

Reducing Hospitalizations and Deaths From COVID-19 among Older Adults

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December 2, 2020

Universal mask use could save 130,000 U.S. lives by the end of February, new study estimates

By ERIC BOODMAN [@ericboodman](#) / OCTOBER 23, 2020

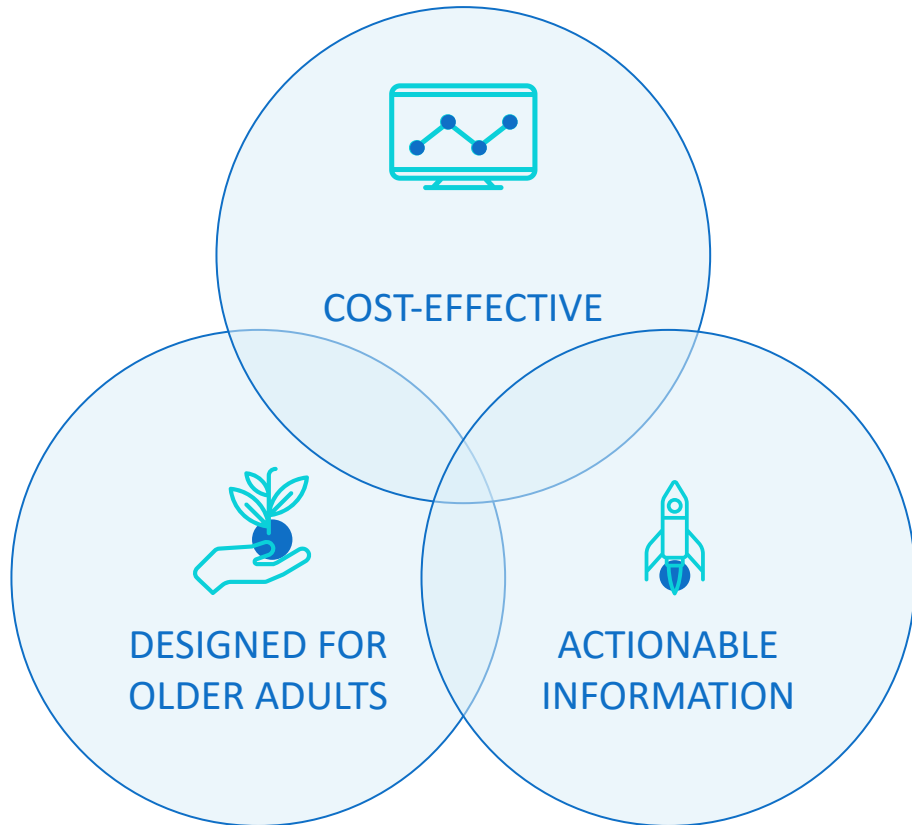
[Reprints](#)



Our Shared Goal: Prevent COVID-related infections, hospitalizations, and deaths among high-risk Americans

| Target Population | Educational Objectives | Behavioral Objectives |
|----------------------------|--|--|
| High-Risk Residents | <ul style="list-style-type: none"> • Understand personal risks • Prioritize precautions | <ul style="list-style-type: none"> • Adopt safer behaviors |
| Low-Risk Residents | <ul style="list-style-type: none"> • Understand the threats they pose to others • Prioritize precautions | <ul style="list-style-type: none"> • Get needs met • Get vaccinated when available |

CV19 CHECKUP IS A COST-EFFECTIVE AND HIGHLY SCALABLE SOLUTION DESIGNED TO HELP MILLIONS OF AMERICANS AND STATE GOVERNMENTS



- Free, Confidential, Anytime, Anywhere, All Devices
- For Adults, Family Members, Helpers and Professionals
- Aligned with CDC, WHO and State-Specific Guidance
- Upgrades Every Two Weeks
- Provides Population-Level Data and Insights to Inform Interventions and Public Policies.

CV19 CHECKUP COLLECTS SELF-REPORTED INFORMATION FROM CONSUMERS, MAKES PERSONALIZED RECOMMENDATIONS AND GENERATES INSIGHTS FOR POLICYMAKERS



Start
COLLECT DATA

Demographics



Develop Risk Profile

Perceived threat



Likelihood to engage in action

Living & social situation



Additional risk factors

Safety behaviors



Measure adherence

Unmet needs



Access to health care, social services, and financial assistance

Mental health status



Assess mental health, anxiety and loneliness

HOW?

Information Model/Data-Science

HOW?

Domain Expertise & Logic/Metrics

HOW?

End-User Analytics & UX Feedback



FOR USERS

Personalized recommendations to stay safe and healthy, and address unmet needs.



FOR GOVERNMENTS

Population level intelligence about attitudes, behaviors, and unmet needs.



Welcome to CV19 CheckUp

Free, confidential, easy to use, and designed to help keep you safer and healthier during the COVID-19 pandemic.

Take just 5 to 10 minutes to answer some questions and you will immediately receive a custom report showing your risks of getting or spreading COVID-19 plus steps you can take to reduce those risks.

Your report will provide guidance based on research, science, and recommendations from the U.S. Centers for Disease Control and Prevention and the World Health Organization.

CV19 CheckUp may help save your life and the lives of others.

LET'S GET STARTED!

My Infection and Spreader Risks

Your chances of getting COVID-19 or giving it to others are based on all three of these RISK factors:

Risky Behaviors

SOMEWHAT LOW



Your risk level is based on how well you follow recommended behaviors including wearing a mask, washing your hands, and staying at least 6 feet apart.

Following the recommended behaviors may reduce your chances of getting or spreading COVID-19 by up to 80%.

Click [here](#) to view how you can improve your risk level.

Places and Activities

MODERATE



Your risk level is based on where you live, your weekly activities, and where you go.

You or others in your household:

- Live in an apartment with shared entryways
- Use public transportation
- Go to salons or barbershops
- Go to your doctor's or dentist's office
- Go to restaurants and sit outdoors

Refer to this [activity chart](#) to understand more about risk levels associated with different activities.

Close Contacts

MODERATE



Your risk level is based on the number of close contacts you or others in your household have in relation to the daily new COVID-19 cases in your county.

- Number of people in your household: 5
- Number of weekly close contacts: 2
- Daily new COVID-19 cases in your county: **HIGH**

Recommendations and Resources

Here are our recommendations, personalized for you, about what you can do to stay safer, be healthier, and get your needs met during the pandemic. We've also included resources where you can get more information and guidance. Click on each headline or the arrow at the end of the headline for details.



1. Focus on being as healthy as possible ↓ [learn more](#)

- Actively manage your ongoing medical and dental needs ↓
- Make sure you are fully prepared in case you get COVID-19 ↓



2. Practice the recommended safe behaviors as described in Your Risky Behaviors Report Card ↓ [learn more](#)

- Refer to your personalized Risky Behaviors Report Card ↓
- Stay at least 6 feet from others ↓
- Socialize safely ↓
- Avoid touching your face with your hands ↓



3. Know the risk levels of places and activities - make safe choices whenever possible ↓ [learn more](#)

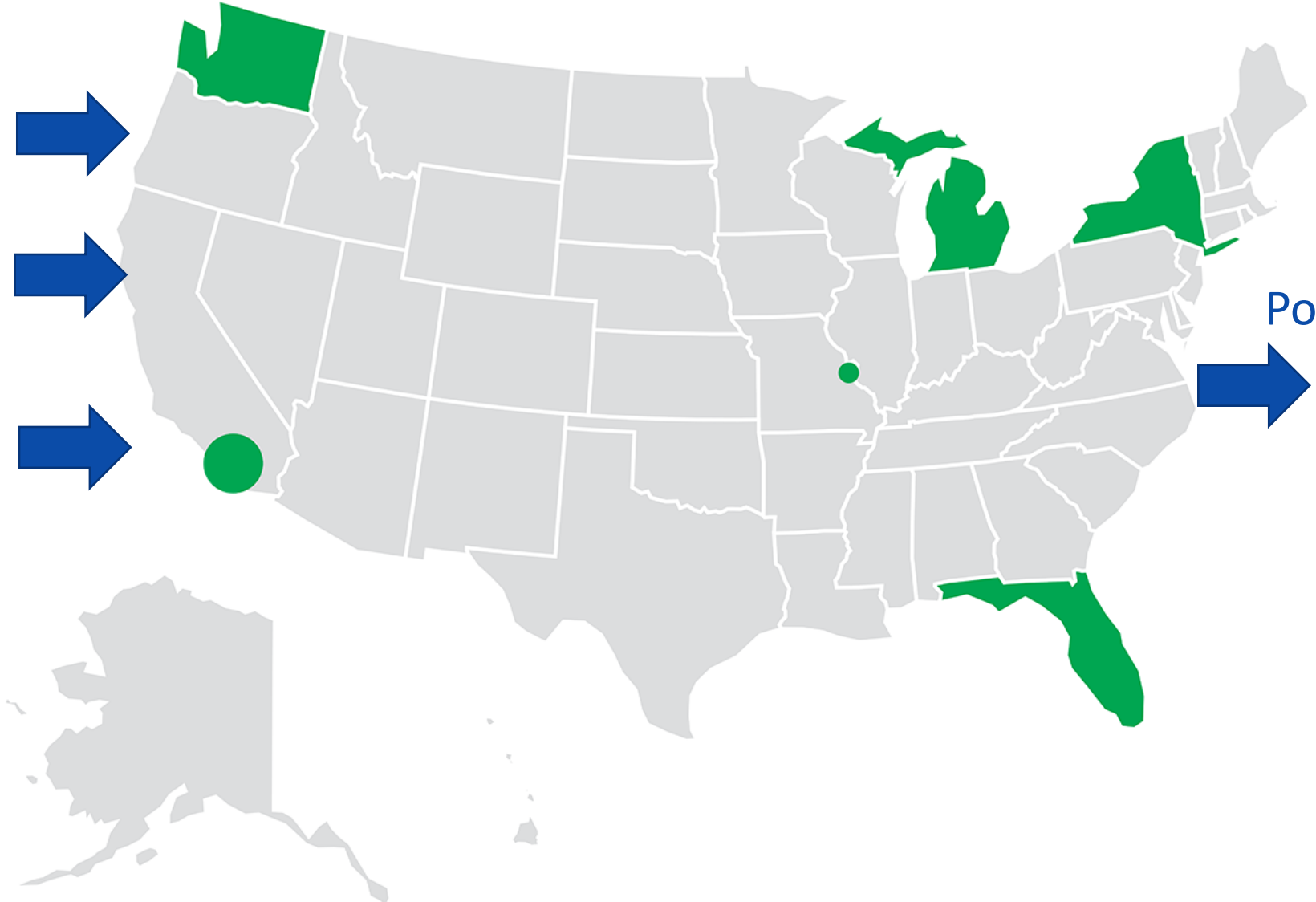


4. Avoid close contact with people who have high spreader risk scores ↓ [learn more](#)



5. Connect to resources to help address your needs ↓ [learn more](#)

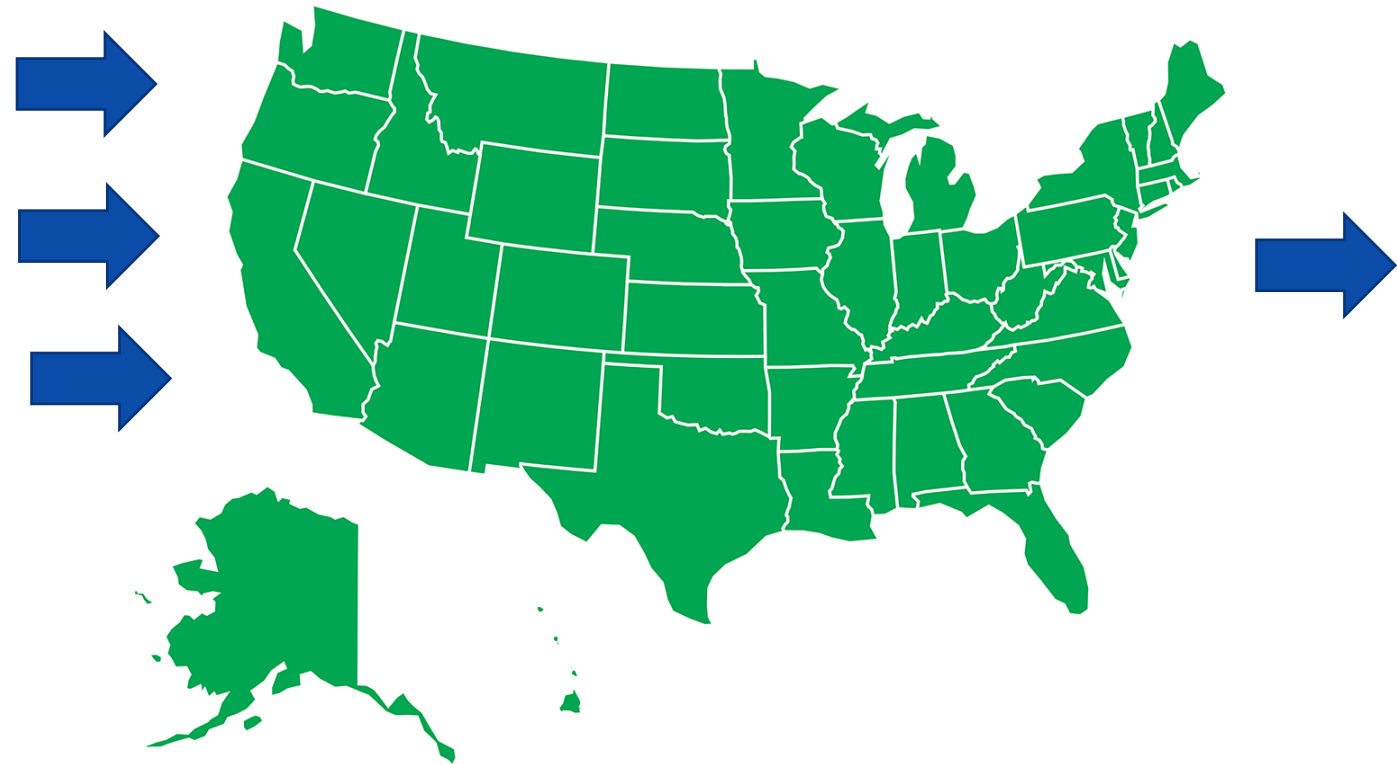
CV19 CheckUp as of 12/08: Initial State and Municipal Partners



Potential Reach:
70 million people

C19 Educate America Campaign

A public-private partnership to reduce COVID-related infections, hospitalizations, and deaths among 92 million high-risk Americans.



Potential Reach: 330 million people

CV19 CheckUp.org is now available nationwide Free, confidential, easy to complete, and accessible 24/7 on all devices

CV19 Educate America Campaign - First Collaborators

- Mental Health America
- United Way of America
- Catholic Charities USA
- Jewish Together / JFNA
- Lutheran Services of America
- Advancing States
- National Association of Area Agencies on Aging
- Meals on Wheels America
- Leading Age
- NYS Office on Aging
- Florida Department of Elder Affairs
- Washington State Department of Aging and Long-Term Care
- Michigan Department on Aging
- Los Angeles Department on Aging
- OASIS/St. Louis Department of Human Services



Help Save Lives: Two Options for States



#1 – Purchase a customized service for your state

Annual Cost of Service

- **Larger States** (1M+ residents age 60+) = **\$45,000**
- **Medium States** (300-999K residents ages 60+) = **\$35,000**
- **Small States** (<300K residents age 60+) = **\$25,000**

Optional features:

- **Localized analytics:** \$500 annually per AAA
- **Social media marketing :** \$10,00 for 10K completions

Key Features Include:

- Turn-key solution
- Can add state and local resources
- Can add a limited # of new questions
- Detailed statistical reports
- English and Spanish versions

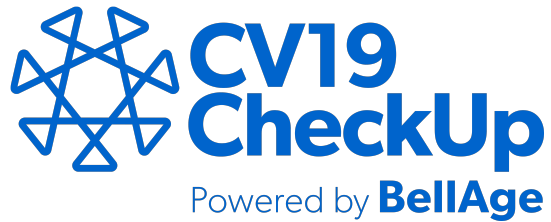
#2 – Promote the availability of the nationwide service

<https://www.cv19checkup.org/>

For more information, contact:
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