: respondents who reported no symptoms were flagged green; respondents who reported symptoms were flagged red; and respondents who did not respond were flagged yellow.

***"PEG helped us have a huge public health victory. We were able to support a safe reopening of all of our County schools amidst the COVID pandemic. And PEG was the mobile-first engagement solution that enabled it."***

- Joann Hoganson  
MSN, RN, Director

# Results

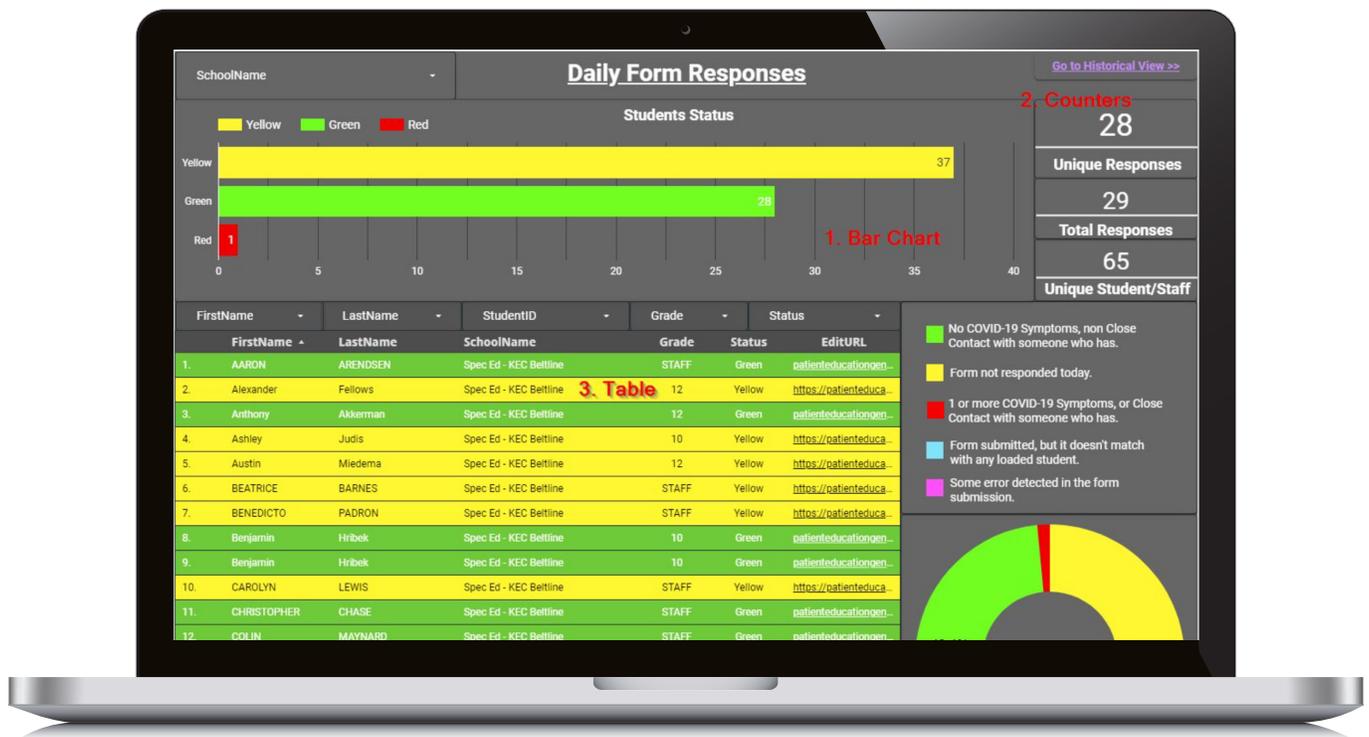
This comprehensive snapshot of the County's schools and their risk for COVID-19 contagion enabled the County to confidently reopen schools and keep everyone within their walls safe. Schools that participated in the program were able to stay open, where other schools in the County (private, etc.) experienced closures due to new outbreaks of the virus.

## 34,000+

children and staff were self-identified at risk for COVID

## 2.5 Million+

COVID-19 screeners submitted



*"We were able to keep our kids safe by keeping this at the forefront of our minds. It made the parents think before they sent their kids to school. Lucky for us, we had no outbreaks during the entire school year."*

- Kelly Carey, Administrative Assistant

