

The logo for Color Health, featuring the word "color" in a white, lowercase, sans-serif font. The letter "o" is replaced by a small, multi-colored circular icon with segments of red, orange, yellow, green, blue, and purple. The background is a dark navy blue with large, abstract, curved shapes in teal and orange.

- Color Health

A simpler model for accessing basic and essential healthcare services

The Color model



**Simple and
Convenient**



**Better Cost
Structure**



**Increased
Access**



**Full Care
Continuum**



Color public health programs span infectious disease and high-burden, actionable, under-diagnosed conditions

- ❖ COVID-19 testing, immunization and treatment
- ❖ Vaccination software/clinics
- ❖ Cancer prevention
- ❖ Heart disease
- ❖ Diabetes & pre-diabetes
- ❖ Hypertension/ hyperlipidemia
- ❖ Medication response
- ❖ HIV/STI



Rapid Testing

General:

- Evolve with changing guidance/test options
- iHealth; Expiration dates extended +3 months
- No reporting
- Flow to treatment/telehealth/antivirals

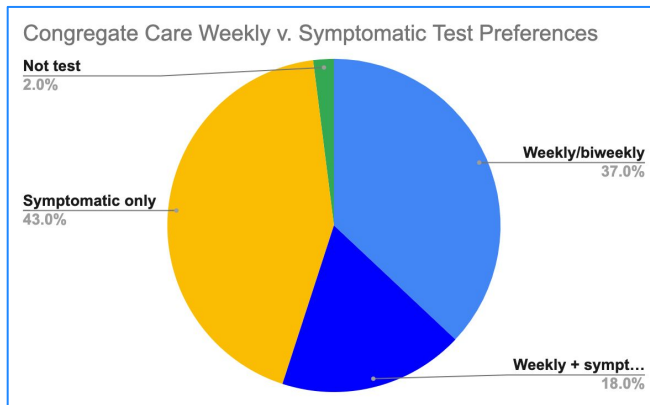
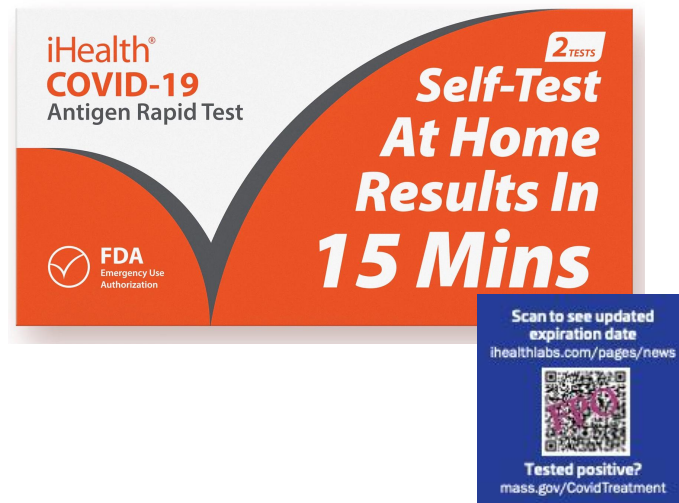
Phase 1: June:

- Complement to lab-based testing
- Auto-shipment to all sites (state- and privately-run)

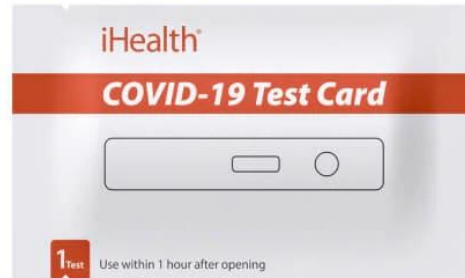
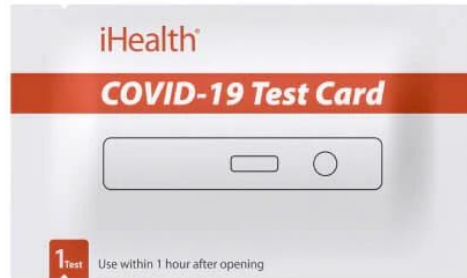
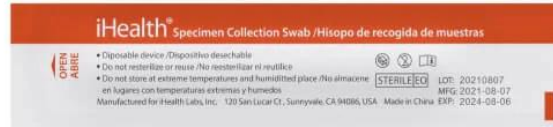
Phase 2: July 1

- Can be chosen instead of lab-based testing
- Testing recommended but voluntary
- Self-serve ordering
- Survey: 75% of weekly prefer lab-based tests; 75% of symptomatic prefer rapid tests

Feedback? Questions?



iHealth Rapid Test Kit (2 tests)



color



Free, quick, and easy telehealth for COVID-19 Treatment Pills

| Positive for COVID-19?

The Commonwealth of Massachusetts, in partnership with Color, is offering free telehealth visits to get COVID-19 treatment pills.

Oral antiviral treatment is for people who have had COVID-19 symptoms for 5 days or less. Antiviral treatment can help reduce your chance for severe disease and prevent hospitalization.

Get treatment pills delivered for free or pick them up at your local pharmacy, if prescribed. **Learn more at mass.gov/COVIDtelehealth**

To start the free visit, use your smartphone or a computer to go to:

color.com/covid-19-treatment-ma

Or scan the QR code with your smartphone camera



Step 1

Go to color.com/covid-19-treatment-ma and tell us about your symptoms



Step 2

Join the video call



Step 3

If you're prescribed antiviral treatment, pick it up at your local pharmacy or get home delivery