

Rethinking digital medicine during the Covid-19 Pandemic

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The current **COVID-19 crisis** across the globe has posed a **multitude of challenges to healthcare systems worldwide**. One of most important challenges is to safely **maintain continuity of care for their patients while dealing with the risk and burden of the pandemic**. In response to this situation, numerous health systems and clinicians have **turned to virtual delivery of care using existing digital tools like telemedicine and remote patient monitoring**. In addition to the need for a rapid response to the situation, health systems and clinical facilities were looking for a **scalable and EHR integrated solution which fits with their clinical workflows**.

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Rx.Health acted quickly and **built an innovative end-to-end solution and comprehensive digital toolkit**, called **COVered**. COVered provides an end-to-end solution to **outreach, education, triage, and monitoring for at risk populations, healthcare workers, and patients**. This solution leverages Rx.Health's Prescription Universe platform which enables integration and prescription of digital health tools to individuals and entire populations via multi-modal digital tools including text message, email, IVR and others. **A virtual care hub** with seamlessly integrated workflows enabled through the platform includes digital engagement, monitoring and management via telehealth, remote patient monitoring and other virtual tools to provide quality care during the pandemic owing to its scalability and capabilities. **The solution is well integrated with all leading EHRs and can automate the shift of care journey from clinical setting to an at-home setting**. With the help of these solutions, they were able to send two-way text messages to patients. These text messages were a reminder of their appointment schedule as well as consisted of a quick guide which educated patients about how to prepare for their virtual visit. **The most important feature of this solution was that it was completely automated.**

The platform enabled a **large population health initiative** called as **STOP COVID NYC** in collaboration with Mount Sinai Health System during the peak pandemic in NYC. **More than 1 million people were outreached with 55,000 patients being monitored for cluster exposure and symptoms for around 2 months**. In another example, the Rx.Health platform supported rapid shift and ramp-up of Telehealth appointments for a large Connecticut based health system from around 20 per day to more than 7,000 per day within a week, demonstrating the abilities of the platform in terms of its reach, scalability, automation and agility.

The pandemic has also brought to light the challenge of access to technology and its direct impact on health outcomes, as more and more healthcare services were being provided via virtual methods. **It is now more critical than ever to identify and address digital disparities, such as lack of access to smartphones, broadband internet connectivity, and digital literacy, and subsequently, implement interventions that improve health outcomes.**

The Rx.Health digital medicine platform provides tools that **simplify and automate the identification of SDoH** in order to mitigate their impact on an individual's health. **Payers and providers, can now utilize the platform to deliver screening assessments for SDoH disparities directly to patients.** Once

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patients with SDoH gaps are identified, care teams can connect patients to community resources and prescribe relevant educational modules and digital health tools directly from their EHR using the Rx.Health prescription platform. **By capturing longitudinal data via connected devices, device-less monitoring, and patient-reported outcomes, Rx.Health made it simple to track the immediate and long-term effects of these digital health interventions.**

The Rx.Health platform has shown exceptional flexibility to customize care practices and provide advanced tools to providers, payers and life science companies to support digital transformation across the healthcare ecosystem.

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