



Healthcare Executives Discuss Fighting COVID-19 with Innovative Strategies & Technology

August 4, 2020

Agenda

Welcome and Introductions

- Jennifer Covich Bordenick, Chief Executive Officer, eHealth Initiative and Foundation

Discussion with:

- Mitchell Clark, SVP, CommunityWorks, Cerner
- Murray Brozinsky, CEO, Conversa Health
- Dr. John Moore, Medical Director, Fitbit
- Howard Rosen, Founder and CEO, LifeWIRE



Housekeeping

- **All participants are muted**
- Use the **Q&A** box to ask a question related to the presentation
- Use the chat box is for *technical difficulties* and other questions / comments



Presentation slides are in the eHI resource Center
<https://www.ehidc.org/resources>

Our Mission

Convene executives who are transforming healthcare through technology and innovation.





Our Leadership



Booz | Allen | Hamilton



Google Cloud



Areas of Focus



Interoperability



Transparency



Analytics



Privacy





- **Covid-19 And Beyond – Telepsychiatry Best Practices and Regulatory Priorities**
(<https://www.ehidc.org/resources/webinar-covid-19-and-beyond-telepsychiatry-best-practices-and-regulatory-priorities>)
- **Executive Insights: Patrick James, Chief Clinical Officer, Quest Diagnostics**
(<https://www.ehidc.org/resources/executive-insights-conversation-quest-diagnostic%E2%80%99s-chief-clinical-officer-patrick-james>)
- **Executive Insights: Joe Ganley, Vice President, Government Affairs, athenahealth**
(<https://www.ehidc.org/resources/executive-insights-health-technology-policy-joe-ganley-athenahealth>)
- **COVID-19 Contact Tracing: Status, Challenges and Lessons Learned, July 28,**
https://eHealthInitiative.zoom.us/webinar/register/WN_6KP5bCtaTeGAfRB3ssDthQ

Interested in sponsoring a COVID-19 program? Email Amy@ehidc.org





COVID-19

CERNER RESPONSE



What is Cerner doing?

COVID-19
Response

Cerner is supporting health care providers around the world as they respond to COVID-19, while working to protect its workforce and giving to communities.



Protecting the health, safety of our associates

Appointed Chief Clinical Officer to lead COVID-19 taskforce

Implemented work-from-home policy

Offered emergency pay for associates, salary continuation for clinical associates on the front lines

Provided access to counseling services

Restricted non-essential travel



Responding rapidly to client needs

Hardening IT infrastructure to ensure access to mission-critical systems

Understanding client clinical, operational and IT support needs

Meeting surge planning and recovery demands

Easing financial burden



Giving back to the community

Feeding the frontlines in Kansas City and Malvern through First Hand Foundation

Working with North Paddington Foodbank, UK and Karnataka Chief Minister's Relief Fund in India

Participating in Project Hope, worldwide

Contributing to Variety in Australia

Working with No Vet Alone to prevent suicides among our Veterans

Rapidly responding to the pandemic

COVID-19
Response

In response to the pandemic, Cerner is committed to helping our clients plan, build, supply and staff your organizations to navigate these unprecedented times through a curated online Cerner Response Center.

cerner.com/pages/covid19



Response challenges

Increase stress on ICU, critical care resources driving need for proper documentation, standard care protocols and mobile technology

Decline of non-COVID condition treatment, ED volume and elective surgeries causing financial burden

Gaps in public health reporting and surveillance puts significant pressure on hospital operations, staffing



Response efforts

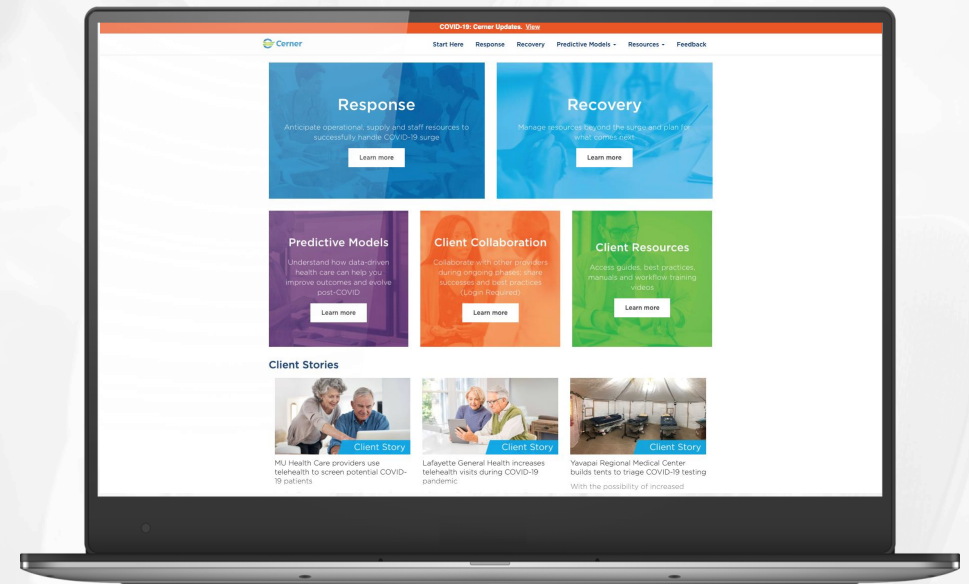
Build COVID-related content and workflows; develop surge planning how-to guides for mobile workflows, testing tents and technology

Ease financial burden from revenue decline from lack of elective surgeries, ED volume

Coordinate with CDC reporting and deploy operations planning tools, dashboards for staffing

Cerner Response Center

One place for all Cerner COVID-19 information



Response Center

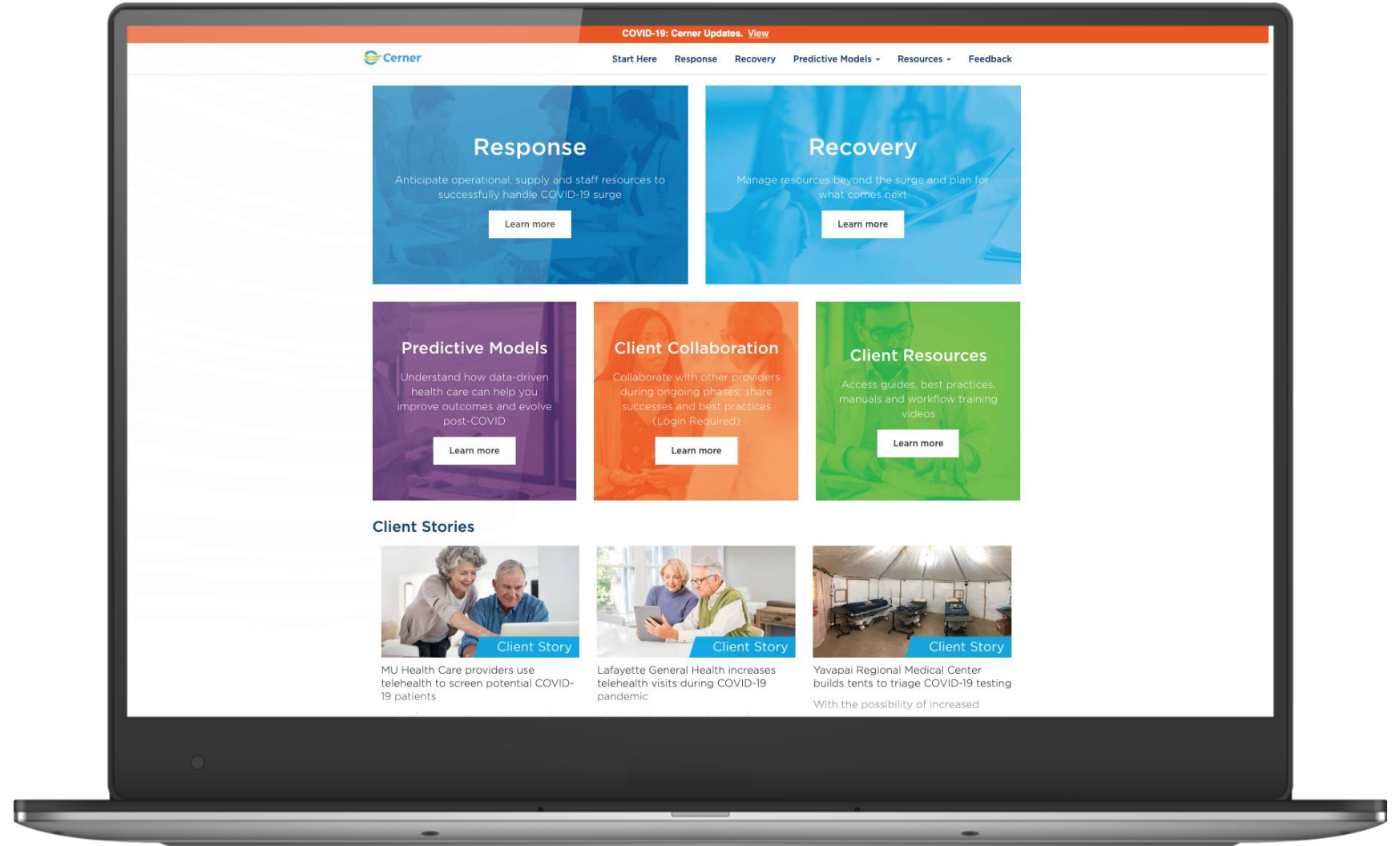
COVID-19
Response

One place for all Cerner
COVID-19 information

Areas of focus:

1. Client collaboration
2. Cerner recommendations
3. Client resources

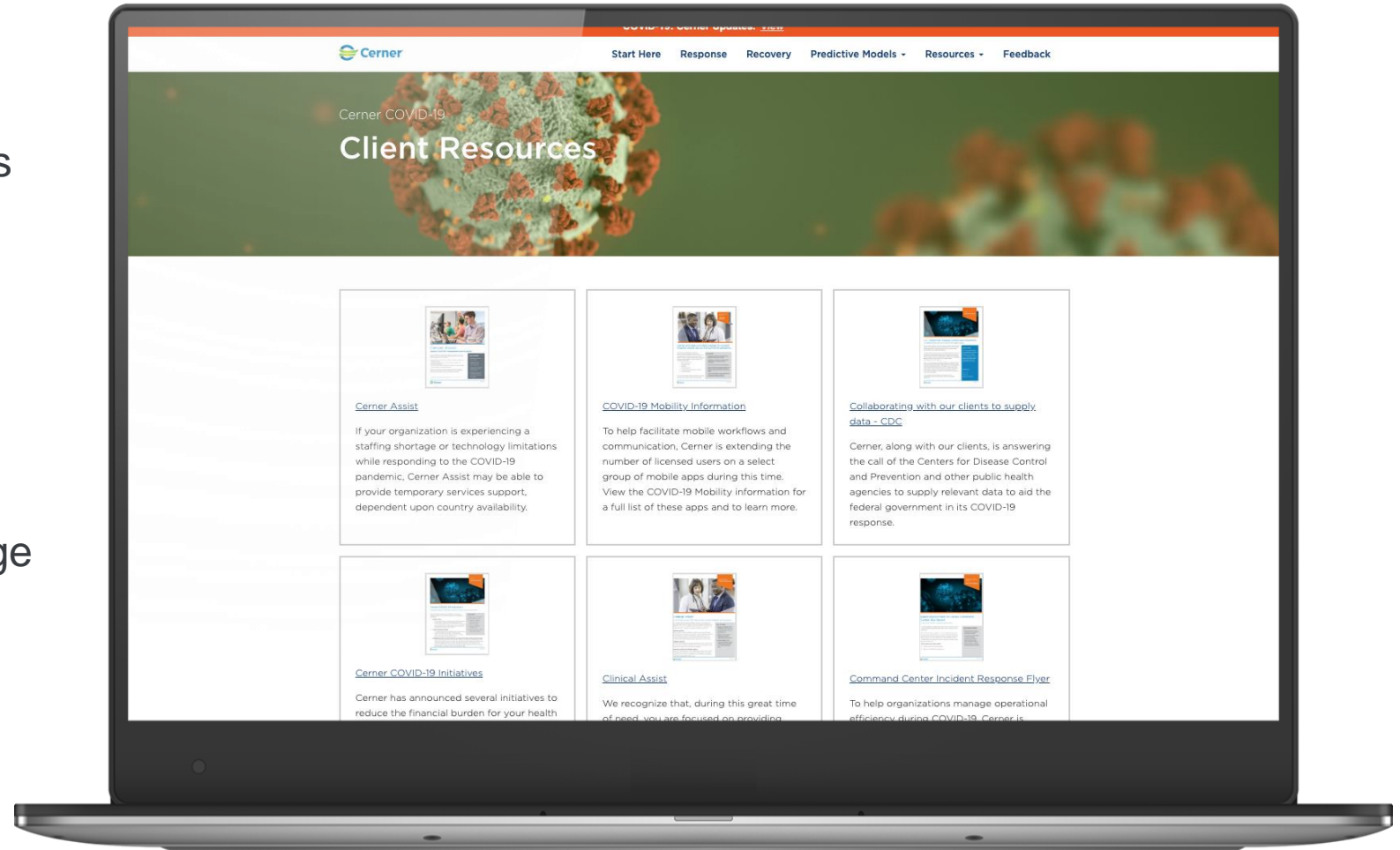
Learn more
cerner.com/pages/covid19



Below is a curated list of COVID-19 resources and services. Additional resources will continue to be added online.

<https://www.cerner.com/pages/covid-19/resources>

- IT and clinical staffing shortages
- Mobile workflows
- Financial burden support
- Operations command center
- Automated patient outreach
- Workforce management
- Patient throughput and discharge



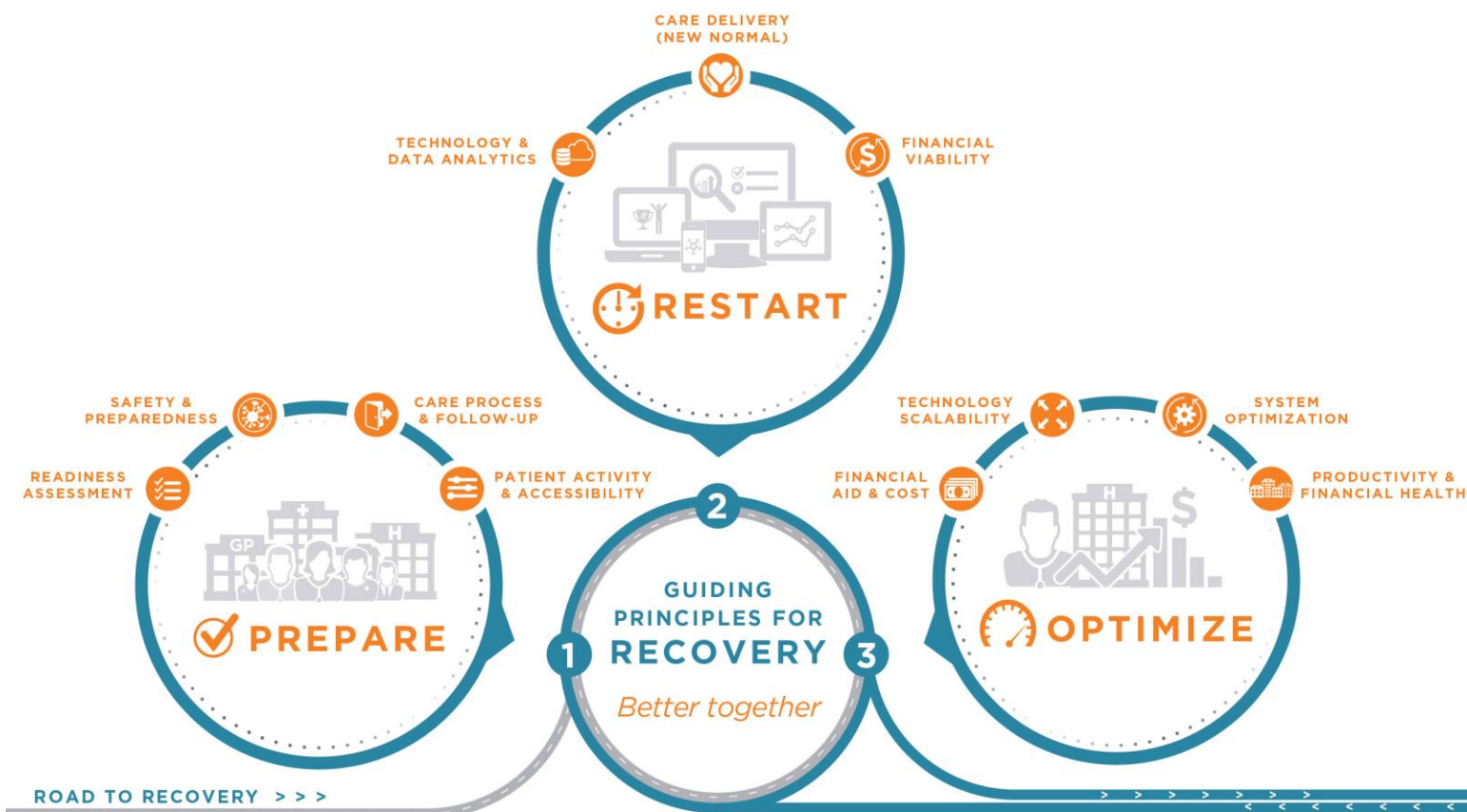
Uniting to help you thrive

Cerner is dedicated to helping clients thrive through and beyond this public health crisis. It's our privilege to offer support and guidance to help reimagine a better, smarter future for health care.

cerner.com/pages/covid19/recovery

Our commitments

- ✓ Help you recover revenue by identifying potential stimulus dollars and reporting regulatory changes.
- ✓ Leverage data and analytics to more accurately assess your operational readiness for reopening.
- ✓ Respond to the acceleration of consumer engagement care models and technology.
- ✓ Maximize your health system operations to help you achieve predictable excellence in clinical, operational and financial outcomes.



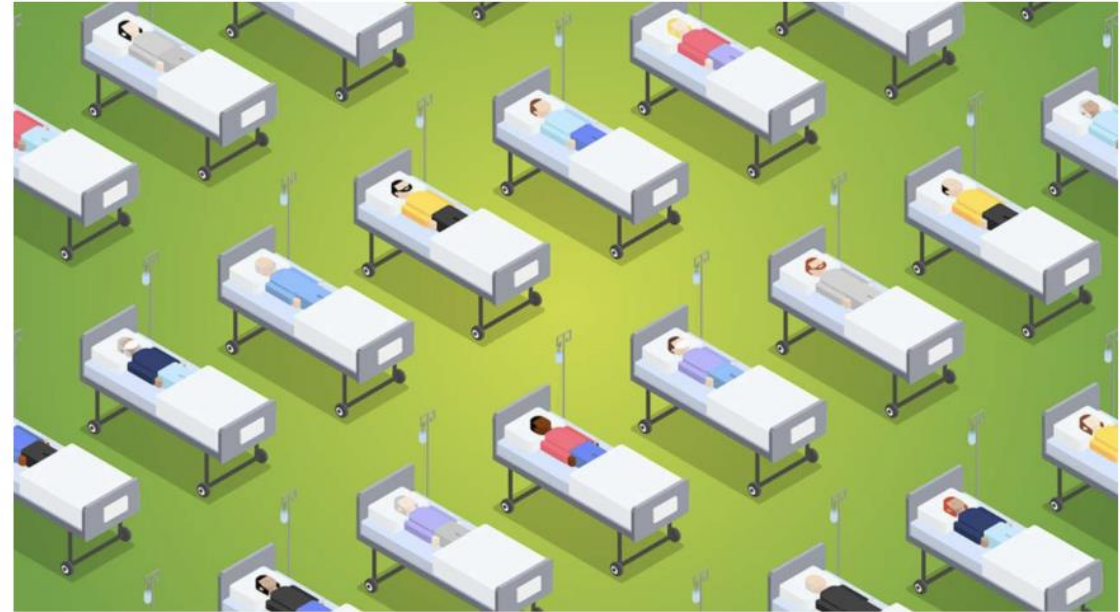
Predictive model dashboards

<https://www.cerner.com/covid-19/predictive-models>



Reopening and Social Distancing Projections

Cerner is committed to the health and safety of our clients and their patients around the world. As more countries and cities reopen, we'll be closely monitoring the risk index for COVID-19 resurgence. Use our projection tools and graphs to discover the reopening risk for your area.



U.S. County-Level Utilization Forecasting

Cerner is relentlessly committed to our clients' success, now more than ever. As a result, we created a predictive model for COVID-19 response planning at the county level. Use our forecasting tools to predict the peak utilization of resources needed within your county and identify potential shortages.

As the COVID-19 pandemic is spreading across the globe, providers, governments and other stakeholders are developing strategies to prepare for and respond to the surge of testing and treatment demands associated with the virus.

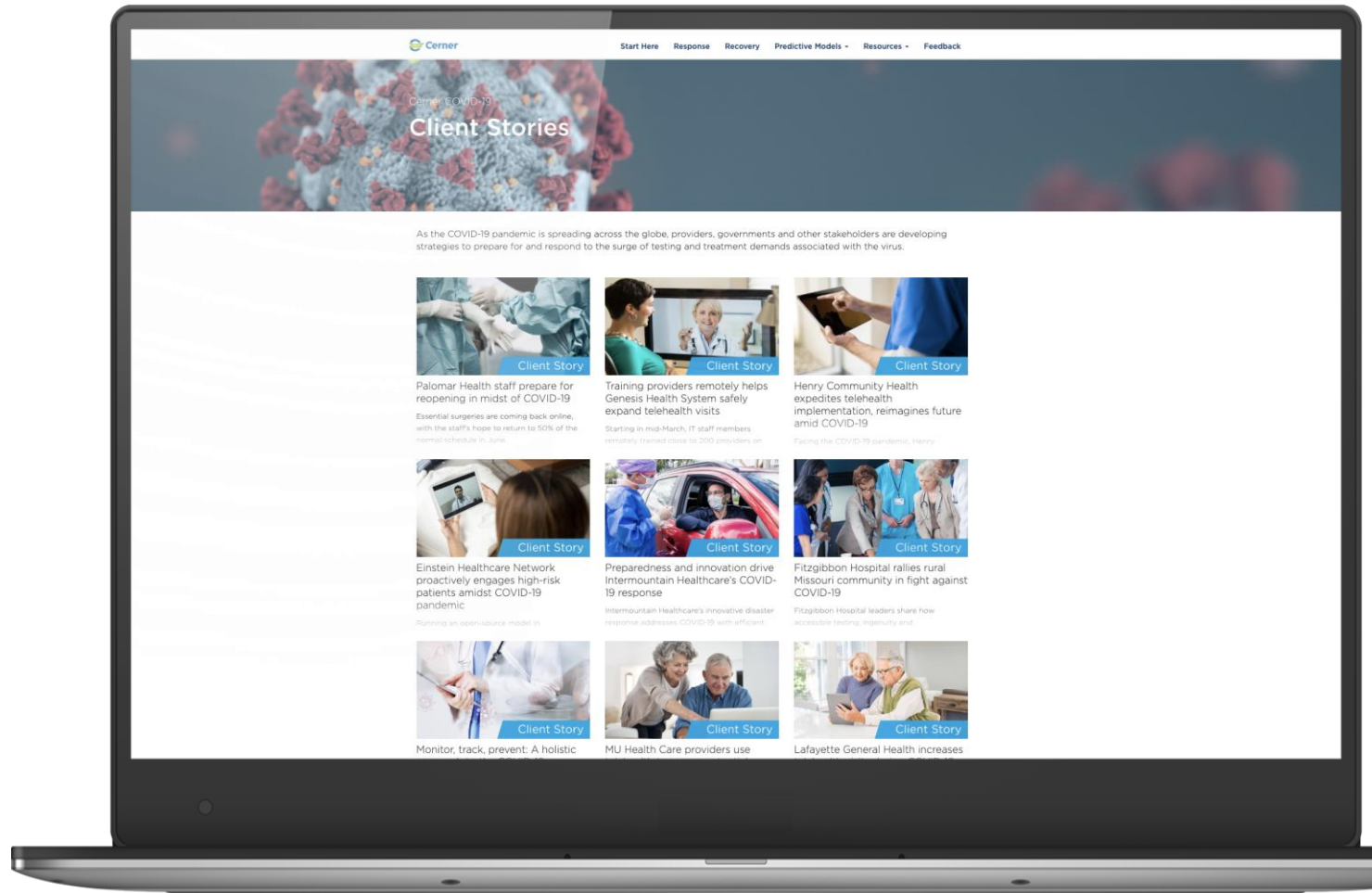
<https://www.cerner.com/covid-19/client-stories>

Response topics

- Field hospitals, drive-thru testing
- Virtual visits
- Surge preparations
- Exposure reduction

Recovery topics

- Using data analytics
- Patient engagement
- Reoffering elective procedures
- Interoperability, data sharing
- Clinician well-being



COVID-19
Response

Thank you.



Mitchell Clark

 @MitchC_HIT

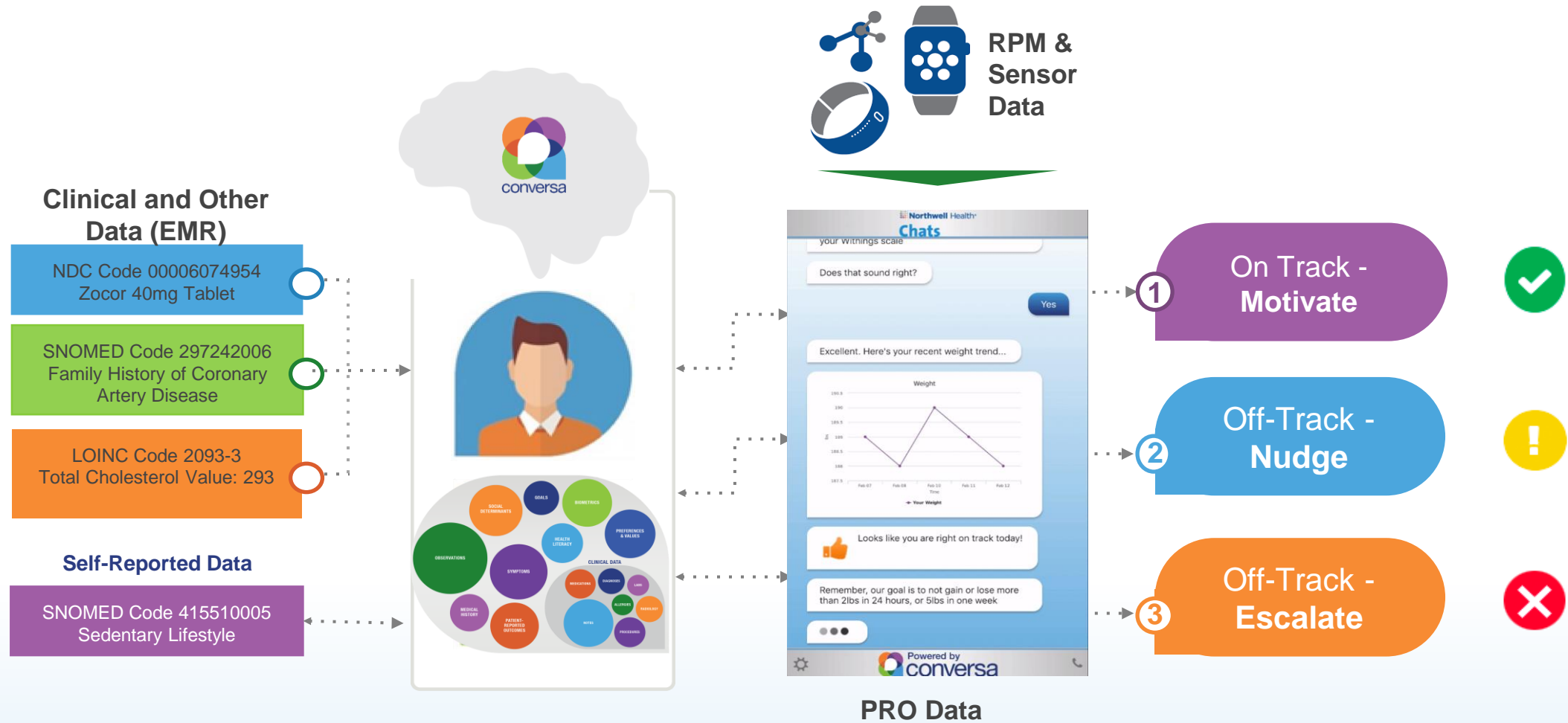


conversa

Virtual Care & Communications Platform



Our platform combines patient data, behavioral science, and evidence-based pathways to drive better outcomes

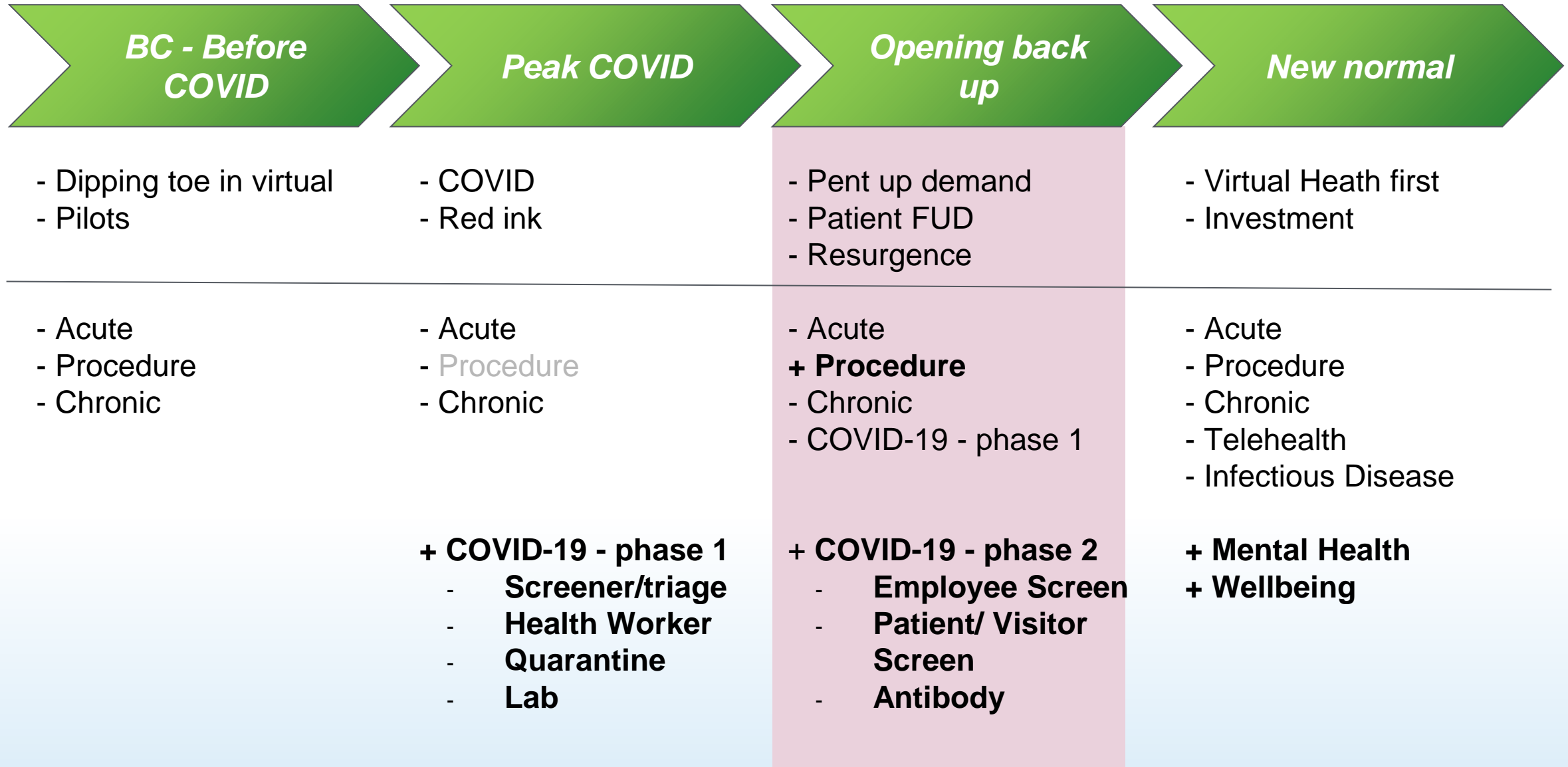


Chronic care, post acute, pre/post procedure, cancer, mom & baby, and many other patient journeys

When COVID hit, many of our customers turned to us for help



There were/ are different needs at different points in the evolution of the COVID-19 pandemic



We quickly developed a suite of COVID-19 programs to address pressing needs

COVID-19 Screener & Triage

- Provides education
- Preventive care
- Risk assessment
- Symptom checker
- Local resource guide for Local testing & care
- Important text alerts

COVID-19 Lab Results

- Provides lab test results (negative or positive) & guidance
- Serology (Antibody)
- Education
- Self care
- Direction for additional care

COVID-19 Patient Screening

- Pre-surgical or pre-visit screening
- Risk assessment
- Symptom checker
- Clearance for the visit

COVID-19 HealthCheck

- Provides screening for a “safe-to-work”
- Symptom checking
- Risk assessment
- Workplace guidance

COVID-19 Quarantine Check

- Provides a daily notification to check symptoms for people in self-quarantine;
- Includes tips and suggestions

- Risk assessment
- Symptom checker
- Clearance for the visit

COVID-19 Visitor Screening

In early March, we launched COVID-19 Screener & Triage to help hospitals manage capacity



[Our System](#) [Patient Benefits](#) [FAQs](#) [Residency & Fellowship](#) [Governance](#)

[Get coronavirus \(COVID-19\) updates](#) | [Symptom checker now available](#) X

DEMO

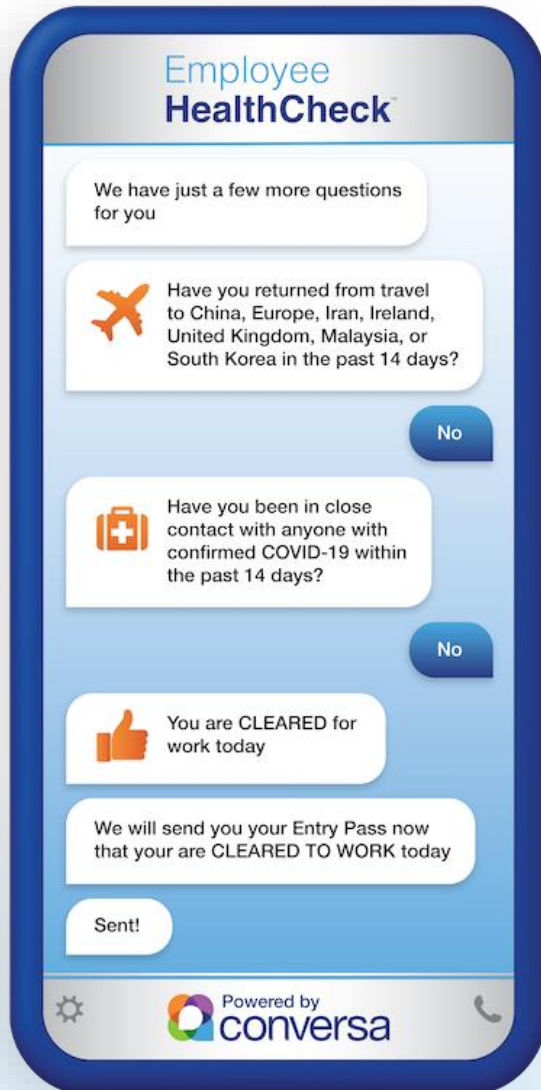
You can count on us for safe care

Our hospitals and physician practices are taking every precaution to protect you and our team members. Learn more about how we're prepared to care for you.

[Learn More](#)



With UCSF Health, we rapidly developed our COVID-19 Employee HealthCheck; millions of screens to date



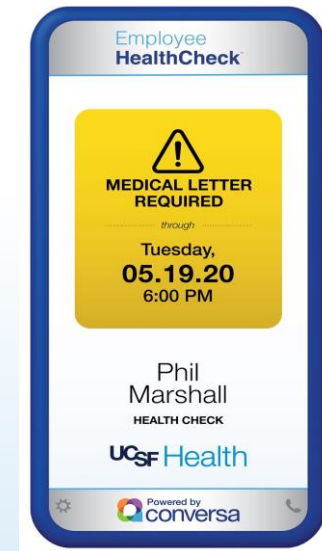
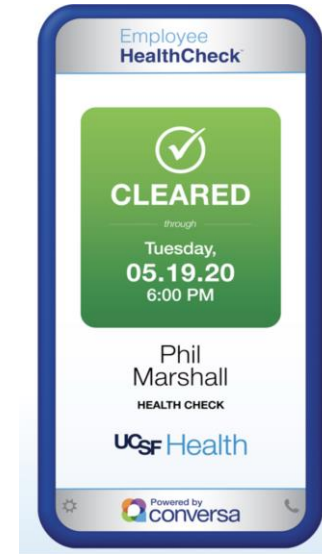
Featured in...



“Coolest new tool: to screen our thousands of staff for work, in 1 wk @TimJudson & pals worked w/ @ConversaHealth to launch pre-screening app. Day 1: ~2500 people used it for FastPass entry. Wow.”

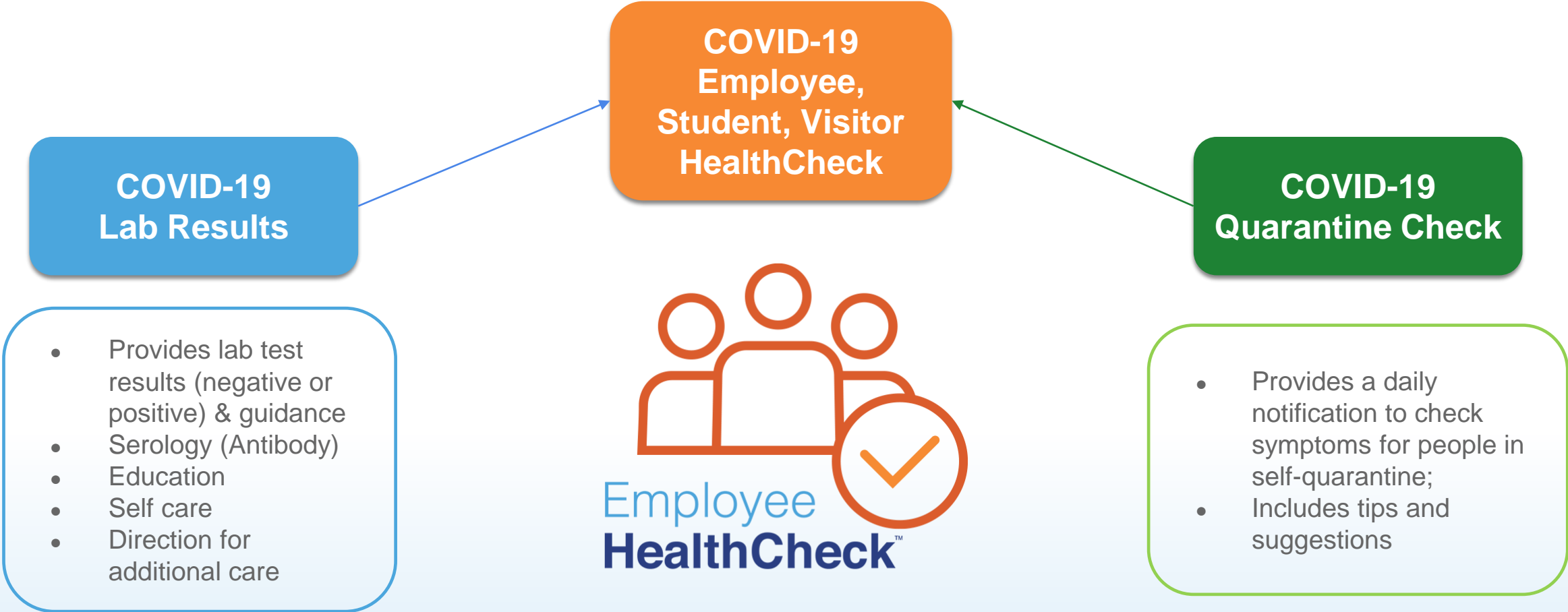


- Bob Wachter M.D., Chairman of Department of Medicine @ UCSF Health & Most influential physician-executive in the U.S. (Modern Healthcare magazine)




- 03.13.2020**
The San Francisco Dept. of Public Health issues an order mandating that workers are screened for COVID-19 prior to entering healthcare facilities.
- 03.14.2020**
The Digital Patient Experience (DPE) team hosts initial scrum to digitally enable this process and partners with Conversa Health to customize a solution for UCSF.
- 03.15.2020**
Planning and user research commences for a minimum viable product (MVP).
- 03.16.2020**
Prototype development, integration, and usability testing are underway.
- 03.17.2020**
Usability testing, development, testing, and algorithm work continues. Approval granted to launch.
- 03.18.2020**
Supporting materials – email notification, a landing page, signage, and screener job aids – are created.
- 03.19.2020**
Approx. 80 users pilot initial release at UCSF Parnassus. No issues reported.
- 03.20.2020**
Users respond with positive feedback and suggestions to make the experience even faster. Algorithm tweaks continue.
- 03.21.2020**
Usage spreads via word of mouth. Experience is further enhanced and new features added.
- 03.22.2020**
All employees at Parnassus, Mission Bay, and Mt. Zion receive access. 603 employees screen before midnight and 2,622 the following day. Response is overwhelmingly positive.
- 03.24.2020**
Reporting and rapid iterations, based on evolving CDC guidelines and usability learnings from instrumentation, are built.
- 03.26.2020**
Daily usage grows to 3,600 and continues to spread. Wait lines to enter work are drastically diminished, and social nearing is reduced.


We followed up with Quarantine and Lab Results - integrated with health system services to manage escalations



We're launching "Cope" to help with the mental health pandemic exacerbated by COVID-19

UCSF University of California San Francisco

 UCSF has developed this chat to help you get the support you need. Before we get started...

 Are you a current UCSF faculty, staff, or trainee?


Yes

Are you over 18 years old?

Yes


We're going to ask you some questions about how you're feeling. But first, we'd like to see if you are dealing with an emergency...

Are you having thoughts of suicide or self harm, or any thoughts to hurt or kill others?

Powered by 

UCSF University of California San Francisco

You might be experiencing a lot of feelings and emotions right now

 This is a very challenging time, so we'd like to ask a couple questions about how you're doing...


Have you been feeling any of the following:

- overwhelmed, hopeless, angry, irritable, or lonely
- an increase in sadness, anxiety, or worry
- new or increased sense of fear or panic
- experiencing stress related to COVID 19 issues?

No

Are you experiencing any of the following:

- social withdrawal
- more difficulties falling or staying asleep

Powered by 

UCSF University of California San Francisco


- new or increased sense of fear or panic
- experiencing stress related to COVID 19 issues?

No

Are you experiencing any of the following:

- social withdrawal
- more difficulties falling or staying asleep
- increased struggles with work, school, or home duties
- increased trouble with concentration or decision making
- more trouble pushing undesired thoughts out of your mind
- an increase in disturbing thoughts?

Yes No

Powered by 

Thank you.

Try HealthCheck
Text “HealthCheck”
to 83973



Murray Brozinsky, CEO
murray.brozinsky@conversahealth.com

Try Conversa
Text “Hello” to
77877

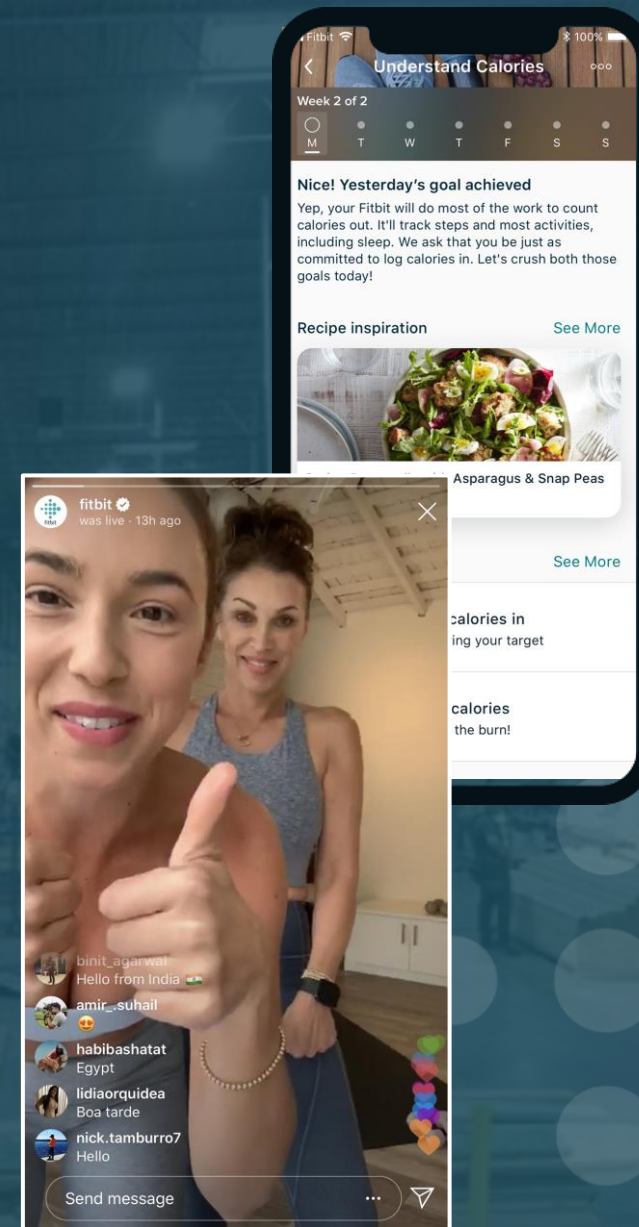
FITBIT and COVID-19

John Moore, MD
Medical Director



HELPING FITBIT USERS WHILE SHELTERING IN PLACE

- Introduced a new tab in the core Fitbit app to support people with relevant content
- Provided select Premium content for workouts, sleep, meditations, and guided programs for free.
- Built new daily content to keep participants engaged with curated content from experts across activity, sleep, nutrition and mindfulness



WORKING TO PREDICT CORONAVIRUS OUTBREAKS.



WE FORMED A RESEARCH CONSORTIUM TO FIND OUT

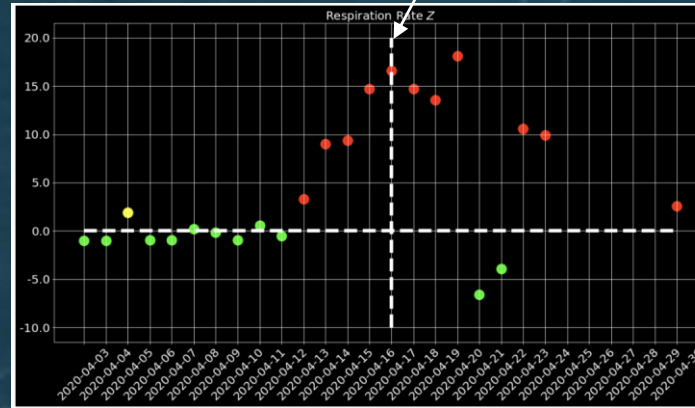
- Leveraging data from wearable devices to detect, track and contain infectious diseases like COVID-19
- Scripps DETECT Study
- Stanford COVID-19 Wearables Study
- Fitbit COVID-19 Study



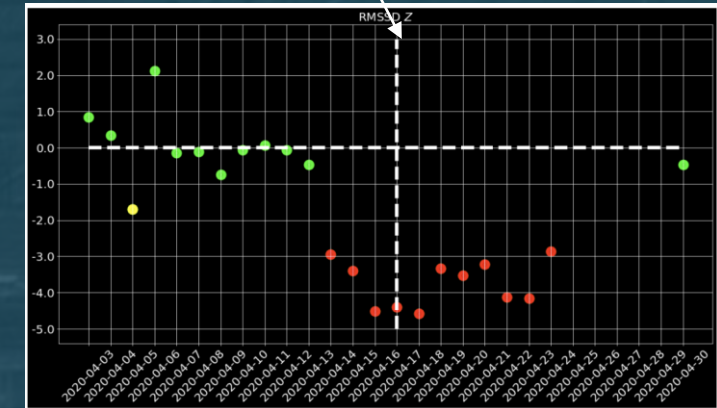
FITBIT'S COVID-19 STUDY

- Over 100K enrollees in the Fitbit study
- Early results from the study show changes in three of Fitbit's key health metrics (Breathing Rate, Heart Rate Variability, and Resting Heart Rate).

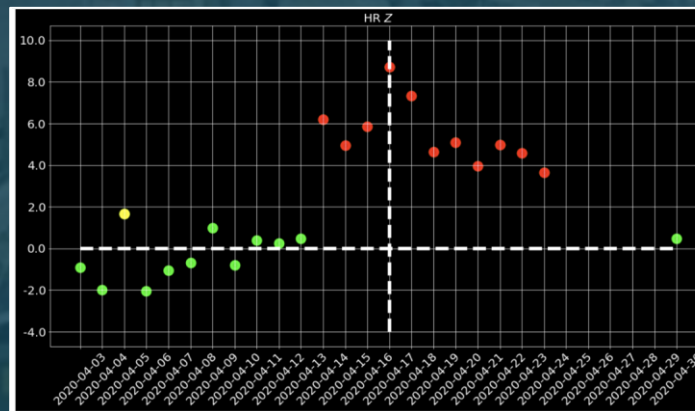
Symptom Onset



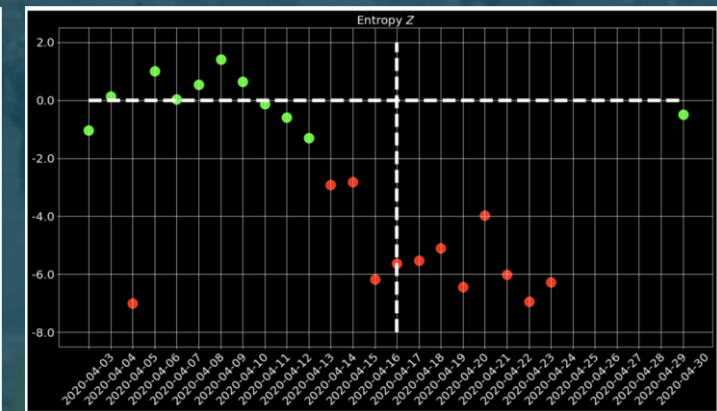
Breathing Rate



Heart Rate Variability (RMSSD)



Resting Heart Rate

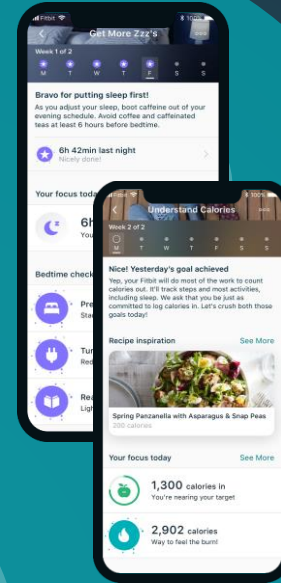


Heart Rate Variability (entropy)

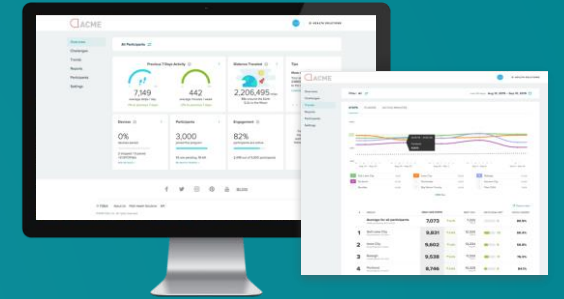
EMOTIONAL WELLBEING SUPPORT VIA PODCASTS & WEBCASTS



FITBIT PREMIUM™



EMPLOYER REPORTS & TOOLS

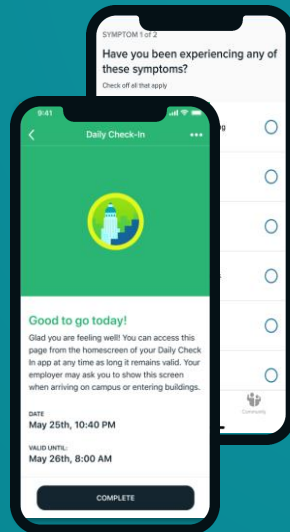


ACTIVITY TRACKERS & SMARTWATCHES



Fitbit Care READY FOR WORK™

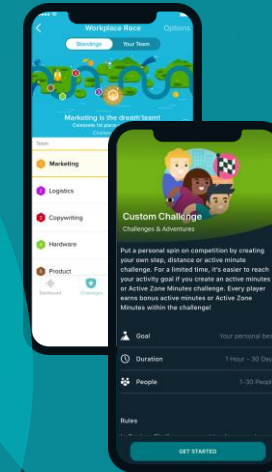
DAILY CHECK-IN



1:1 HEALTH COACHING



CHALLENGES & COMMUNITY





Thank You

Covid-19

Self- Isolation Management Program

August 4, 2020



Population management however a patient desires to communicate, whether email, text, app, wearables and more

Enables personalized communication with any and all members of a client population

Manages & tracks insights and activity to improve care

Cloud based, secure, HIPAA Compliant





In **United States of America**, from **Jan 20** to **3:36pm CEST, 3 August 2020**, there have been **4,582,276 confirmed cases** of COVID-19 with **153,757 deaths**.

The Genesis of Product Development

- **Constraints of Traditional Public Health Approach**
 - Rapidly evolving pandemic
 - No vaccine, no definitive treatment and need to limit R0 to avoid overwhelming hospitals
 - Changed demographics of society and complex supply chains
 - Logistic/cost challenges of call centers in contact tracing and community monitors
 - Logistic/cost challenges of community engagement specialists
- **Informing “at Risk” and Affected Populations**
 - Adapting approach to changing “evidence”
 - Giving consistent actionable information
 - Alleviating Stress
 - Encouraging compliance with self-isolation
 - Informing “at Risk” and Affected Populations
 - No vaccine, no definitive treatment and need to limit R0 to avoid overwhelming hospitals
- **Generating Population Health Data**
 - Tracking incidence and prevalence of symptoms and predicting “hotspots”
 - Understanding mortality morbidity and natural history
 - Safe Triage

COVID-19 SIP™

An Evolving Approach to Containing COVID-19



Selects from

- Email
- SMS (Text)
- EHR
- Clinical I/F
- API



Q6: Do you have a fever today?

Yes

Based on all your responses
Over the past few days, you
should continue to to Self-
isolate



Selects from

- Email
- SMS (Text)
- IVR
- IM
- 3rd party APP

Platform based on multiple patents
ePRO/HIPAA COMPLIANT/HITRUST
No COVID-19 Security waiver required

COVID-19 SIP™

An *Evolving* Approach to Containing COVID-19

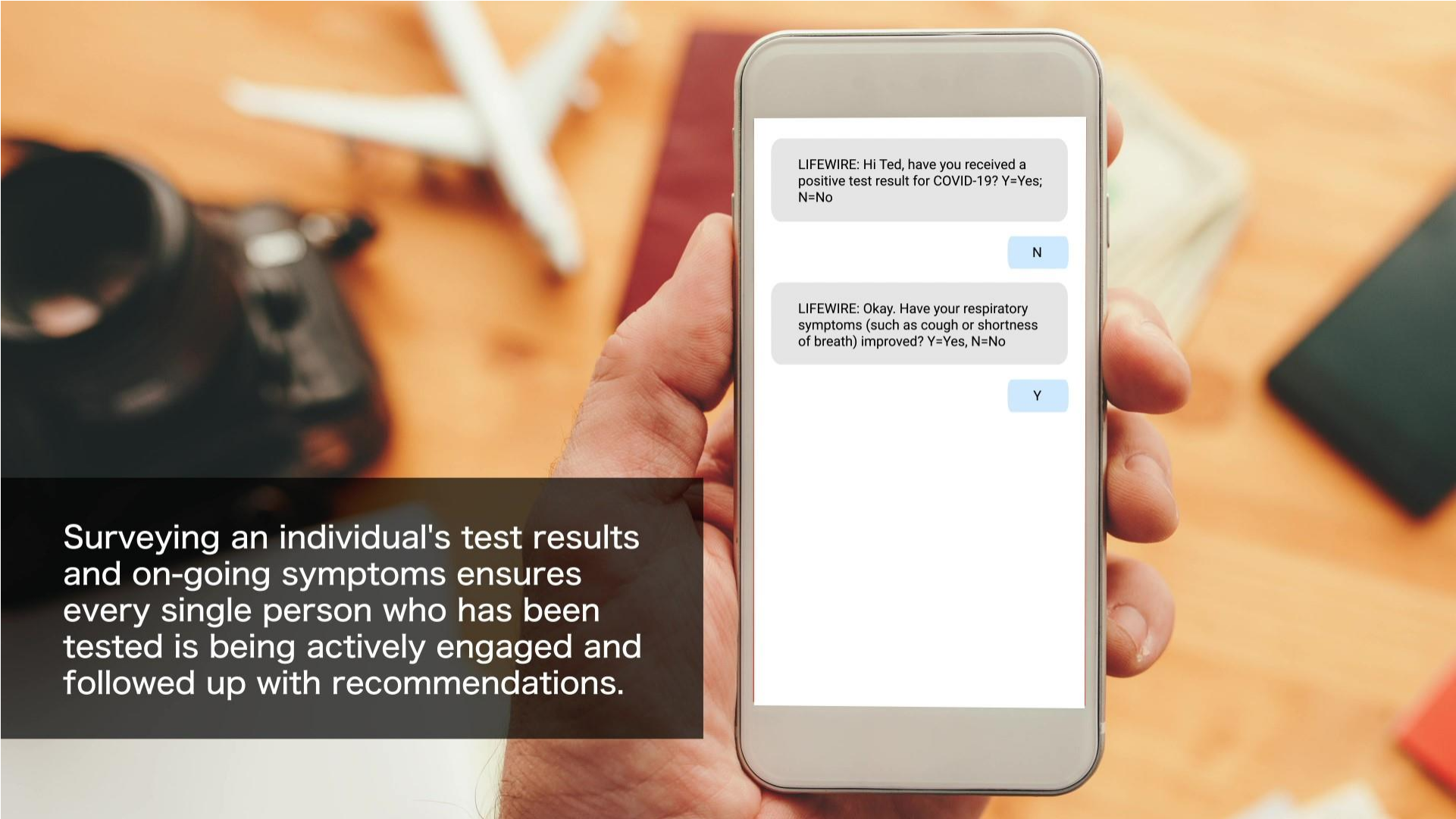
Using algorithmic based decision- support for:

- *Self-isolation management of “at risk” (or deemed) populations*
- *To generate epidemiologic data*

Daily Screening/Contact Tracing = “who”

COVID-19 SIP = “what next”

COVID-19 SIP™



Surveying an individual's test results and on-going symptoms ensures every single person who has been tested is being actively engaged and followed up with recommendations.

COVID-19 SIP™

COVID-19 Self-Assessment Data Collection

- Date first contacted/resolved
- # of days since symptoms started
- Respiratory issues
- Fever
- Medication
- Immunology status
- And more



Public – Private Approach

- **Public Health Department**
 - Adaptation of CDC and local epidemiologic advice to prevailing local conditions
 - Algorithm to triage post Covid-19 test population based on symptom severity and other indices
 - Program to support self-isolation for up to 10 days
 - Daily data transfer into wider population health information ecosystem
- **Health Care Information Technology Company**
 - Needed a robust and mature platform capable of expanding to 'go to scale'
 - Privacy and cyber security requirements to be met without a Covid-19 waiver
 - Accessible via multiple device modalities
 - Capable of rapid Agile development – assessment and revision - to 'prototype' not 'pilot'
 - Understanding of underlying health issues, population health engagement and re-engineering clinical workflows

Product Prototyping

Parameters:

- March - May 2020 - Covid-19 self-isolation management program (COVID-10 SIP) used by a consenting group of people from the COVID-19 tested population

Initial Engagement:

- Program accessible via SMS messaging with 60% uptake rate

Results:

- Day 1 - initial enrollment survey -completed by 81% of users
- Program completed by 75% of users who received up to ten days self-management support
- Those whose self-reported symptoms suggested need for urgent help were triaged algorithmically
- Seamless transfer of population health data.

Product Status

- Available as a stand-alone program or for incorporation into a comprehensive contact tracing and care management arrangement
- Expanding to include symptomology for the coming flu season
- Growing international interest and can be provided in over 30 languages
- Standard application program interfaces for secure and standardized exchange of data with contact tracing, care management and epidemiologic surveillance components of Covid-19 containment ecosystem
- Routine reports which can be customized and fed into standard data reporting tools
- Designed for implementation as a: i) limited local deployment; ii) regional hub; or iii) comprehensive national installation. (All of which can be rapidly scaled up or down according to changing pandemic conditions challenges)
- Interoperable data, with seamless data flows and rigorous privacy and cyber security are keystones in all installations
- Agile approach to rapid development of added functionalities needed to supplement 'core' Program Module



Additional Information

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