

HOW VIENNA BECAME THE WORLD CHAMPION OF PCR TESTING SUCESS STORY „Alles gurgelt!“


Wir
statt
Virus.



HOW IT ALL STARTED: THE PROTECTIVE SHIELD FOR VIENNA

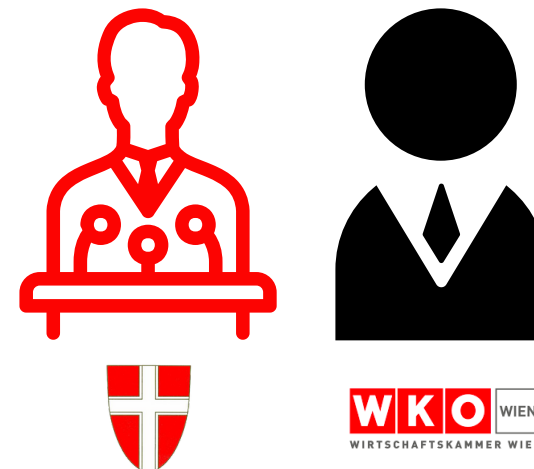
- **Beginning of 2021:** The population did not support the lockdowns anymore and the contact tracing did not work. The city of Vienna and the Austrian Economic Chambers had the idea to set a **"protective shield"** over Vienna and to prevent the uncontrolled spread of Covid-19.

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"Regelmäßige und rasche Tests sind ein essenzielles und wirkungsvolles Mittel bei der Bekämpfung der Covid-19-Pandemie. Wir wollen damit – bis wir die notwendigen Impfstoffe in ausreichender Menge zur Verfügung haben – eine Art Schutzschild für die Bevölkerung etablieren."

Michael Ludwig, Bürgermeister von Wien



Politik und Wirtschaft der Stadt von Wien haben die gleichen Interessen.



THE SET-UP: THAT'S HOW "ALLES GURGELT!" WORKS IN VIENNA



LEAD

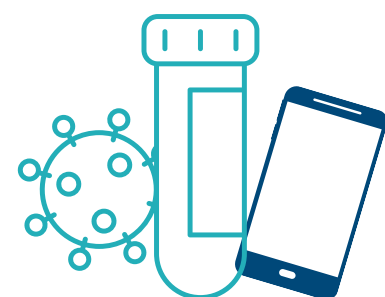
Innovation Management

Projectmanagement



viennacommunications

Communication with User



Test-Manufacturerer



Lab



Distiribution



Logistics

4 WEEKS LATER: "ALLES GURGELT!" FOR ALL CITIZENS OF VIENNA

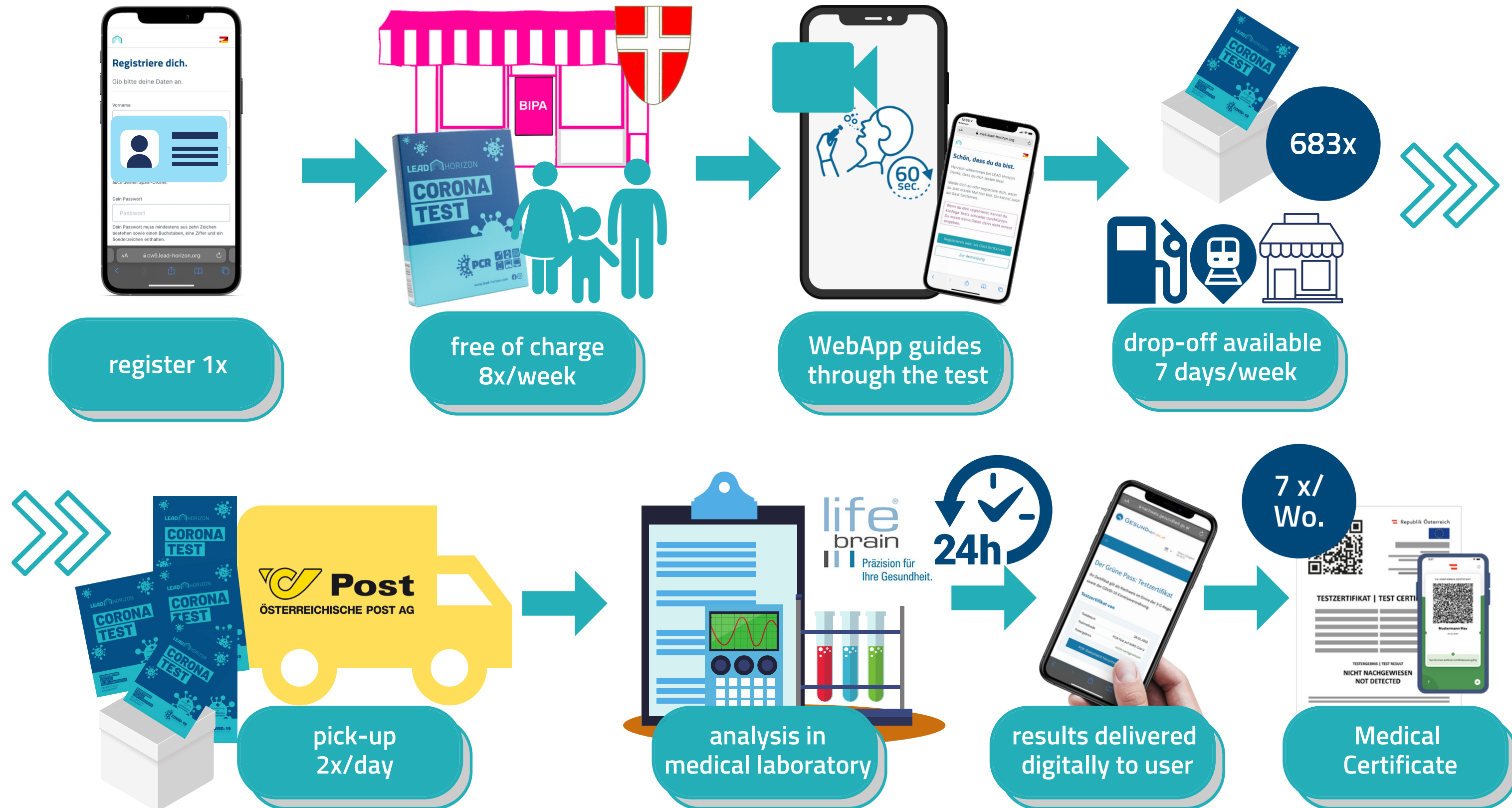
March 2021:

After a testing period of 2 months the project started in Vienna. The shield is active: the motto for all of Vienna from now on is: "Alles gurrrgelt!". Every citizens of Vienna, every commuter and even tourists are allowed to perform one free PCR-Test per day, very easy and from home.

With the PCR Gargle-Tests the medical staff can be released. Thanks to the easy system in Vienna, Vienna from now on is a safe place in times of high risk.



"ALLES GURGELT!": LOW THRESHOLD AS THE KEY TO SUCCESS



Resulting effects following the curbing of infections in Vienna vs rest of Austria (monitored period: October - December, 2021)

**Cases
(infections)
avoided
44k-60k**

**Sick days
avoided
58k-78k**

**Quarantine
days
avoided
ca. 840k**

Source: Executive city councillor (Vienna) Peter Hacker, 16.02.2022

BALANCE AFTER ONE YEAR: OVER 25 MILLION TESTS IN ONE YEAR

February 2022:

The balance is overwhelming: the citizens of vienna use and accept the testing offer.

- more than 25 million test in total
- \emptyset 300.000 tests per day since november
- The gargle test produced by LEAD Horizon is well known also across the border of Austria



VIENNA: EVERYBODY GARGLES!

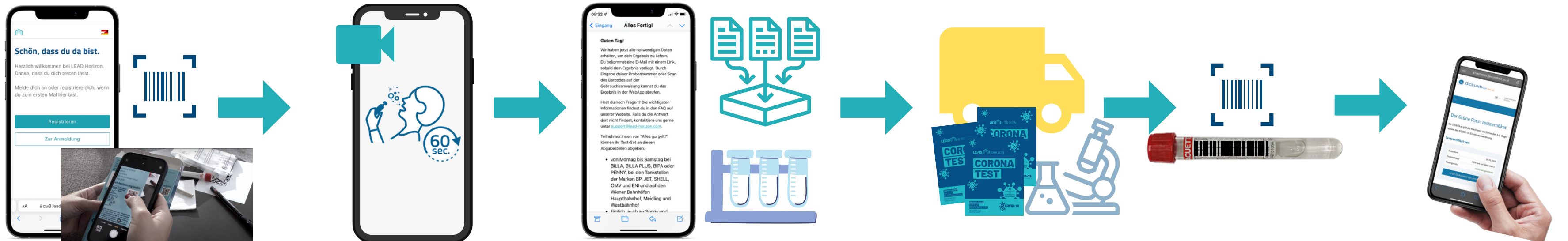


The infographic features a central illustration of a person's head in profile, gargling. To the left is a box for a 'CORONA TEST' kit, which includes the text 'LEAD HORIZON', 'CORONA TEST', 'Auswertung im zertifizierten Partnerlabor', 'PROBEAHME ERGEBIS DÜRM ANWENDER BEVÖRZLICH ANERKANNT', and 'COVID-19 TESTKIT'. To the right is a red circle containing the text 'min. 1 000 000 residents 1x/week' and the flag of Austria. The LEAD HORIZON logo is at the bottom center.

IN THE MIDDLE OF THE EVENTS: THE PCR GARGLE TEST

Easy, painfree, digital:

- Free test
- wide accessability (95% within 11 minutes to walk!)
- digital guidance for user
- optimized communication between user and lab
- easy planning of resources for the lab



Activation test = data set

Execution test

Completion = lab gets data

Delivery lab

Assignment of the user data

Digital report to user



HEALTH



DIGITAL



INNOVATION

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