

# COVID-19 Response Module

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Telehealth can serve as a force multiplier in the public health response to the COVID-19 outbreak, improving access to care directly from the home and directing people to the right level of healthcare to mitigate the impact and spread of COVID-19. This Module is designed to equip you with a ready-to-use solution and includes access to a preconfigured Practice on Amwell staffed with providers of the Amwell Medical Group, engagement materials to drive patient adoption as well as reporting on enrollments and utilization in your practice.

## Clinical Services

The Amwell Medical Group (AMG) has been proactive from the outset of COVID-19 to ensure care delivered across its national telehealth network conforms to national standards.

- **Access to Amwell Medical Group:** The COVID-19 practice is staffed with independently licensed general medical providers, who receive ongoing updates and training on the COVID-19 outbreak
- **COVID-19 specific workflows** to guide clinical operations and quality
- **Always-on-call infection control officer**
- **High-risk patient referrals** can be customized to your preferred process/location with instructions for AMG providers in the Insights tab

## Practice Setup and Configuration

We will set up and configure a staffed Practice on Amwell that will be ready for your patients within 3 business days of contracting and delivery of branding.

- Express setup of a COVID-19 Practice on Amwell including optimized on-demand workflow

- Staffed with trained urgent care providers from the Amwell Medical Group
- COVID-19 targeted intake form
- Access to custom URL (clientname.amwell.com) and service key
- Configuration and branding of Practice to support your desired offering and end user experience:
  - *Branded enrollment page*
  - *Branded landing page*
  - *Visit price*
  - *Reporting set-up post launch*

## Engagement services

Amwell has assembled communication and marketing templates to help you address your patients and community on the use of telehealth to screen for and initiate treatment of COVID-19.

- **Patient email templates**
  - *Enrollment emails*
  - *Ongoing communication*
  - *Templates to migrate patients to your own branded platform*
- **Push notification templates**
- **Social post content**
  - *Twitter*
  - *Facebook*
  - *Instagram*
- **Web content**
  - *Home page headline*
  - *Web page copy*
- **Phone channels / IVR sample voice text**

## Success tracking

- **Access to Looker report** to track enrollments and visit utilization of your COVID-19 Practice after launch.