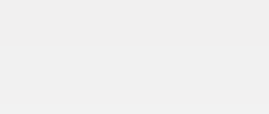


Support for HIV and Emergency Preparedness Under COVID19



Dear Colleagues

I write you today to provide some exciting new developments within the 360MedLink world of advanced digital technology. You may have heard us present at HRSA Ryan White in 2018, where we unveiled an exciting new digital platform that is transforming the behaviors and health outcomes of people living with HIV in Rhode Island. As explained then, the TAVIE-Red application (focused exclusively upon people living with HIV) was instituted in the state of Rhode Island in 2017 funded by a HRSA Supplemental award. At that time the technology was not available for statewide distribution, and we promised that once we completed some pre and post data comparisons, and other data analytics related to performance measures, reviewed self-assessment data, compiled customer utilization and satisfaction of the application -- we would then share those results and let those interested in the platform learn more about how to implement it in your state.

Our digital platform is unique and offers a holistic approach. We are not aware of any other app/platform that uses the type of gamification model we have employed. Our theoretical framework is based upon the phenomena of behavioral economics and we are very proud of the latest findings.

Most recently, we have added to our portfolio of products and now a COVID19 mobile application is ready for distribution. Rhode Island will be the first state to implement this innovative "Emergency Preparedness" application that focuses on prevention, protection, testing and self-care. The COVID19 and TAVIE-Red apps can be integrated with a host of other 360MedLink ready solutions.

The following slides will assist you in seeing some of the Rhode Island TAVIE-Red data, and give you a glimpse of the COVID application. **If you are interested, please contact us at:**

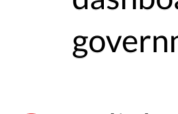
- ezatts@360medlink.com (514-627-9637).
- jmt@360medlink.com (514-917-0360).

Given the higher than usual volume of requests since COVID, feel free to email us also.

One of our clients, Mr. Paul Loberti, (Administrator of Medical Services, Director of the HIV Provision of Care & Special Populations Unit, Ryan White Director at the RI Executive Office of HHS), has also made himself available to answer any questions you may have about their experience in Rhode Island. Feel free to email Mr. Loberti (paul.loberti@ohhs.ri.gov) who is a life long public health professional and a Social and Behavioral Scientist. Currently he is directing efforts of evaluating the program impact TAVIE-Red has had on the vulnerable population he is studying.

Finally, we cordially invite you to a special Webinar of both TAVIE-Red and the TAVIE COVID19 platforms that will take place on July 9th 2020. If you or your colleagues would like to attend, please reserve a spot (ezatts@360medlink.com).

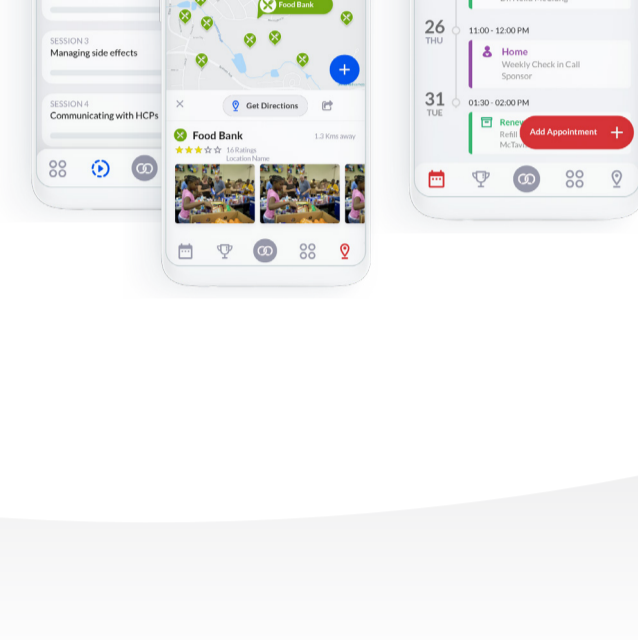
Sincerely,
Dr. Ezzat Saad
Chief Medical Officer



How can TAVIE Red Help Bring Efficiency to your Operations ?

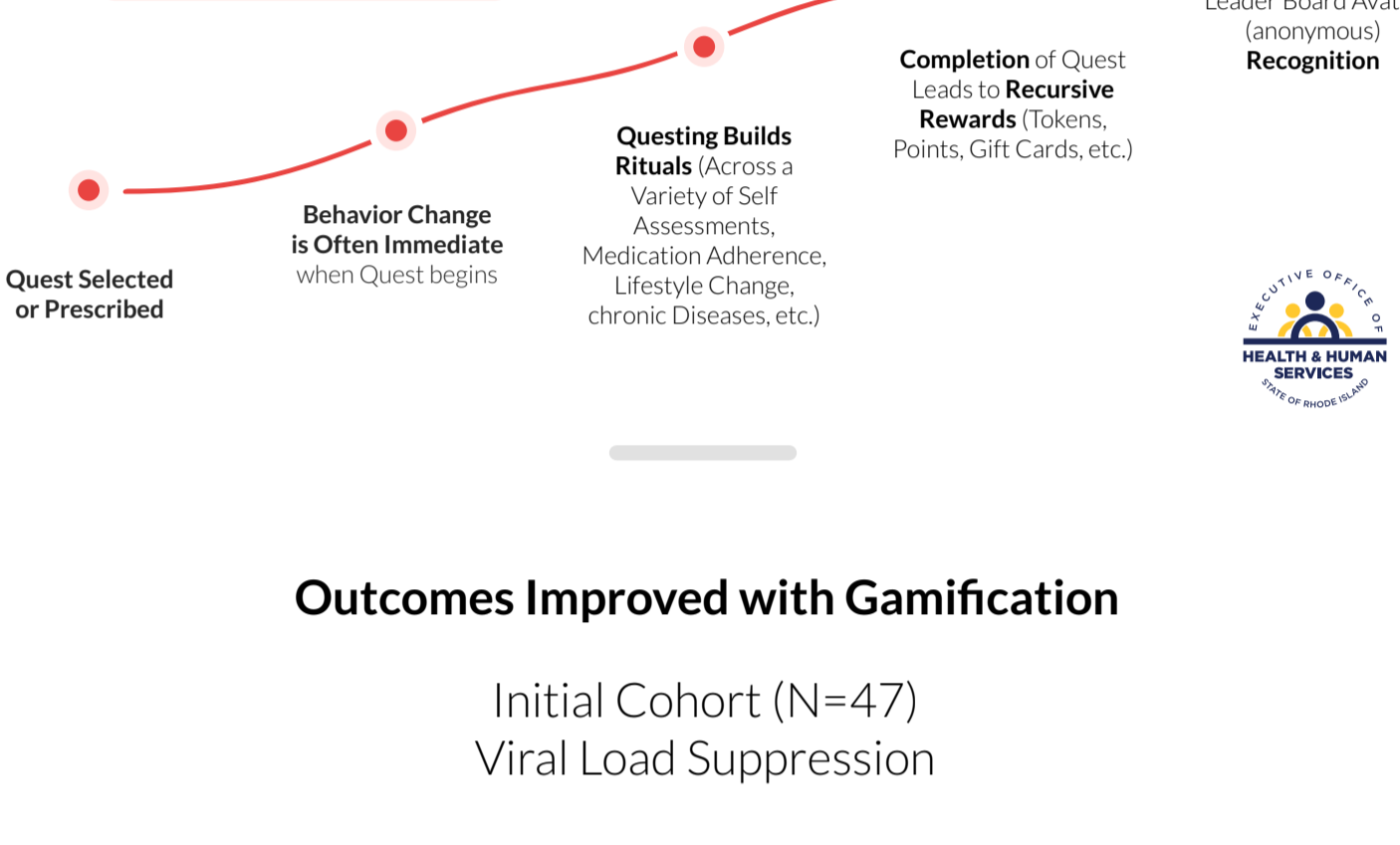
Data, Evaluation and Reporting Capabilities

- Real time data appears on a console or dashboard for healthcare workers and governmental staff.
- RI linked TAVIE data to CAREWAre so case managers and Ryan White staff can have immediate cross tabulation of client reports with case manager reports.
- Data is de-identified, yet authorized users can connect cases to programs (e.g., ADAP, surveillance, etc.)
- Immediate ADAP and premium assistance enrollment through a customized portal designed by AJ Boggs called Lifa.
- RI has developed an evaluation methodology based upon key performance measures and TAVIE has the capability of generating output based upon these measures.
- TAVIE has a series of self-assessments tools to monitor such things as depression and other behavioral health issues, pre and post laboratory testing, client usage, satisfaction, needs assessments, basic demographics, other health measures, social determinants of health, etc.
- In RI the use of Power BI tools has allowed for interoperability to be enhanced by populating a myriad of data bases and sources into the analytic software (e.g., All Payer Claims, CAREWAre, Medicaid, ADAP, etc.)
- Please read this as assurance that we are on the right track by bringing this innovative technology to vulnerable people: <https://www.commonwealthfund.org/blog/2018/time-now-case-digital-health-innovation-poor-and-underserved>



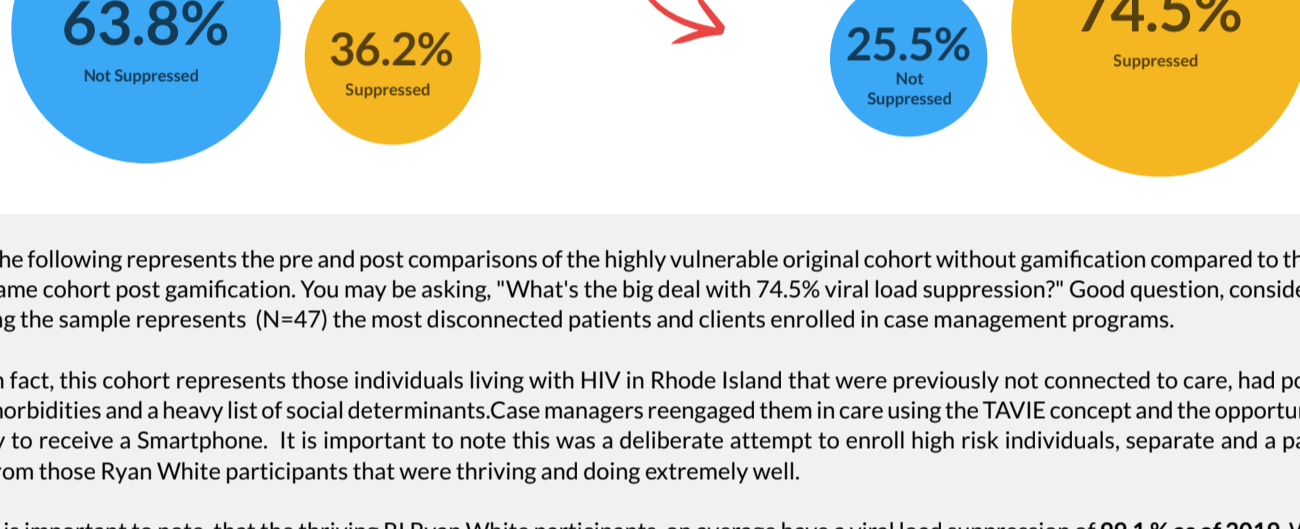
Rhode Island Observations : Gamification Phenomena

Process and Flow of Incremental Behavior Change with TAVIE Red



Outcomes Improved with Gamification

Initial Cohort (N=47)
Viral Load Suppression



The following represents the pre and post comparisons of the highly vulnerable original cohort without gamification compared to that same cohort post gamification. You may be asking, "What's the big deal with 74.5% viral load suppression?" Good question, considering the sample represents (N=47) the most disconnected patients and clients enrolled in case management programs.

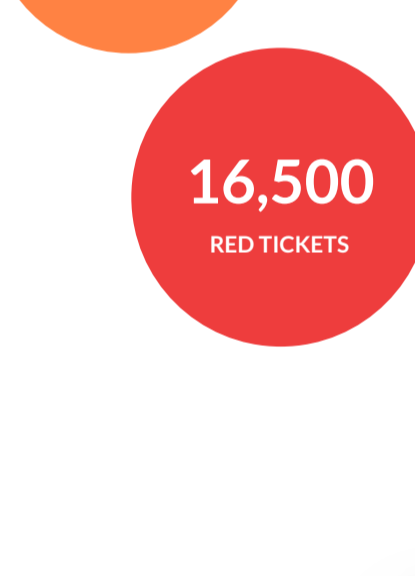
In fact, this cohort represents those individuals living with HIV in Rhode Island that were previously not connected to care, had poly morbidities and a heavy list of social determinants. Case managers reengaged them in care using the TAVIE concept and the opportunity to receive a Smartphone. It is important to note this was a deliberate attempt to enroll high risk individuals, separate and a part from those Ryan White participants that were thriving and doing extremely well.

It is important to note, that the thriving RI Ryan White participants, on average have a viral load suppression of 99.1% as of 2019. We expect this original cohort of 47 individuals will advance tremendously across many health outcomes within the next year.

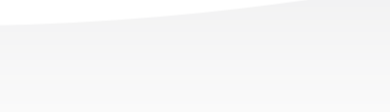
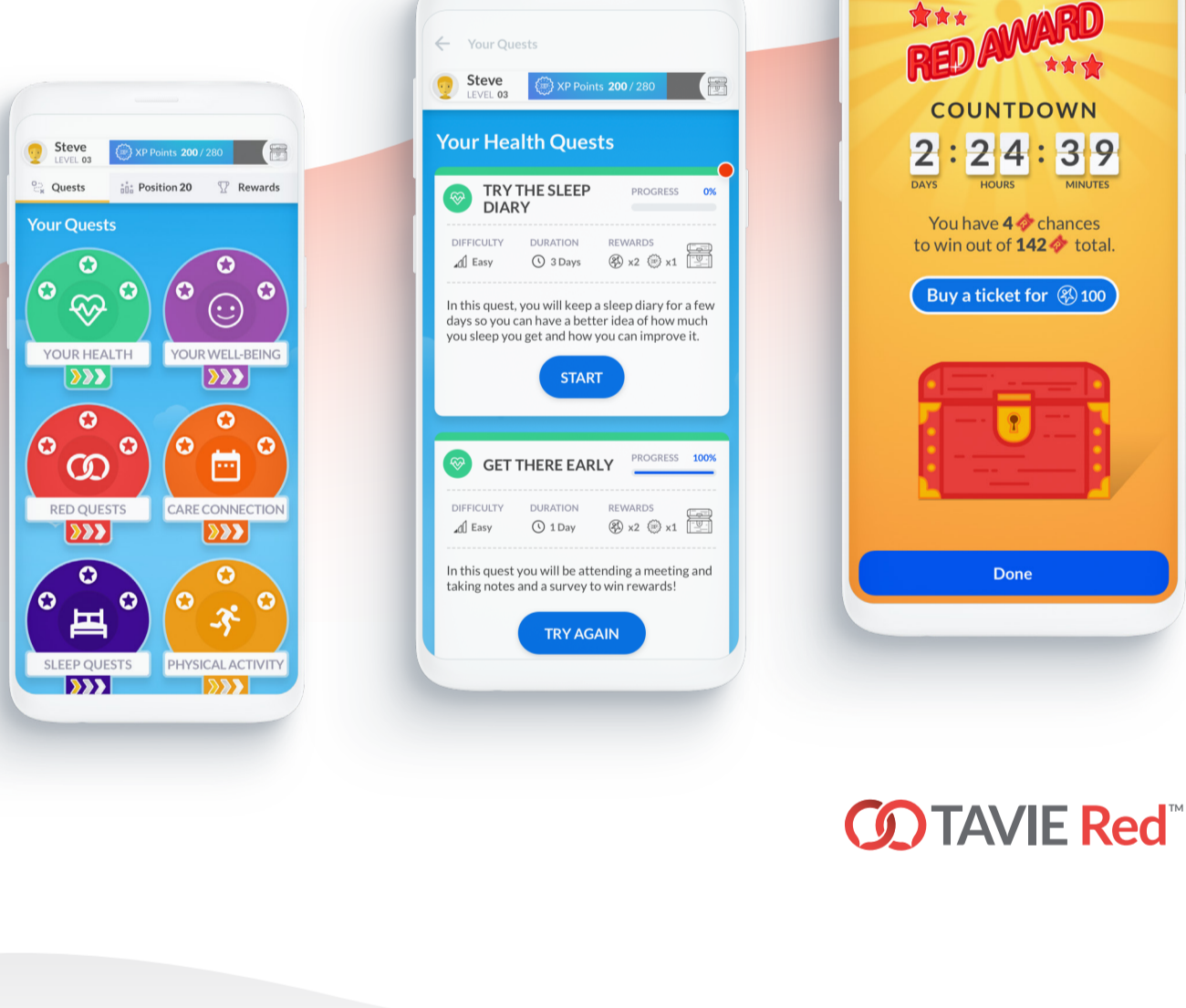
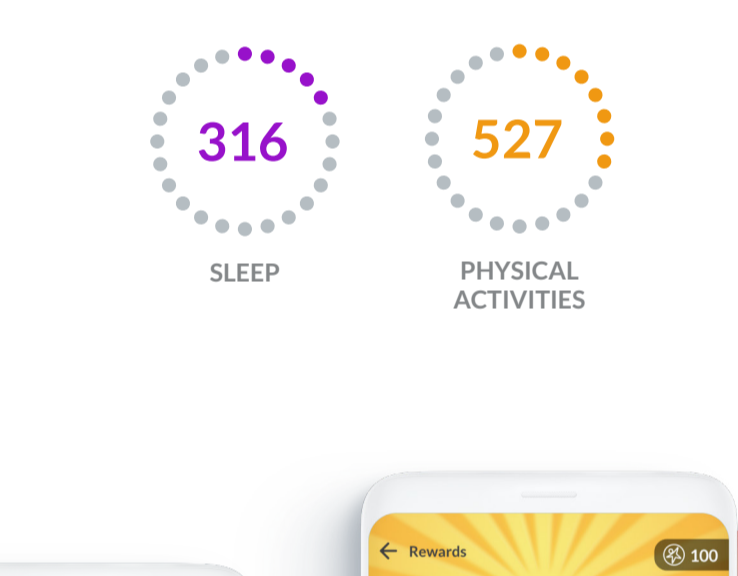
Gamification Induced High Engagement

Overall Population, N=246

QUEST AND RED TICKETS



ENGAGEMENTS BY QUEST



Helps Patients/Clients Achieve Optimal Self-Management

From prevention to treatment management

Healthcare Journey
Understand your disease and find support in your healthcare journey.

Medication Management
Improve your medication management.

Sleep and Relaxation
Rituals to improve your quality of life

My Symptoms
Learn to manage your symptoms and side-effects

Emergency COVID19
Emergency preparedness and response

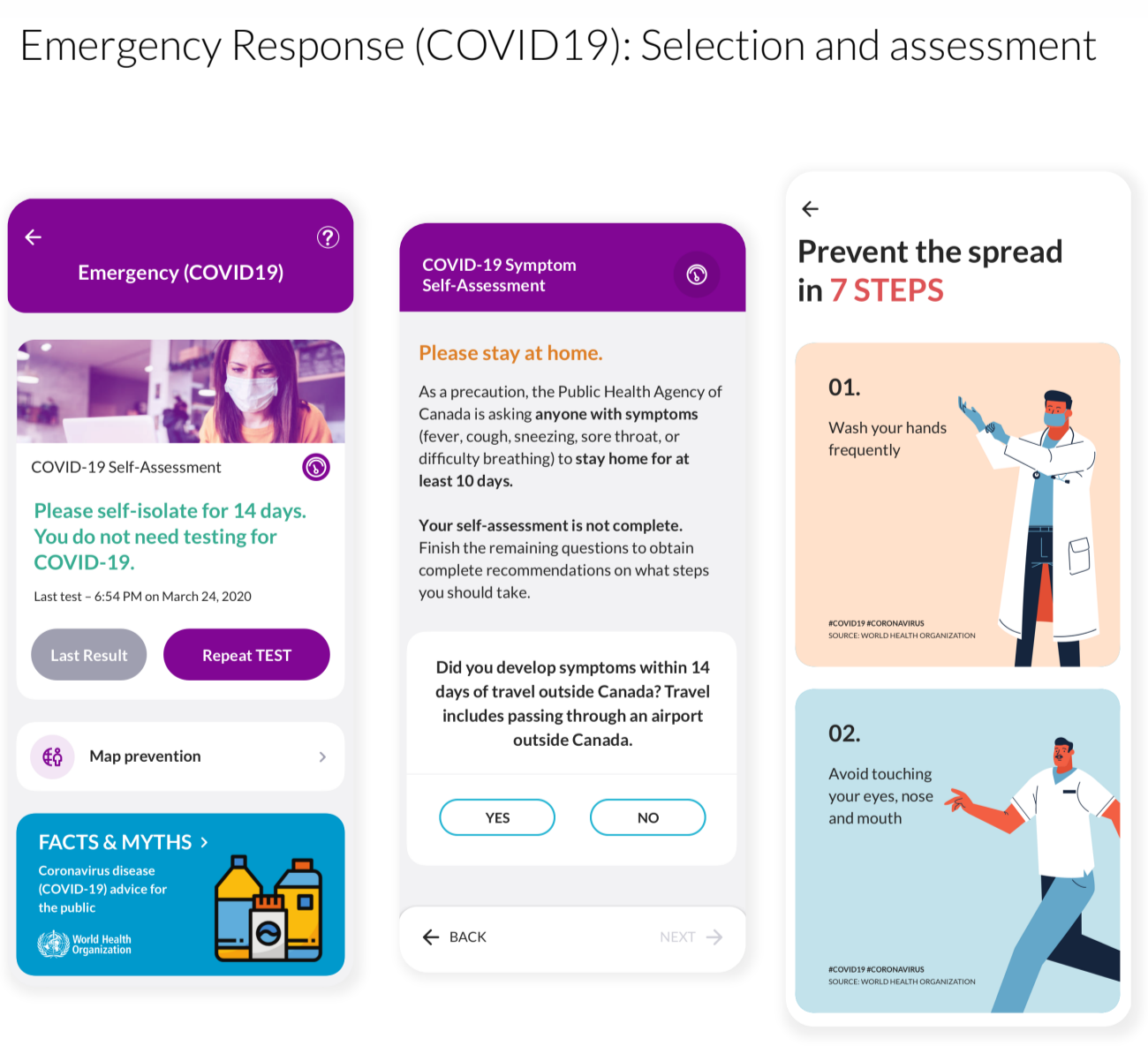
Physical Activities
We are here to help you reach your goal. Tell us what it is

Resource Map
Resource map to easily find Foodbanks, shelter/lodging, COVID19 test sites, etc

Telehealth
Connect live for consultation with video or chat

COVID19 - Prevention and Response

Emergency Response (COVID19): Selection and assessment



Ryan White & TAVIE From Opportunity to Options

Opportunity

- Our TAVIE virtual coach serves as a key complement to patient centered care and advances patient health across a variety of chronic diseases and wellness activities.
- For COVID19 and "Emergency Preparedness" 360MedLink offers a unique gamified response to COVID19 prevention, protection, testing and optimal care. Our portfolio of TAVIE applications include chronic conditions, Psoriasis, Cancer, Women's Health, Wellness, etc.
- TAVIE-Red a treatment companion for PLHIV was implemented in Rhode Island with continued positive results.

Solutions

- Adapting any selected TAVIE platform to your needs, especially the TAVIE-Red and COVID19 application related information in an accessible/available package.
- Using customized approaches that RI has used without bearing the initial start-up costs, while assisting highly vulnerable people with difficult behavior change challenges

Options

- Off the shelf (Use of existing TAVIE resources)
- Hybrid approach (Off the shelf with customization)
- Special adaptation or customization (including the RI model transferable savings).

For more information, reach out to us

Dr. Ezzat Saad - ezatts@360medlink.com (514-627-9637)

JM Theagene - jmt@360medlink.com (514-917-0360)

JOIN our exclusive Webinar

Mr. Paul Loberti and Guests
July 9th

Featured speakers will be leading local and federal experts in digital health, HIV, COVID19, Ryan White, and vulnerable populations

info@360medlink.com

