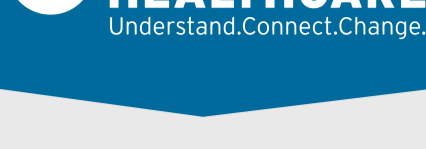


Atlantis Healthcare's unique coaching framework to support the person through

COVID-19

NOW, AND INTO THE FUTURE

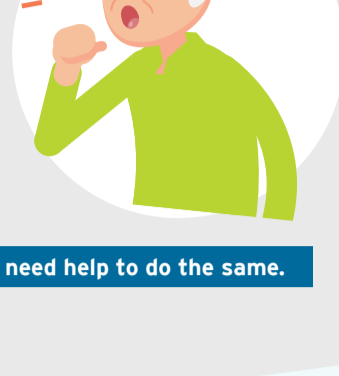


Covid-19: Behavioural Support Required

- How can I protect myself and my family?
- I'm scared - is it normal to feel the way I do right now?
- I have a chronic disease – what does COVID-19 mean for me?

We are living in unprecedented times. As of 21st April 2020, COVID-19 has been confirmed in more than 210 countries and territories around the world. We're reaching information overload about what we can do to protect ourselves. Nearly half of the world's population is living in some form of lockdown.¹

The most at-risk groups are those with chronic conditions, and some are facing disruptions to their usual care and treatment.



Covid-19 has changed the world in the last 8 weeks, people need help to do the same.

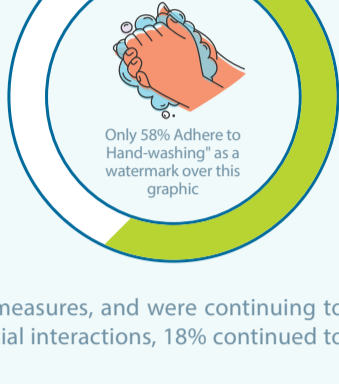
The global impact of COVID-19

We're doing it right. Right?

Some people are still not taking the steps needed to protect themselves and others

Despite extensive publicity about protective behaviours, 49% of surveyed Americans said they would be relatively uninterested to take steps to protect themselves. Even if the death rate rose to 10%, 11% were unwilling to take the recommended steps.² In March 2020, adherence to protective behaviours such as hand-washing was peaking at only 58%.³

A recent poll found 22% of people had not increased hygiene measures, and were continuing to hug and shake hands. Whilst most people reported reducing social interactions, 18% continued to attend social spaces.⁴



There is an overwhelming amount of information available on COVID-19 – but how much of it is valuable in changing attitudes and shaping behaviour?

At the end of March 2020, coronavirus updates were the most-searched items on the internet. However, trust in social media generally is only 17%.⁵ with a multitude of 'fake news' stories being perpetuated online.⁶ The World Health Organization has warned about these risks - the Director General stated in February, "We're not just battling the virus; we're also battling the trolls and conspiracy theorists that push misinformation and undermine the outbreak response."⁷



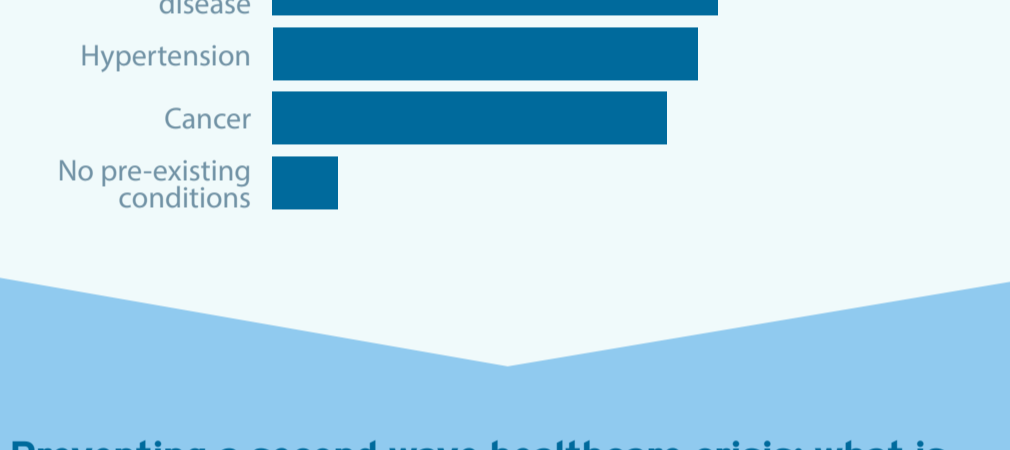
This only confirms the famous saying: "Information alone does not change behaviour"

COVID-19 and chronic health conditions

People with chronic health conditions are feeling particularly vulnerable at this time. They are having to balance the risk of catching COVID-19 against the potential impact of delaying important treatment.⁸ Concerns are rising over the long-term health implications of delaying this treatment, particularly for people battling cancer and other serious conditions.⁹

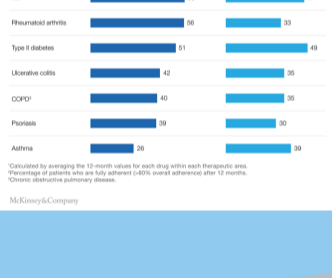


COVID-19 death rate by pre-existing medical conditions



Preventing a second wave healthcare crisis; what is the potential impact of COVID-19 on the day-to-day management of chronic diseases?

There is growing concern that patients will stop adhering to their treatment. Nearly 50% of Americans take at least one prescription medication daily, with 25% taking three or more. The removal of usual support systems, combined with closing healthcare centres and rising financial pressures for many, is likely to increase the rate of non-adherence for chronic medications.¹⁰



The Impact of Quarantine and Self-Isolation:

Mental health problems like depression, anxiety, panic attacks, PTSD, and behavioural problems can all increase during periods of isolation¹¹. The longer the isolation, the poorer the health outcomes and higher the anger. Social support protects us from many of these adverse effects, but lockdowns are preventing this. Extending the quarantine beyond the initial timeframe, as is likely to happen with COVID-19, can both demoralise and increase non-compliance with recommended restrictions.¹²

Mental Health is now my No.1 Health Concern¹⁴



Introducing CORONA-COACH: The unique Chatbot coach to support the person through Covid-19

Atlantis Healthcare has developed a person-centred solution that applies health psychology, personalization technology and data-driven communications to help patients, caregivers and healthcare professionals build their skills, confidence and motivation to adopt positive health behaviours amidst COVID-19.

The Corona Coach can support large numbers of people, helping them with their physical and mental wellbeing.

- An interactive chatbot profiles each individual, ensuring they have access to the information they most need first.
- People are supported through five pillars of psychosocial wellbeing.
- Multi-Channel Corona Coach Support Solutions are also available through telehealth, mobile, and all digital health channels.



Atlantis Healthcare Covid-19 Coaching Framework

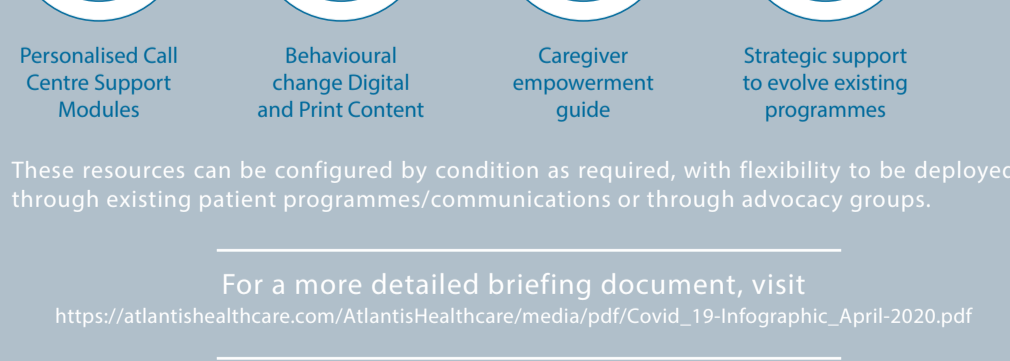
Atlantis Healthcare Covid-19 Coaching Framework



Atlantis Covid-19 Coaching Toolkit

Beyond the Corona Coach chatbot, utilising the "5 Pillar" Covid-19 Coaching Framework Atlantis has developed a range of personalised multi-channel resources to empower adoption of key behaviours to improve life in the era of Covid-19.

These include:



These resources can be configured by condition as required, with flexibility to be deployed through existing patient programmes/communications or through advocacy groups.

For a more detailed briefing document, visit https://atlantishealthcare.com/AtlantisHealthcare/media/pdf/Covid_19-Infographic_April-2020.pdf

For more information or a demonstration of Corona Coach or the Atlantis Covid-19 Toolkit please email coronacoach@atlantishealthcare.com | www.atlantishealthcare.com

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