

CREW 1

8:00	Film crew arrives	Capitol
8:30	Set up & b-roll if possible	Capitol
9:00	-	Capitol
9:30	-	Capitol
10:00	Domo Crew arrives	Capitol
10:15	1st Interview Arrives + Makeup	Capitol
10:30	1st Interview (30m)	Capitol
10:45	-	Capitol
11:00	1st Interview b-roll (30m)	Capitol
11:15	-	Capitol
11:30	Set up for 2nd interview	Capitol
11:45	-	Capitol
12:00	Gov. Kimberly Reynolds Arrives + Makeup	Capitol
12:15	2nd Interview - Gov. Kimberly Reynolds (30m sharp)	Capitol
12:30	-	Capitol
12:45	Set up for 3rd Interview	Capitol
1:00	Lunch Break	Capitol
1:15	-	Capitol
1:30	Continue set up for 3rd Interview	Capitol
1:45	3rd Interview Arrives + Makeup	Capitol
2:00	3rd Interview (30 minutes)	Capitol
2:15	-	Capitol
2:30	3rd Interview b-roll (30m)	Capitol
2:45	-	Capitol
3:00	Strike/Move Out	Capitol
3:15	-	Capitol
3:30	-	Capitol
3:45	-	Capitol
4:00	Drive to Testing Site	Testing Site
4:15	Set up at Testing Site	Testing Site
4:30		Testing Site
4:45	Shoot b-roll	Testing Site
5:00	-	Testing Site
5:15	-	Testing Site
5:30	-	Testing Site
5:45	-	Testing Site
6:00	Strike/Move Out	Testing Site
6:15		Testing Site
6:30		Testing Site
6:45	GONE	Testing Site



CREW 2

8:00	Film crew arrives	Lab
8:30	Set up & b-roll if possible	Lab
9:00	-	Lab
9:30	(Maughan Drive to Lab)	Lab
10:00	-	Lab
10:15	-	Lab
10:30	B-roll	Lab
10:45	-	Lab
11:00	-	Lab
11:15	-	Lab
11:30	-	Lab
11:45	-	Lab
12:00	Maughan arrive to Lab	Lab
12:15	4th Interviee Arrives + Makeup	Lab
12:30	4th Interview (30m)	Lab
12:45	-	Lab
1:00	4th Interviee b-roll (30m)	Lab
1:15	-	Lab
1:30	Set up for 5th interview	Lab
1:45	-	Lab
2:00	5th Interviee Arrives + Makeup	Lab
2:15	5th Interview (30m)	Lab
2:30	-	Lab
2:45	5th Interviee b-roll (30m)	Lab
3:00	-	Lab
3:15	Strike/Move Out	Lab
3:30	-	Lab
3:45	-	Lab
4:00	-	Lab
4:15	GONE	Lab
4:30		
4:45		
5:00		
5:15		
5:30		
5:45		
6:00		
6:15		
6:30		
6:45		
7:00		
7:15		

7:30

7:45

8:00

8:15

8:30

8:45

9:00

9:15

CREW 1		
8:30	Film crew arrives	
9:00	Set up & b-roll if possible	
9:30	-	
10:00	-	
10:15	Domo Crew arrives	
10:30	1st Interviewee Arrives + Makeup	Paul Trombino
10:45	1st Interview (30m)	Paul Trombino
11:00	-	Paul Trombino
11:15	1st Interviewee b-roll (30m)	Paul Trombino
11:30	-	Paul Trombino
11:45	Set up for 2nd interview	
12:00	-	
12:15	-	
12:30	Lunch Break	
12:45	-	
1:00	2nd Interviewee Arrives + Makeup	Gov. Reynolds
1:15	2nd Interview - (30m sharp)	Gov. Reynolds
1:30	-	Gov. Reynolds
1:45	Set up for 3rd Interview	
2:00	-	
2:15	-	
2:30	3rd Interviewee Arrives + Makeup	Dr. Pedati
2:45	3rd Interview (30 minutes)	Dr. Pedati
3:00	-	Dr. Pedati
3:15	3rd Interviewee b-roll (30m)	Dr. Pedati
3:30	-	Dr. Pedati
3:45	Strike/Move Out. Domo Crew + Film Directors Drive to Lab	
4:00	-	
4:15	-	
4:30	Drive to Testing Site	
4:45	Set up at Testing Site	
5:00		
5:15	Shoot b-roll	
5:30	-	
5:45	-	
6:00	-	
6:15	-	
6:30	Strike/Move Out	
6:45		
7:00	GONE	

		CREW 2	
Capitol - Ray Rm	8:30		
Capitol - Ray Rm	9:00		
Capitol - Ray Rm	9:30		
Capitol - Ray Rm	10:00		
Capitol - Ray Rm	10:15		
Capitol	10:30		
Capitol	10:45		
Capitol	11:00		
Capitol	11:15		
Capitol	11:30		
Capitol	11:45		
Capitol	12:00		
Capitol	12:15		
Capitol - Ray Rm	12:30		
Capitol - Ray Rm	12:45		
Capitol	1:00		
Capitol	1:15		
Capitol	1:30		
Capitol	1:45		
Capitol	2:00		
Capitol	2:15	Film crew arrives	
Capitol	2:30	Set up	
Capitol	2:45	-	
Capitol	3:00	-	
Capitol	3:15	-	
Capitol	3:30	-	
Capitol	3:45	B-roll	
Testing Site	4:00	-	
Testing Site	4:15	-	
Testing Site	4:30	-	
Testing Site	4:45	-	
Testing Site	5:00	-	
Testing Site	5:15	Domo Crew + Film Directors arrive to Lab	
Testing Site	5:30	4th Interviewee Arrives + Makeup	Scott Marler
Testing Site	5:45	4th Interview (30m)	Scott Marler
Testing Site	6:00	-	Scott Marler
Testing Site	6:15	4th Interviewee b-roll (30m)	Scott Marler
Testing Site	6:30	-	Scott Marler
Testing Site	6:45	Set up for 5th interview	
Testing Site	7:00	-	
	7:15	5th Interviewee Arrives + Makeup	Michael Pentella
	7:30	5th Interview (30m)	Michael Pentella

		7:45 -	Michael Pentella
		8:00 5th Interviewee b-roll (30m)	Michael Pentella
		8:15 -	Michael Pentella
		8:30 Strike/Move Out	
		8:45 -	
		9:00 -	
		9:15 GONE	

KIMBERLY Governor

INTERVIEW P

3 KEY STATEN

SUMMARY

QUESTIONS

Introductions

Test Iowa Sol

Domo Crisis C

Closing/Futur

' REYNOLDS

of Iowa

POINTERS

Keep your eyeline to interviewer

Repeat the question in your answers

Feel free to start answers over at any time

You'll have full and final approval on content before anything is shared

POINTS

1. Comprehensive solution
2. Longterm solution
3. Solution was able to evolve

The state of Iowa was one of the first deployments of the Crisis Response Service. Kimberly Reynolds, Governor of Iowa, and her task force team are using the Crisis Response Service as a comprehensive solution to fully shape their testing strategy. As early adopters, they were able to quickly implement testing sites and surveys, tracking positivity rates and testing capacities. While Covid-19 became an apparent long term issue, the Crisis Response Service was able to evolve with the situation and provide data and insights into hospital capacities, demographics, unemployment rates, fatality rates, and economic data. Governor Kimberly Reynolds meets with her Covid-19 task force team daily to review

- ;
- What is your name and title?
- What do you do for the state of Iowa?
- What were your primary concerns when the pandemic first hit?
- I'm sure there was a huge number of unique needs required to respond to the pandemic, Can you talk about some of those needs?
- Can you share how the Test Iowa Solution helped you address some of those needs?

Question

Why did you feel the Test Iowa Solution was a good fit for you and your State?

What has been the primary benefit of the Test Iowa Solution? (Turn key, speed)

Can you talk a little bit about how quickly you were able to get value from the solution?

What goals did you have around testing and testing capacity?

Has the program stayed static or has it evolved over time?

Are you happy with how the program has grown and evolved?

assessment feature?

Everyone knows there was a massive demand for supplies, tell us about the challenges around testing materials/equipment? How were you able to scale up to the increasing needs?

provided?

Command Center

Domo's Crisis Response Service not only provides support for successful testing on a mass-scale, but also provides data and combines it in ways that provide context, then add intelligence with things like alerts.

Every decision during this impact has the potential to impact a lot of people. How are you making these critical decisions on behalf of the citizens of Iowa?

What resources or tools are you leveraging to help you make these decisions?

What is the significance of real-time, accurate data during a situation like this?

What role has data played in your testing strategy?

How has the data made available to you through Test Iowa shaped your strategy?

Have you heard any positive stories from residents of the state - any experiences you can share?

re

As a leader and an innovator during this time...

What does this solution mean for the people of Iowa?

As this pandemic started, some thought it would be a short-term problem, as we've come to realize it's more long term, what advice would you give to other government leaders?

say?

Anything I missed that we should talk about?

Thank you for your time.

**PAUL TRO
COO, Stat**

INTERVIEW P

3 KEY STATEN

QUESTIONS

Introductions

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e of Iowa

POINTERS

Keep your eyeline to interviewer

Repeat the question in your answers

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TOPICS

1. Metrics and results

2. Hurdles

3. Domo, Chatfunnels, Qualtrics, Nomi

;

What is your name and title?

What do you do for the state of Iowa?

What were your primary concerns when the pandemic first hit?

I'm sure there were a huge number of unique needs required to respond to the pandemic? Can you talk about some of those needs?

Why did you feel the Test Iowa Solution was a good fit for you and your State?

Implementation

What is the Test Iowa Solution?

Walk us through the solution beginning to end and what partners play what role?

What was it like coordinating the implementation? What hurdles did you have to overcome?

How quickly were you able to get the program up and running?

How has it improved your testing?

Everyone knows there was a massive demand for supplies, tell us about the challenges around testing materials/equipment? How were you able to scale up to the increasing needs?

How is Iowa handling contact tracing and how did the Test Iowa solution help with that?

Command Center

Domo's Crisis Response Service not only provides support for successful testing on a mass-scale, but also provides data and combines it in ways that provide context, then add intelligence with things like alerts. This, combined with the importance and potential to impact lives of people, now are you making these critical decisions on behalf of the citizens of Iowa.

What resources or tools are you leveraging to help you make these decisions?

What is the significance of real-time, accurate data during a situation like this?

What role has data played in your testing strategy?

How has the data made available to you through Test Iowa shaped your strategy?

re

As a leader and an innovator during this time...

What does this solution mean for the people of Iowa?

As this pandemic started, some thought it would be a short-term problem, as we've come to realize it's more long term, what advice would you give to other government leaders?

If you were to give a 30 second pitch to other Governors about the Test Iowa program, what would you

Anything I missed that we should talk about?

Thank you for your time.

REVISED QUESTIONS

DR. CAITLI
Medical D

INTERVIEW P

3 KEY STATEN

QUESTIONS

Introductions

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Director, Iowa Department of Public Health

POINTERS

Keep your eyeline to interviewer

Repeat the question in your answers

Feel free to start answers over at any time

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QUESTIONS

1. Qualtrics, Nomi
2. Testing at mass scale
3. Key metrics

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What is your name and title?

What do you do for the state of Iowa?

I'm sure there were a huge number of unique needs required to respond to the pandemic? Can you

You were selected to be apart of President Trump's response task force, Why is it the President looked

Can you talk about the tools and processes that Iowa was using before the pandemic? What were some

Discussion

From your perspective, what is the key benefit of the Test Iowa program?

Why is testing such a critical part of better understanding the virus?

What were some of your goals around testing?

How has the Test Iowa Solution improved your testing?

How would you rate the accuracy of the test results?

Do you have any experiences with the Qualtrics assessment survey, and if so, what insights are you gaining from

the assessment feature?

Any other improvements were you able to gain from the technology, resources and companies provided?

Command Center

Every decision during this impact has the potential to impact a lot of people. How are you making these critical decisions on behalf of the citizens of Iowa.

What resources or tools are you leveraging to help you make these decisions?

What is the significance of real-time, accurate data during a situation like this?

What role has data played in your testing strategy?

How has the data made available to you through Test Iowa shaped your strategy?

re

As a leader and an innovator during this time...

What does this solution mean for the people of Iowa?

As this pandemic started, some thought it would be a short-term problem, as we've come to realize it's more long term, what advice would you give to other government leaders?

say?

Anything I missed that we should talk about?

Thank you for your time.

REVISED QUESTIONS

MICHAEL

Epidemiol

INTERVIEW P

3 KEY STATEN

QUESTIONS

Introductions

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PENTELLA, PhD

logy

POINTERS

Keep your eyeline to interviewer

Repeat the question in your answers

Feel free to start answers over at any time

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QUESTIONS

1. Nomi

2. Major Accomplishments

3. Expertise

;

What is your name and title?

What do you do for the state of Iowa?

I'm sure there were a huge number of unique needs required to respond to the pandemic? Can you describe the unique needs and processes that were required to respond to the pandemic? Can you describe the limitations that required bringing in some partners?

Implementation

What role do you play in the Test Iowa Program?

It takes a vast amount of resources and equipment to scale, as a part of this program, Nomi has been a big partner. Can you tell us about how they supported you to scaling this to the level that was needed?

What was the implementation process like? What resources were provided?

How have processes changed at the labs? What improvements will last even after the pandemic settles?

How has the Test Iowa Solution improved your testing?

results?

Do you have any specific targets you and your team are trying to achieve?

materials/equipment? How were you able to scale up to the increasing needs?

provided?

Command Center

What were some of the challenges you faced when it came to being able to see real time data and be able to make decisions quickly?

How are you leveraging data and Domo to help you with those decisions? What data are you looking at in your Crisis Command Center App? How do you and members from your team consume that data and what decisions are you able to make in the last few months that you weren't able to do before?

How has the solution evolved over the last few months as the pandemic progressed?

What new insights did you discover you needed and how quick were you able to pivot?

re

As a leader and an innovator during this time...

What does this solution mean for the people of Iowa?

If you were to give a 30 second pitch to leaders with similar responsibilities to you in other states about

What does the future of this pandemic entail for you?

Anything I missed that we should talk about?

Thank you for your time.

SCOTT MA
Departme

INTERVIEW P

3 KEY STATEN

QUESTIONS

Introductions

Test Iowa Sol

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ARLER

ent of Transportation Director

POINTERS

Keep your eyeline to interviewer

Repeat the question in your answers

Feel free to start answers over at any time

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MENTS

1. Nomi, Domo, Qualtrics
2. Logistics; boots on the ground
3. Value of partnership

;

What is your name and title? What do you do for the state of Iowa?

What role do you play in the response to Covid-19?

How did your day to day responsibilities change with the emergence of this pandemic?

ution

Can you tell us about the Test Iowa Solution? How are you interfacing with the Test Iowa efforts?

Tell us about the logistics you have to coordinate, how do you actually execute all of this?

Give us an overview of the testing efforts in the state, the points of entry, locations, capacities, how tests administered, challenges you've overcome?

Talk about how quickly you were able to spin up new testing sites? What does that entail?

What information are you relying on to determine when and where to pivot?

Talk about the importance of the Quarantine assessment early, how is the assessment helping you fulfill the needs of the citizens?

Supplies have been a big issue for all of the states, tell us about the challenges around what other improvements were you able to gain from the technology, resources and companies provided?

Command Center

How are you leveraging data to fulfill your responsibilities?

Tell us how your ability to access data has improved with the Test Iowa Solution

How are you leveraging data and Domo to help you with your decisions? What data are you looking at in your Crisis Command Center App? How do you and members from your team consume that data and what are some specific decisions you've been able to make in the last few months that you weren't able to do before? What does this enable you to do?

How has the solution evolved over the last few months as the pandemic progressed? What new insights have you discovered that you're not seeing until you talk a little about the process to get those insights?

re

As a leader and an innovator during this time...

What does this solution mean for the people of Iowa?

As this pandemic started, some thought it would be a short-term problem, as we've come to realize it's more long term, what advice would you give to DOT leaders in other states?

How does the Test Iowa Solution set you up to tackle the future of this pandemic?

Anything I missed that we should talk about?

Thank you for your time.