

# COVIDCENTRAL

## How are you keeping tabs on your patient's pre- and post COVID-19 diagnosis and treatment?

CareCentra's COVIDCENTRAL digital care program helps contain utilization and proactively manage patient risk



### **COVIDCENTRAL** – A comprehensive nudging program to manage the risk and the care journey in the aftermath of a coronavirus infection

CareCentra's patient engagement platform is validated by two randomized clinical trials- in the USA<sup>1</sup>. Its AI engine maps a user's **motivation** to change their health behaviors and their **ability** to do so (**MoBe** Map). It then generates *precision nudges* (a combination of the right content, delivered at the right frequency, using the right channel and non-financial incentives) designed for that **individual** patient. The nudges persuade them to act in ways they are both motivated to and able to act. The results of such *precision nudging* were presented at the Scientific Sessions of the American Heart Association in November 2019.

This platform now addresses many challenges faced by health systems in their efforts to manage COVID-19 infections including the need to:

- Free-up healthcare professionals, support staff and facilities including help desks
- Improve adherence to guidelines by patients/members whose risk is shared by the system
- Provide visibility into case isolation, contact tracing and generally, barriers to adherence among its patient populations/ members
- Disseminate actionable information and support to populations in the hospital service area managing physical distancing, stress inactivity and other related challenges
- Track patients who have been discharged after treatment for coronavirus infection

### **Proposed Operating Model for COVIDCENTRAL**

After the initial symptom check (which can be integrated with your own system's screener), the program delivers risk mitigation protocols while informing your patients of the nature of COVID-19 risks and relevant resources available in their area. Patients are enrolled through a single SMS message from your system containing a link to download the COVIDCENTRAL nudging App. Once downloaded, patients provide basic information - age, gender, zip code – to begin their customized care journeys.

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<sup>1</sup> The ability of the engagement platform to shape patient behaviors has been validated in two separate trials in chronic and acute care settings primarily to improve medication and care plan adherence.

The AI that powers the App will then begin nudging them based on goals they prioritize, such as:



Understanding and practicing social distancing



Staying physically active while working from home



Eating healthy at home (including managing risk enhancers like diabetes)



Managing stress from social distancing



Staying informed on COVID-19 progression and risk



Mitigating the risk of infection



Coping with working from home and childcare demands



Adhering to medications and care plan actions for chronic ailments

Deployment is quick and easy with no requirement of upfront data - it can operate as a stand-alone tool, and report exceptions through a simple portal. All we need is to recruit current ACO members and COVID-19 patients to download the App through a single text message or email. We have built this experience as **a distinct offering** from other chronic care digital care journeys we offer on our platform in that we do not require any integration with the system's EMR for COVIDCENTRAL.

As patients register themselves and begin engaging with nudges, the system will have access to a dashboard that reports progress. The more they engage with the App, the more personalized it will become since the AI uses reinforcement learning to anticipate user needs. They will also be linked via a social community on Instagram which allows users to exchange notes and tips on managing risk at this difficult time. As an omnichannel offering, the platform can also integrate with your own patient app, nudge via text messaging, email etc. as needed.

For more information reach us at [covidcentral@carecentra.com](mailto:covidcentral@carecentra.com)

Target participants receive an email or text from the health system with a link to download the COVIDCENTRAL App. Patients register in the App....

Registration Form

First Name

Last Name

E mail

Phone

Password

**Sign Up**

...and take a survey to begin the program. The survey will rank their goals, and map their motivation and abilities to manage COVID risks

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Rearrange the following health objectives based on your priority

- Manage stress of social distancing
- Improve Corona Virus Awareness
- Keep track of my meds
- Maintain Adequate Physical Activity
- Maintain a balanced diet
- Working from home

**Next**

They will indicate their preferred channel of communication

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How would you like to receive communications from us? (Reorder based on your preference)

- MyMoBeMap
- Email
- Text Message
- Voice calls
- Alexa
- Whatsapp
- Other

**Next**

Participants will begin their care journey with a quick COVID-19 screener.

Symptom checker

Do you have any of these symptom(s)?

- ☒ High temperature (Fever)
- ☐ Difficulty breathing
- ☒ Continuous cough
- ☐ Persistent pain or pressure in the chest
- ☐ New confusion or inability to arouse
- ☐ Bluish lips or face

**Next**

The App comes with the WHO/CDC screener. It can integrate with your system's version if needed.

Symptom checker

Do you have any of the following?

- ☐ Tiredness
- ☒ Aches and pains
- ☐ Sore throat
- ☐ Diarrhea
- ☐ Nausea
- ☒ Runny nose

**Submit**

The results can be triaged to a central help desk, named navigator, or pre-set responses

Symptom checker

**High**  
Respiratory illness

Basis on your scan result, here are our recommendations:

1. You should self-isolate yourself
2. Contact your medical provider or a COVID-19 information line for advice on testing and referral within 24 hrs.
3. Be sure to notify us or your physicians for any other symptoms that are severe or concerning to you.

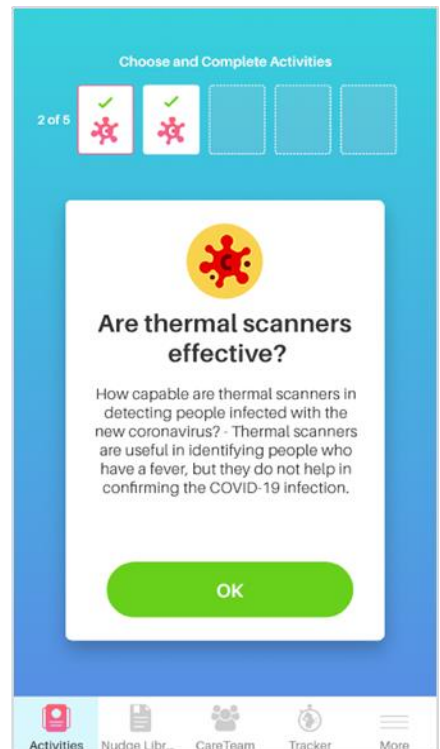
Based on survey responses the AI builds an adherence profile for each participant.



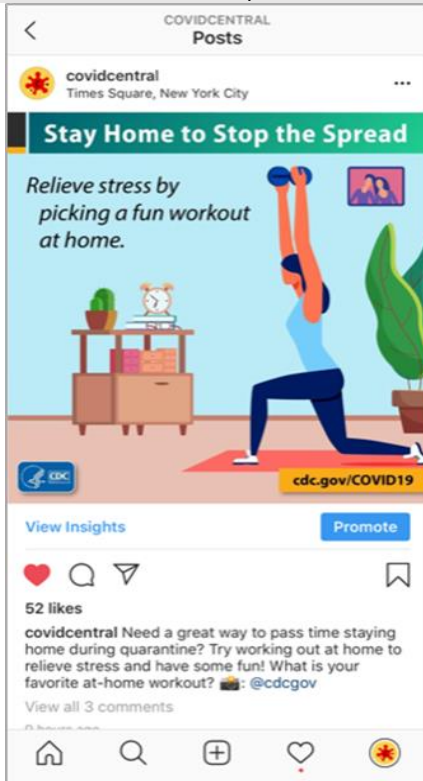
Personalized nudges will inform them of risks and myths re. the virus and handling social distancing...



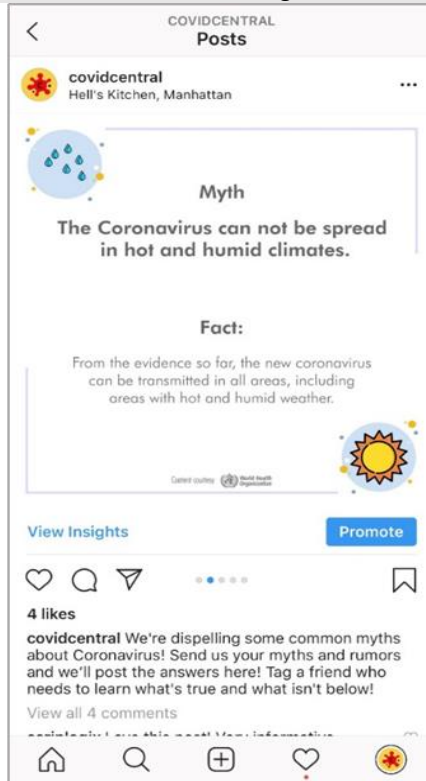
.. short, creatively designed surveys will engage the users and understand what drives their health behaviors



To facilitate digital social interaction, we have set up a microsite that receives over 1.8 million views per week now.



This allows participants to exchange notes with others on how they handle common challenges...



Participants on our program would be nudged to access this community via our App or directly on Instagram

