

# What is Exposure Notification?

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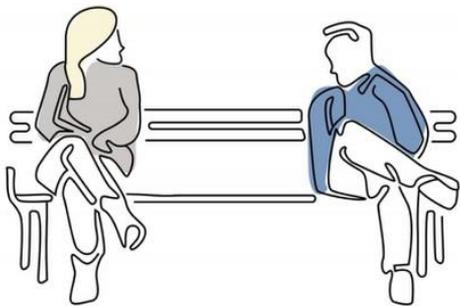
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# Mural Thoughtboard

Alice and Bob meet each other for the first time and have a 10-minute conversation.

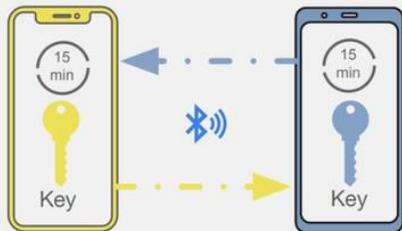


Bob is positively diagnosed for COVID-19 and enters the test result in an app from a public health authority.



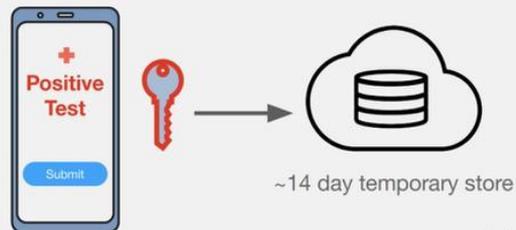
A few days later...

Their phones exchange anonymous identifier beacons (which change frequently).

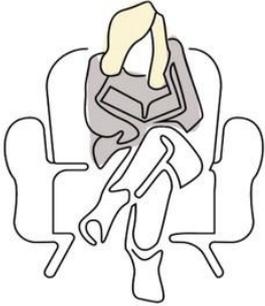


With Bob's consent, his phone uploads the last 14 days of keys for his broadcast beacons to the cloud.

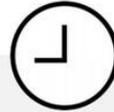
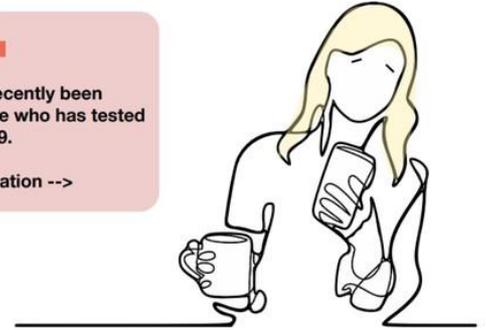
Apps can only get more information via user consent



Alice continues her day unaware she had been near a potentially contagious person.

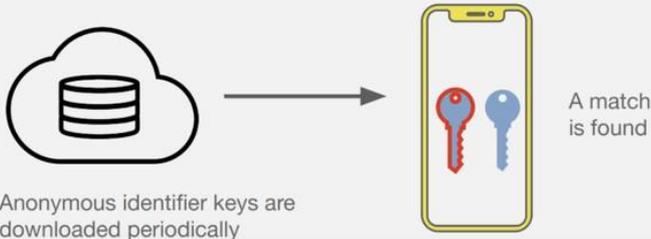


Alice sees a notification on her phone.



Sometime later...

Alice's phone periodically downloads the broadcast beacon keys of everyone who has tested positive for COVID-19 in her region. A match is found with the Bob's anonymous identifier beacons.



Anonymous identifier keys are downloaded periodically

Alice's phone receives a notification with information about what to do next.



Additional information is provided by the health authority app or website

# COVID19 app timeline

- **Early 2020:** Other countries launch privacy-invasive apps
- **March 2020:** Prototypes with location-based and bluetooth-based protocols and apps.
- **April 10, 2020:** Apple and Google announce EN APIs
- **June 2020:** Open source EN apps
- **July 8, 2020:** Ireland launches app, hits 30% adoption in a week
- **July/August:** more states/countries launch EN apps
- **August 19, 2020:** Exposure Notification Express launched
- **September 8, 2020:** [Polis announces CO plan](#)

# How did we get here?

1

Watching, waiting.

2

Learning from other countries and states.

3

ROI increases when investment is minimized.

# What does Exposure Notification Express do?

## Custom:

- iOS app
- Android app
- 2 servers
- Hosting
- Branding
- Verification codes
- Marketing
- Communications
- Outreach

## EN Express:

- ~~iOS app~~
- ~~Android app~~
- ~~2 servers~~
- ~~Hosting~~
- Branding
- Verification codes
- Marketing
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- Outreach

FIGURE 6

## Hospitals and medical societies top the list as trusted sources of reliable information on effective/safe treatments

Survey question: If you wanted information about the most effective and safe treatment(s) for a certain health condition, how much trust would you have in the following sources to provide reliable information?\*



Academic medical centers



Medical associations/societies

Other sources:

**41%** Community hospitals

**27%** Patient forums, blogs, or websites that address specific health issues

**39%** Pharmacies

**26%** Employers

**35%** Independent health-related websites

**25%** Pharmaceutical, biotech, or medical device/product manufacturers

**35%** US Department of Health and Human Services

**18%** Social networking sites

**31%** Health insurance companies/health plans

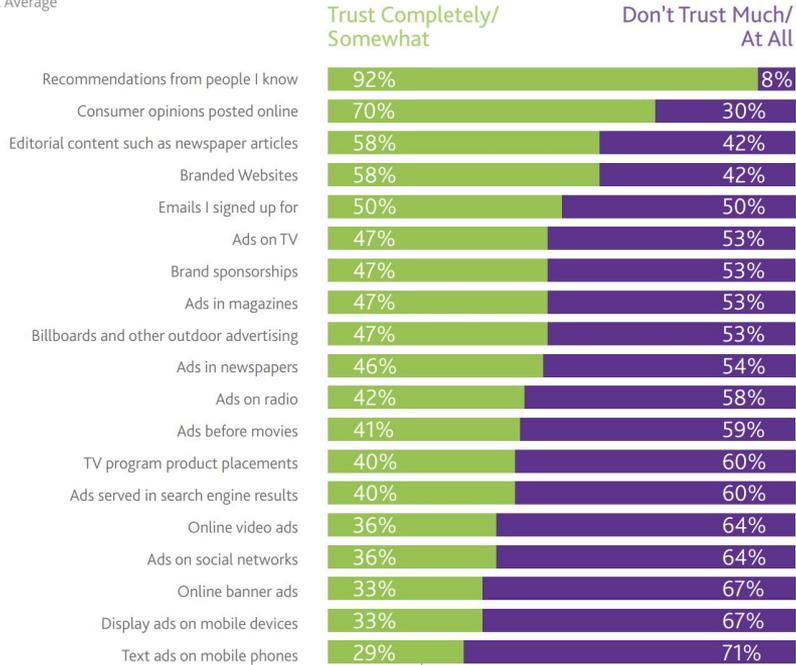


\*Chart shows percentage of respondents who answered 8, 9, or 10 on a 10-point scale, where 1 is "no trust" and 10 is "complete trust."

Source: Deloitte 2018 Survey of US Health Care Consumers.

## To what extent do you trust the following forms of advertising?

Global Average

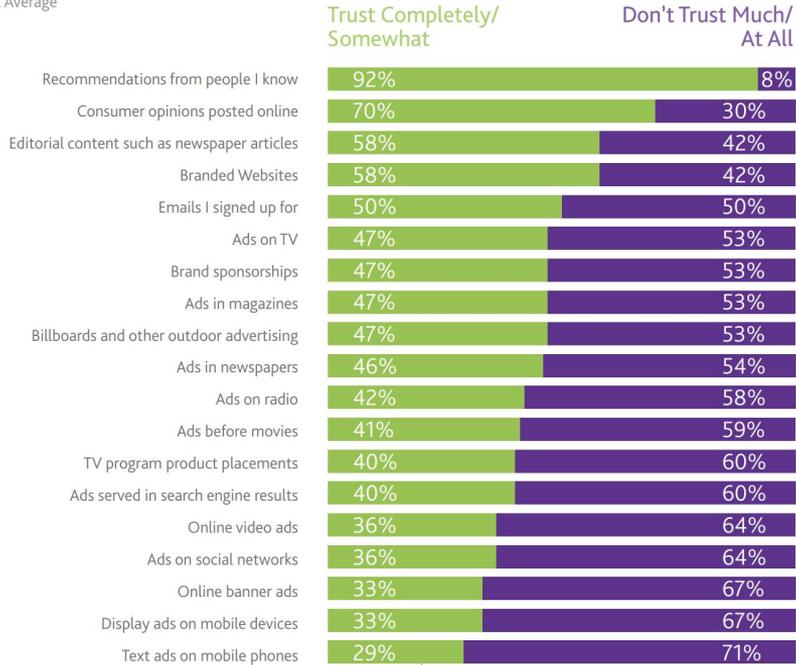


Source: Nielsen Global Trust in Advertising Survey, Q3 2011



## To what extent do you trust the following forms of advertising?

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## Your help:

- People I know
- Opinions posted online
- Editorial content in news

## State of CO:

- Everything else

# I'm asking for your help



Educate yourself  
<https://covid19.colorado.gov/>  
Exposure-notifications



Share to clients/patients



Share to colleagues



Share to community  
organizations

**Discussion**

**Feedback/followup:  
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