

The Health Screening Considerations for Safe Entry the CDC Can't Advise You On

By Laura Davis-Taylor



The CDC is scrambling to solidify guidelines for “safe entry” protocols, and it’s a moving target at best. Some states are under strict mandates while others are moving along more hands off, which is putting the decisions about what to do to squarely on the shoulders of the business owners. Regardless, very little real-world knowledge exists to help businesses make the right choices—and there’s a lot at stake.

InReality dove headfirst into this space very early on. With almost a decade of experience integrating multiple IoT sensors together as a venue analytics platform provider, it just made sense to us to help address this looming need. We did so by enabling the Thermal Mirror with Creative Realities, a contactless, near-instant temperature inspection device, and we have been in factories, retail environments, educational environments and other verticals in both the U.S. and APAC for more than four months. The beauty of this involvement is that these deployments are serving as an agile test

lab of sorts, giving us weekly insights regarding end user challenges, their fears and what they need—as well as what they didn’t know they needed. Fueled with this ongoing feedback, we’ve iterated the solutions that we offer our reseller channel and sensor partners, while also actively doing our best to share the most important takeaways we’ve learned. We’ve included the list for you here, the key intent being to make it easier for business stakeholders to make the right choices while steering clear of avoidable risks.

It’s going to take more than one solution

Ensuring safe entry has two key considerations—the technology and the workflow. The technology toolkit is expanding at a dizzying pace, and much of it serves a singular purpose—e.g. automate the self-declaration quiz, scan for a temperature, control the occupancy counts, alert stakeholders of any issues, etc. This is a challenge as we’ve seen specific protocols emerge that serve only specific functions, causing COVID Task Teams additional burden to source across multiple companies. Most of these technologies are relatively new, so there’s also the fear of the unknown.

Just because it functions doesn’t mean it will be streamlined

You know how we felt about TSA screening processes after 9/11? The sentiment was universal—we realized that it was necessary, but boy, was it a hassle! We all had to learn how to navigate new processes and systems, and it was often confusing, time consuming and a negative experience. CX is at play with these new entry solutions, and reducing friction and throughput speed can’t be stressed enough. It’s for this reason that we’ve added mobile functionality options to our Safe Space software platform.



Flexibility is an imperative

You have a workflow and legal/data policies to support today. If there's one thing you need to count on, it's that they will change. It's not fun for anyone, but it's the reality. We've had to adhere to this as well, which is why having the ability to configure your screening solution uniquely and change your workflow or update (or over-haul) your data and policy compliance quickly and easily is critical.

Monitoring and maintenance matters—know what you're getting into

Multiple locations or multiple solutions means multiple points of failure, management and update headaches, and invaluable time and focus from the Operations team in some cases. Honestly, this is the key driver for our entry into the space as we know how important Enterprise management is when scale is involved. Ask hard questions of the vendors you have under consideration, and make sure that they can meet every use case and remote management requirement.

There's the product's promise and the reality

We realize that promising in advance is rather normal for tech companies, but this critical use case should not be going down this path. Unfortunately, it's happening. On the one side, those of us in development are moving faster than we thought humanly possible to get solutions to the market quickly. On the flip side, we know that a product's failure in the field can impact safety. We need to be in this together, but protect yourself by digging in deeper on the pitches that you're hearing to make sure that what you're buying is real.

Inventory may be a challenge

This is also not something anyone is shouting from the rooftops, but demand is at a peak for these screening products. Many of the thermal cameras are coming from a factory in Germany that's working triple shifts and still not able to keep up. Ask very specific questions about inventory availability, but keep your mind open. Many top-notch OEMs are building solutions that may be a month or two out, but will come backed with bulletproofed services, support and reputations.

Steer clear of “the blacklist”

This is only if you're using facial recognition software for employees or visitors, but it's very important. There's a list of technology firms that National Security would prefer U.S. entities not buy from. Make sure that your vendor partner is not using any of their software, which can happen unknowingly given the fast pace that we're all sourcing and buying. We use a product out of Colorado and make sure that our partners know who they are, and importantly, why.



The CDC is serving a purpose in trying to provide all businesses guidelines to follow, but it may not be enough. The insights we share here are just a portion of those that we've gleaned, all of which have culminated in our 3-Step Safe Pass. A process powered by our platform, it's an approach for automating 'safe entry' that supports the many workflows and user requirements that we've witnessed and helped refine. Supporting multiple hardware and sensor configurations and available with an app feature, it automates access at the enterprise level with the flexibility that the “new normal” requires. It is currently available with most major North American distributors.

To learn more or discuss how the InReality platform can optimize your Safe Space Solutions, go to www.inreality.com or email us at sales@inreality.com.



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A veteran of brand and retail growth through digital experience design and digital application, Laura Davis-Taylor has been focused on creating meaningful brand experiences that bridge home, life, and store. She is currently the Chief Strategy Officer of InReality and is an active industry speaker and frequent contributor to outlets such as the Wall Street Journal, Financial Times, Time Magazine, the MMA and MediaPost. Her book, Lighting up the Aisle: Practices and Principles for In-store Digital Media, details how retail brands can harness technology to reinvent their in-store experience.

ABOUT INREALITY

InReality is a venue analytics platform that transforms most any tracking, measurement and influencing technology into the metrics that matter most. We do it by harnessing data from IoT sensors and other measurement and influencing technologies into one simple platform that produces only the most critical KPIs, then enabling predictive or personalized responses. With it, venues can both prove and improve their 'phygital' touch points across multiple locations at scale, but without the complexity or limitations of multiple sensors and disparate dashboards. Owners and retailers make their spaces safer and more meaningful for their patrons, and brand advertisers finally get the analytic ammunition they need to optimize their strategies and defend their marketing spend.



Don't let the complexity overwhelm you.

We've been in the trenches
We've refined the solution

We're shipping now



The 3-STEP SAFE PASS

Enterprise, integrated access control to get your customers back to business—one platform, multiple software & hardware configurations

1.
check



Take the Q&A Screening Quiz before arrival

2.
scan



At entry, Scan Temperature

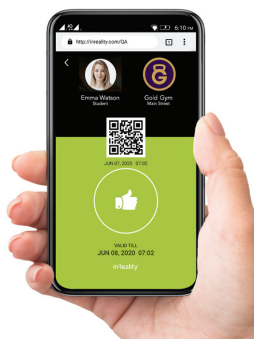
3.
clear



Cleared? Proceed with a Safe Pass

Enterprise Control The Power is in the Platform

- ▶ Efficiently manage oversight with Smart Alerts
- ▶ No additional infrastructure or staff
- ▶ All you need is a browser, zero integration
- ▶ Remotely monitor 1-to-many locations
- ▶ Define workflows and data policies to bulletproof privacy + Legal compliance
- ▶ Real-time dashboard of results with historical anomalies



BrightSign



elo

INCRAM MICRO

legrand



TechData

To learn more about the platform visit us at www.inreality.com

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