Korea's Experience in COVID-19

Nationwide Mask App

Yoon-seok KO  Vice President, NIA
01  WHAT THE STATUS OF COVID-19?
02  WHY WE DEVELOPED MASK APP?
03  HOW MASK APP WORKS?
04  HOW IT COULD BE POSSIBLE?
05  MASK APP EXAMPLE
06  EFFECTS OF MASK APP
01 WHAT THE STATUS OF COVID-19?

Changes in the Number of COVID-19 Confirmed Cases

- Government Control Mask Sales Policy
- 5-day Rotation for Mask Supply
- Mask Apps/ Mask Data Open
- COVID-19 Emergency Disaster Relief Funds
- Announcement of Digital New-deal

COVID-19 Diagnostic Kits/ Launch of ‘Corona map’

The First Confirmed case


※ ( ) means daily confirmed cases
Changes in One KF94 Mask Price by 4 Different Brands

Jan. 27 | Jan. 28 | Jan. 29 | Jan. 30

$0.5 | $1 | $1.5 | $2 | $2.5 | $3

A: +149%
B: +306%
C: +314%
D: +84%

source: “why the government can't control mask price in spite of the 5-day rotation system”, Dong-a Science(Mar.28,'20) (http://dongascience.donga.com/news.php?idx=35452)
1. Government looked for policy to reduce social unrest.

2. Citizen requested for COVID-19 data to government.

3. Government opened public distributed mask data.

4. Volunteer developers launched mask app/web service for the citizen.
03 HOW MASK APP WORKS?

**Sellers**
- Pharmacy
- Post Office
- Mart

**Companies Support Cloud Systems**
- NBP
- Naver Business Platform
- Naver Entertainment
- kt
- Koscom

**Nursing Agency Portal**
- Mask double-purchase Checking

**Companies Support Cloud Systems**

**Government Data Portal**

**Conversion of DATA**
**Management of DATA**

**Citizen**

**NIA**
- NATIONAL INFORMATION SOCIETY AGENCY

**Private Portals and Developers**
- Naver, Kakao
- Map API
- Data.go.kr
- Mask API
04 HOW IT COULD BE POSSIBLE?

- Connect 99,000 nursing agencies and 24,000 pharmacies in Korea
- Launch “Mask Double-purchase Check System”
- Gov-supplied Mask Sales Data (seller information, mask inventory status etc.)
- Citizen(developers) to participate in solving social problem together
Using mask data (location of seller and quantity of warehousing displayed in 4 different colors), providing real-time mask information to citizens through apps/web.
06 EFFECTS OF MASK APP

Improved Citizen’s Convenience

Reductions in Civil Complaints

<table>
<thead>
<tr>
<th>Day 1</th>
<th>Day 7</th>
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<tbody>
<tr>
<td>480 cases</td>
<td>10 cases</td>
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Increases in Mask Sales Rates

<table>
<thead>
<tr>
<th>Before</th>
<th>After</th>
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<tr>
<td>67.9%</td>
<td>87.4%</td>
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Development of App/Web Services by Private Sector

App/Web Utilizing Mask Sales Data
approximately 150

No. of Goodoc App Download
7.1 million

Citizens Involved in Resolving Social Issues Using ICT
Thank You