

*“The data this provides allows me to very confidently stand in front of Iowans and talk about why we’re making the decisions that we are.”*

**Kim Reynolds**  
Governor, State of Iowa

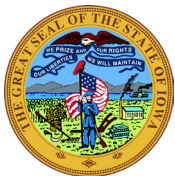
## IOWA DELIVERS A DATA-DRIVEN PANDEMIC RESPONSE WITH DOMO.

**500**  
DOMO USERS

**<\$5M**  
REVENUE

**24,000**  
COMPANY SIZE

**GOVERNMENT**  
INDUSTRY



### IMPACT

- Scaled an extra 3,000-4000 tests a day
- Provided insight for deploying mobile testing site
- Achieved 400,000 tests within first six months

### THE STATE OF IOWA OPTIMIZES ITS COVID-19 RESPONSE WITH DOMO.

In a pandemic, testing is one of the most powerful tools a government can use to protect the health of its citizens. But in the early days of its COVID-19 response, the State of Iowa lacked the insight it needed for its various departments to coordinate and funnel its limited testing resources towards the hotspots in the state that needed it most.

*“The goal of public health is to do an investigation to understand not just how somebody might’ve gotten sick, but also what we can do to help control and limit the spread of that illness,”* said Dr. Caitlin Pedati, State Epidemiologist and Public Health Medical Director, Iowa Department of Public Health. *“We wanted to make sure that we were getting timely, comprehensive, and accurate information.”*

### FROM ASSESSMENT TO INSIGHT.

Iowans could also use the website to schedule a COVID-19 test, chat with a bot to get answers to health questions without waiting for busy health staff, and provide information that would help contact tracers track down anyone who may have been exposed to a patient who has tested positive.

Capturing assessment data was only one part of the solution. Once the state had the assessment data, it was critical to combine it with other testing data and visualize it to help



*"It gave me the confidence that I needed to open up our economy and get individual's lives and our livelihoods back on track."*



**KIM REYNOLDS**  
GOVERNOR, STATE OF IOWA

## DEPARTMENTS USING DOMO

DEPT OF TRANSIT, DEPT OF PUBLIC HEALTHY, DEPT OF ADMINISTRATIVE SERVICES

## CONNECTORS



state leaders better understand the information. Domo was used to integrate testing data from Testlowa.com and across other systems, providing a single source of truth for Iowa's coronavirus caseload. Domo-powered dashboards visualize the data to provide everyone from the governor to local public health officials with a real-time view of the state's health.

*"Domo allows us to look each day at what we're going to be receiving and make sure that we reported out everything that we needed to report out every day,"* said Dr. Michael Pentella, Iowa's Director of the State Hygienic Laboratory. *"It tells us where we've been and provides a great indication of where we're going."*

### POWERING A DATA-DRIVEN RESPONSE.

Using assessment data collected from Testlowa.com, public health officials have been able to effectively deploy up to a dozen mobile testing sites across the state, redeploying the testing sites as necessary to counties that need them most as indicated by the data.

Using Domo, public health officials can analyze information about symptoms, occupations, and demographics to identify macro trends and at-risk individuals alike. This level of insight helps ensure that Iowans at the highest risk for COVID-19 get the test they need while identifying potential outbreaks at places like large employers or campuses. *"It really allows us to, in a very strategic way, allocate our resources where they need to go,"* said Iowa Governor Kim Reynolds.

Thanks to the program, the state increased its daily testing capacity by 3,000-4,000 tests a day, helping the state achieve more than 400,000 tests within the first six months of the pandemic response. As a result, state leaders are able to make data-driven decisions about how to open up the economy and schools so that Iowans can get their lives back on track.

*"The data this provides allows me to very confidently stand in front of Iowans and talk about why we're making the decisions that we are and what we're basing them on,"* said Reynolds.

[>SEE THE FULL STORY](#)