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# COVID-19 Care Assistant Campaign Toolkit



## COVID-19 Care Assistant

### Product strategy

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Babylon is working with governments and national health organizations around the world to support the global response to COVID-19. We are seeing the same pattern emerging as every country faces the same fundamental issue - at some stage there are not enough clinicians to cope with the surge in demand. **The solution is a product which helps people who are worried about coronavirus. It aims to keep the hospitals free for those who need them, allowing to make the most of valuable clinician time.**

COVID-19 Care Assistant helps people understand if their symptoms are coronavirus related and based on the likelihood guides them on what to do next. The product helps by connecting them to our team via live chat, and if relevant, provides them with a home Care Plan, reminding them to monitor their own symptoms, and when required, referring them to emergency care.

#### INFORM

High quality information on coronavirus and what to do about it

#### DECIDE

Support the decision to self-isolate with our AI Symptom Checker

#### CONNECT

Live Chat support with coronavirus-trained professionals

#### MONITOR

Digital in-app monitoring, with a care plan for each individual

#### CONSULT

Virtual consultations with licensed clinicians when patients need it

#### REFER

Swift transfer to face-to-face and emergency care when it's needed

POPULATION SERVED

COVID-19 RISK



## How to use this campaign toolkit

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This campaign toolkit is designed to help you with the co-branded assets you need to launch the COVID-19 Care Assistant to your users.

1. **Review this campaign toolkit and align with your own launch plan.**
2. **Download the final assets and copy for each channel.**
3. **If you'll be using channels in your launch plan which aren't shown in this deck, please let us know and we'll do our best to create something for you.**



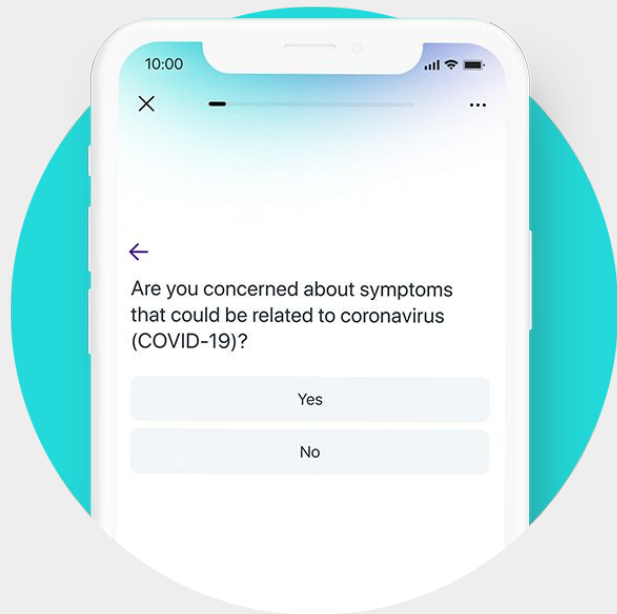
## COVID-19 Care Assistant

### Messaging strategy

Our user research on this product, as well as digital healthcare more generally shows that:

- **There is a mistrust of accessing healthcare digitally.** People have often never or rarely used healthcare technology, and they have misgivings about what it can really do for them.
- **Healthcare is personal.** Decisions about health are naturally taken very seriously. People want to know the detail. Seeing the app screens and what happens through the journey is important.
- **Credentials are important.** Knowing that the product has been designed by doctors, with input from WHO (globally) or NHS (nationally) provides more confidence that a digital health tool can be trusted.

**Where we have more space to tell the product story (e.g. email and landing page), we explain the product features in detail. Where we have less space (e.g. social assets and ATL), we summarise the features to 'Check, chat, chart' as the simple slogan to get someone to find out more on a landing page.**





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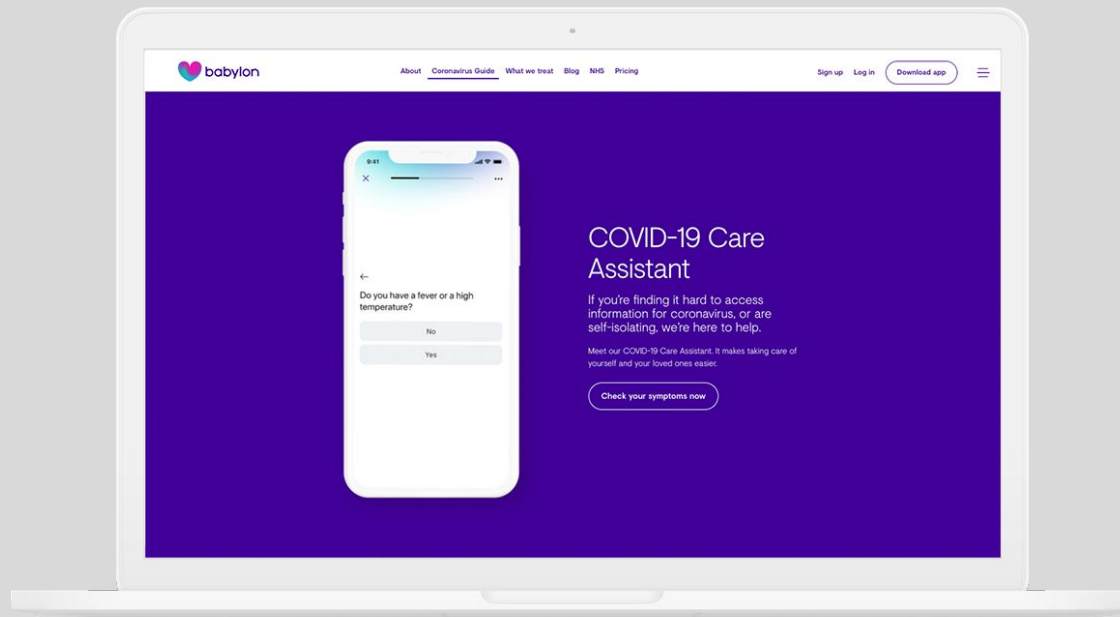
# Web pages

The purpose of the landing page is to educate users about the Care Assistant product and drive app installs. It also hosts all the articles and assets that provide up to date and relevant information about coronavirus.

The FAQ page provides responses to your queries, we'll keep this page updated so keep checking back to stay in the know.



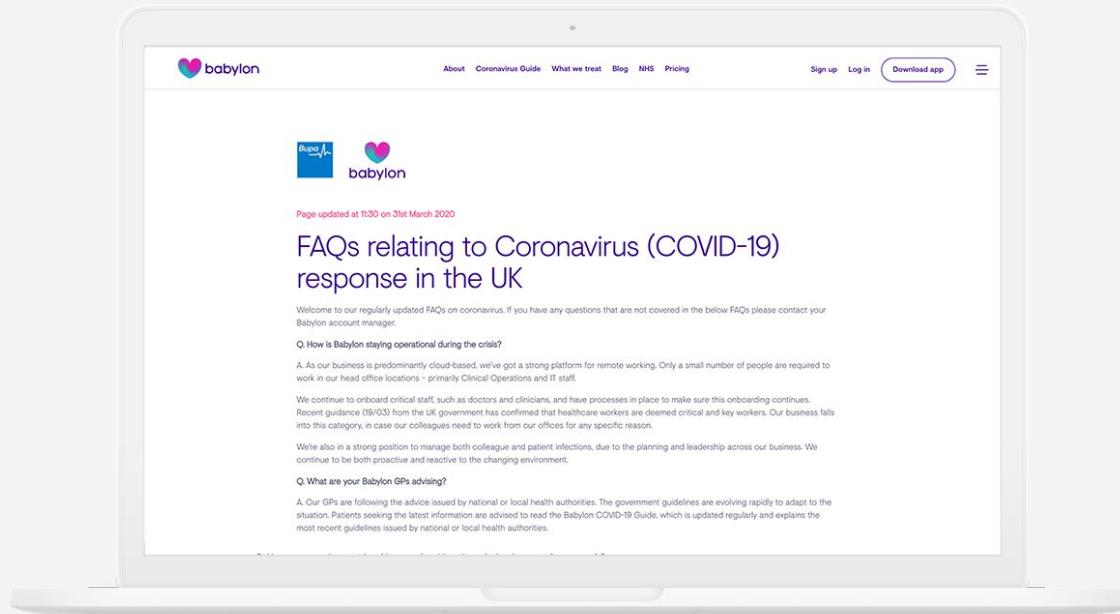
## Landing page



<https://www.babylonhealth.com/coronavirus/covid-19-care-assistant>



## FAQ page



<https://www.babylonhealth.com/business/bupa/covid-19-faqs>



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# Email

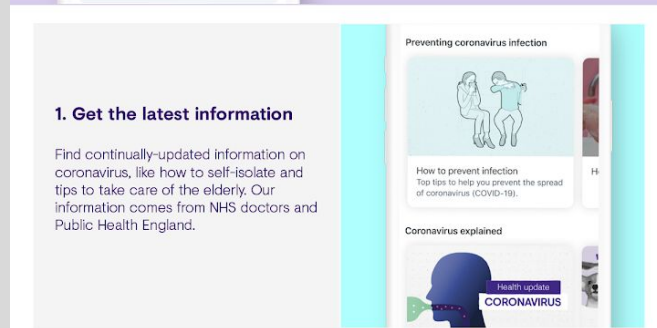
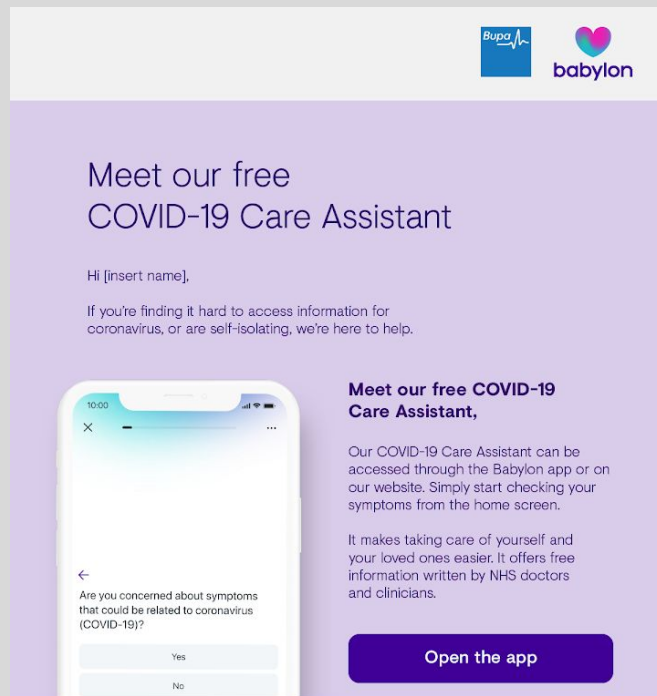
Download our Babylon branded launch email asset to share with your employees, or use the internal comms copy template to create your own. You can also add our Care Assistant banner and link to your email signature.

## **Download assets:**

<https://marketinghub.babylonhealth.com/share/2721B980-B736-4082-A6DA428275C8B54C/>



## Product launch email





## Email Signature

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**Bupa**, Bupa Place, 102 The Quays, Salford Quays M50 3SP

**T** +44 (0)161 250 1973 **E** [firstname.lastname@bupa.com](mailto:firstname.lastname@bupa.com) **W** [bupa.co.uk](http://bupa.co.uk)



Image clicks through to <https://www.babylonhealth.com/coronavirus/covid-19-care-assistant>



## Internal Comms (Copy)

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Dear [insert name],

We hope you and your loved ones are safe and well. We know things are hard at the moment, so here's something to help you get some peace of mind.

As part of your Babylon benefit, you can access the new COVID-19 Care Assistant for free. It's designed by doctors, using the latest guidance, to help you manage your COVID-19 illness. With the COVID-19 Care Assistant, you can:

- **Check your symptoms**
- **Receive a Care Plan and track your symptoms**
- **Speak to a healthcare professional**

The Babylon COVID-19 Care Assistant helps make it easier for you to take care of yourself and the ones you love.

Try it today via the Babylon app or visit the Babylon website.

If you haven't started using your free Babylon benefit:

- Download the Babylon app
- Enter your code [XXXX] while entering your details



# Print Material

The print ready materials can be used for direct mail packs and advertisements.

## **Download assets:**

<https://marketinghub.babylonhealth.com/share/5E1B87D5-CB38-4F5E-A59F12945C85C657/>



## Direct Mail

### A5 Bi-fold leaflet

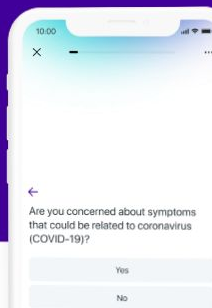
## Meet our new COVID-19 Care Assistant

Digital GP in partnership  
with Babylon

If you're finding it hard  
to access information for  
coronavirus (COVID-19),  
or are self-isolating,  
we're here to help.



babylon



## Designed by doctors using the latest guidance

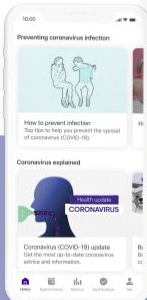
Our COVID-19 Care Assistant  
offers you free information from  
NHS doctors and clinicians.

### Step 1

## Get the latest information

Our COVID-19 Care Assistant gives  
you continually-updated information  
about coronavirus. Topics like how to  
self-isolate and how to take care of  
someone with coronavirus.

Our information comes from NHS  
doctors and Public Health England.

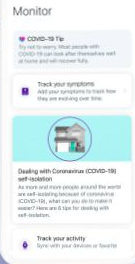
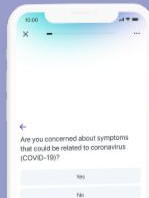


### Step 2

## Access the Symptom Checker and live chat

Our Symptom Checker has the ability  
to recognise what might be COVID-19  
symptoms and suggest possible  
next steps.

You can access our Symptom  
Checker via the app or web and use  
the live chat feature to ask questions  
and receive answers from a member  
of our team.



### Step 4

## Speak to a healthcare expert

Our COVID-19 Care Assistant allows  
you to have a video consultation with  
a clinician via your smartphone or web.  
After you enter your symptoms into  
our Symptom Checker, it will indicate  
possible next steps.

But, if you believe you need to speak  
to a healthcare professional, you can  
book a video consultation. You can do  
all of this within the app or web.



### Step 3

## Receive your Care Plan

After you get information about your  
symptoms, our COVID-19 Care Assistant  
will give you a Care Plan, based on the  
latest guidance.

You'll get daily notifications to track  
your symptoms, including your  
temperature, information for the  
14-day isolation and general tips for  
your physical and mental wellbeing.

## Try our COVID-19 Care Assistant today

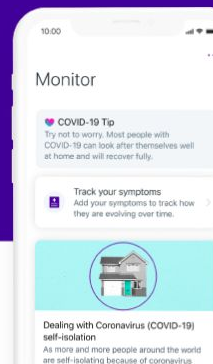
Download the Babylon app



Or visit [babylonhealth.com](https://babylonhealth.com)



babylon







# Posters

Our poster can be printed or shared digitally,  
inform users of the key features of Care Assistant.

## **Download assets:**

<https://marketinghub.babylonhealth.com/share/78FF35A0-0ED7-451D-8D85A20214D74248/>

**Poster**  
1920x1080

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# Social Assets

Our poster can be printed or shared digitally,  
inform users of the key features of Care Assistant.

## **Download assets:**

[https://marketinghub.babylonhealth.com/share/  
365A32A6-8AB2-46D2-92A2778B5A676250/](https://marketinghub.babylonhealth.com/share/365A32A6-8AB2-46D2-92A2778B5A676250/)

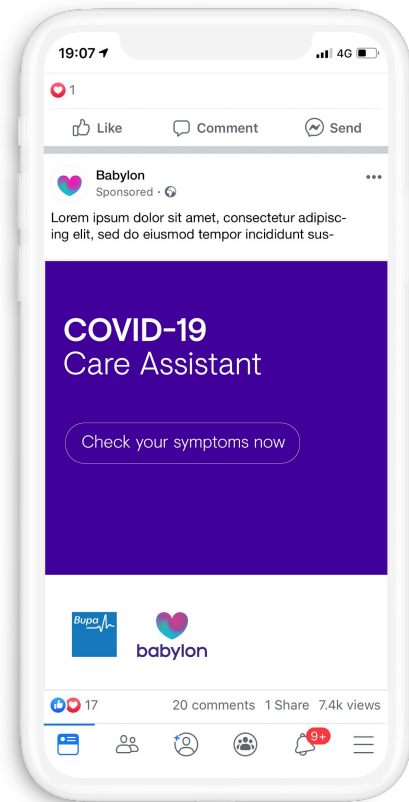
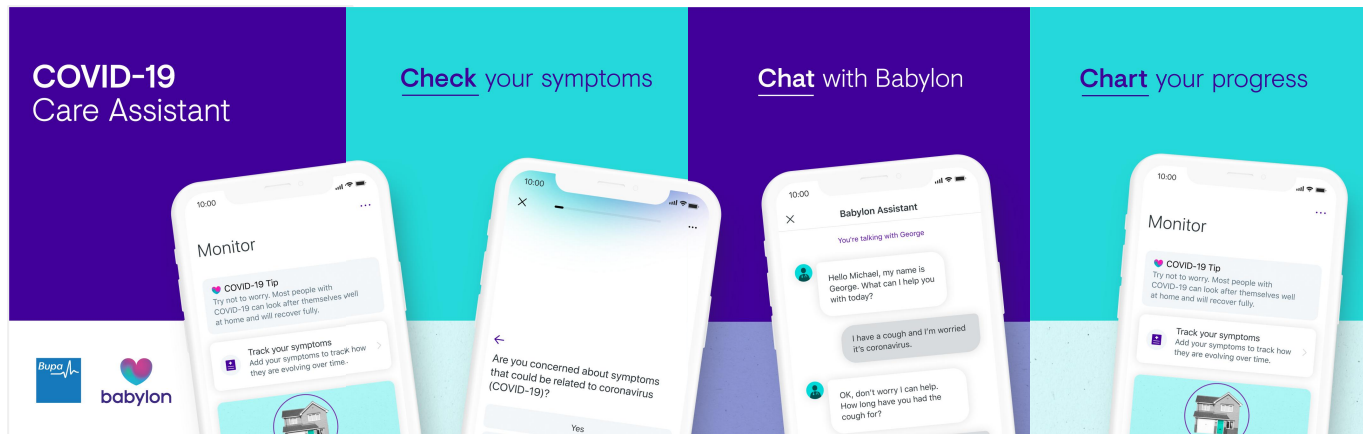


## Social Assets

Instagram/Facebook | 1080x1350

### Organic/paid Carousel Ad

Multi frame carousel explaining the different features of the app.



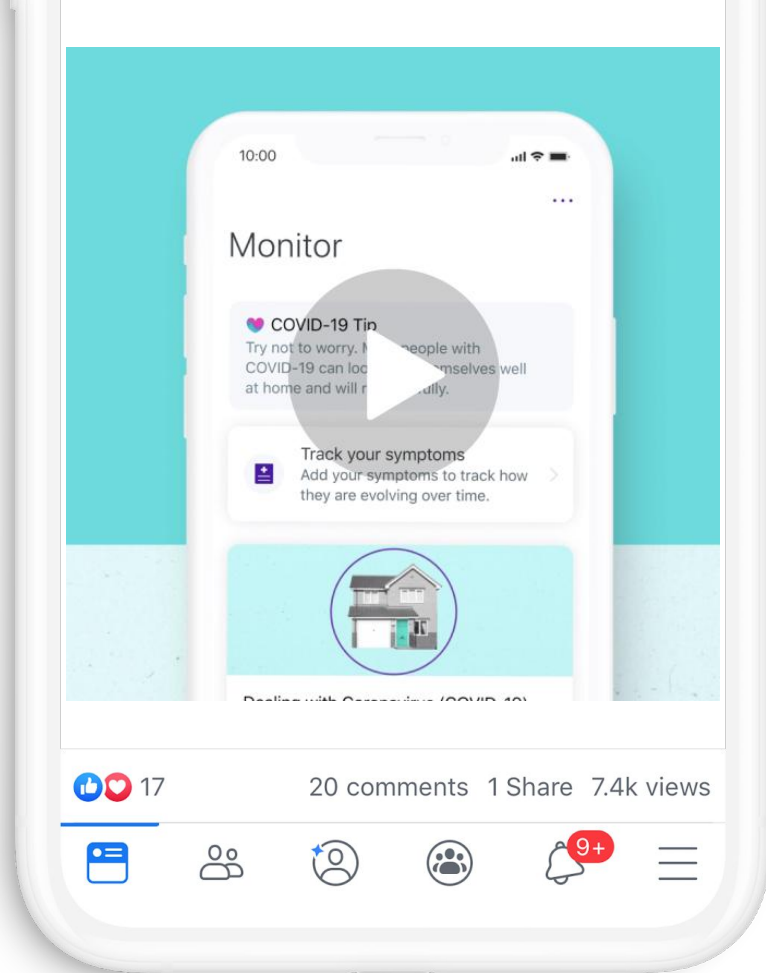
## Social Assets

Instagram/Facebook | 1080x1080

### Organic social post MP4

Multi frame animated MP4 scrolling through different app screens.

Video preview: <https://marketinghub.babylonhealth.com/share/365A32A6-8AB2-46D2-92A2778B5A676250/>





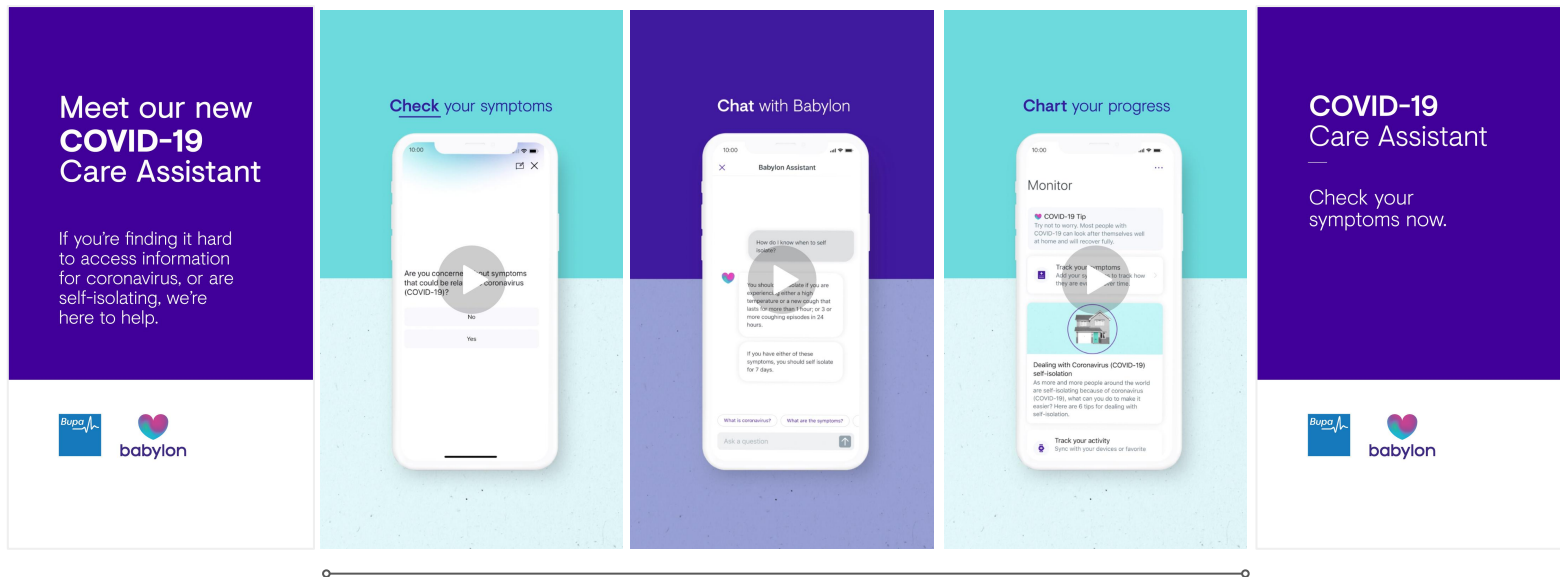
## Social Assets

Instagram/Snapchat | 1080x1920

### Stories Post

Multi frame instastory - Static and animated GIF combo.

Video previews: <https://marketinghub.babylonhealth.com/share/365A32A6-8AB2-46D2-92A2778B5A676250/>



Animated screens show off each feature. MP4



# Demo Video

Here's a short video that explains how Care Assistant works.  
Please share the video with your teams, so that they can get  
the most out of the product.

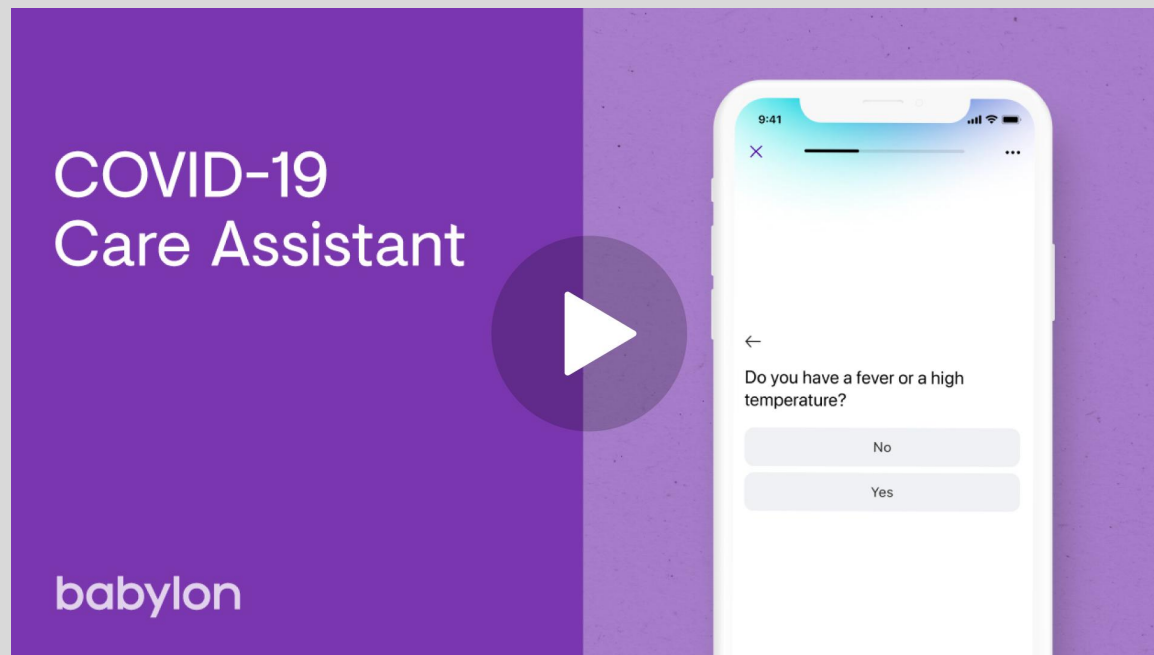
## **Download assets:**

<https://marketinghub.babylonhealth.com/share/17AE70E9-581C-469D-8928E2784AEB6CB7/>



## Demo Video

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**Video link:**

<https://www.youtube.com/watch?v=CM-pM-fXvLI&feature=youtu.be>



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# Digital display ads

Use our animated digital display ads to reach and engage with your audience.

## **Download assets:**

<https://marketinghub.babylonhealth.com/share/A9BD6217-1993-4929-9A1FF0F7AD8D3738/>

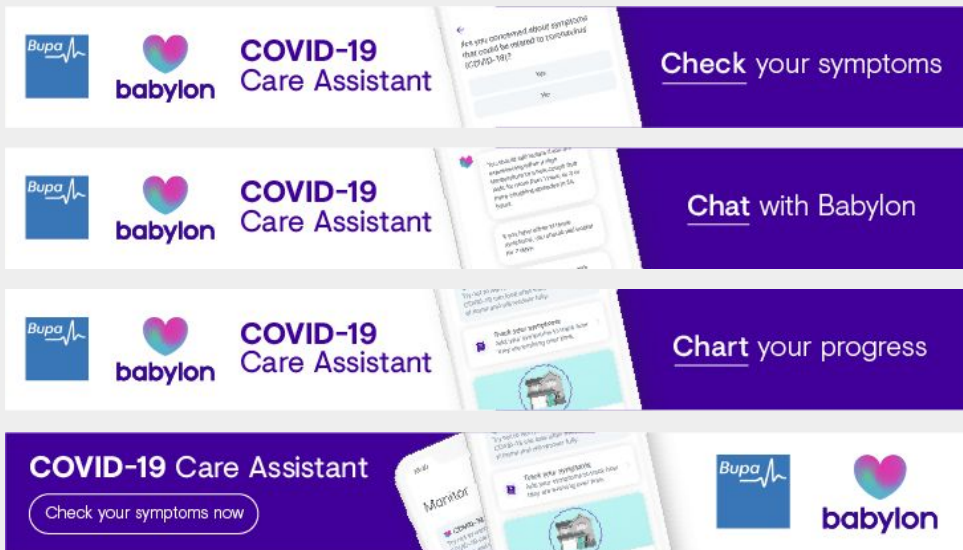


## Digital display ads

### Banner Ads

#### Animated banner

Leaderboard - 728 x 90px







# User Guide

Our guide includes an overview of the COVID-19 Care Assistant and how it can help users in 4 simple steps. This asset is a great to share with your teams, to get them started with Care Assistant.

## Download assets:

<https://marketinghub.babylonhealth.com/share/332399CD-E83E-492B-8251403353AF004C/>



# User Guide



If you're finding it hard to access information for coronavirus (COVID-19), or are self-isolating, we're here to help.

Meet our free COVID-19 Care Assistant.

It's designed to doctors using the latest guidance and latest evidence to help you understand the virus and how to stay safe. Our COVID-19 Care Assistant also has information from NHS doctors and clinicians.

You can access it through the Babylon app, or via the Babylon website.

We're here for you. How can we help?

Check symptoms

Get a care plan

Speak to a healthcare expert

Here's how our COVID-19 Care Assistant can help you, in 4 easy steps.

**Step 1** - Get the latest information

**Step 2** - Access our Symptom Checker and live chat

**Step 3** - Receive a Care Plan

**Step 4** - Speak to a healthcare expert

Following coronavirus (COVID-19)

Our COVID-19 Care Assistant gives you continuously updated information about coronavirus (COVID-19) and how to stay safe. Our information comes from NHS doctors and public health England.

**Step 1**

Get the latest information

Our COVID-19 Care Assistant gives you continuously updated information about coronavirus (COVID-19) and how to stay safe. Our information comes from NHS doctors and public health England.

**Step 2**

Access our Symptom Checker and live chat

Our Symptom Checker has the ability to recognise what might be COVID-19 symptoms and suggest immediate next steps, such as monitor your symptoms using the Symptom Checker.

You can access the Symptom Checker via the app or web. Use the live chat feature to ask questions and receive answers from a member of our team.

**Step 3**

Receive a Care Plan

After you get information about your symptoms, our COVID-19 Care Assistant will give you a Care Plan, based on the latest guidance.

You'll get daily notifications to track your symptoms, including your temperature and information for the 14-day isolation and general tips for your physical and mental wellbeing.

**Step 4**

Speak to a healthcare expert

Our COVID-19 Care Assistant allows you to have a video consultation with a clinician. Use your smartphone or web. It might save you a trip to the GP.

After you enter your symptoms into our Symptom Checker, it will recommend whether you need help.

If it advises you need to speak to a healthcare professional, you can book a video consultation.



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# Fact Sheet

This fact sheet provides you with a detailed description of Babylon's COVID-19 Care Assistant and its key features. It will help you better understand how the product works.

## **Download assets:**

<https://marketinghub.babylonhealth.com/share/1D116B01-44AA-45E9-8D35374286BEBF58/>



## Fact Sheet



### COVID-19 Care Assistant

The COVID-19 Care Assistant is a comprehensive digital service that creates a systemic clinical funnel of information, triage, live chat, monitoring, virtual consultation and referral.

Babylon's COVID-19 Care Assistant is designed by doctors using the latest guidance and helps make taking care of yourself and the ones you love easier. It delivers appropriate information and care for each individual according to their need, allocating doctors' time to the patients who need it most. End users can take advantage of end-to-end digital service to check symptoms, track their illness, cope with self-isolation, access continually-updated information, chat with trained staff and consult doctors.

This approach means Babylon can simultaneously help people with questions and concerns, including those in self-isolation, whilst also giving detailed and thorough care to people who need more intensive attention.

#### Babylon Care Model

##### INFORM

High quality information on coronavirus and what to do about it

##### DECIDE

Support the decision to self-isolate with our AI Symptom Checker

##### CONNECT

Live Chat support with consultant-trained professionals

##### MONITOR

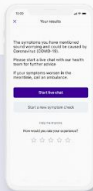
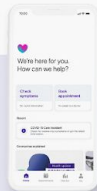
Digital in-app monitoring, with a care plan for each individual

##### CONSULT

Virtual consultations with forward clinicians when patients need it

##### REFER

Swift transfer to face-to-face and emergency care when it's needed



POPULATION SERVED  
COVID-19 RISK

### How does it work?

#### Step 1 - Get the latest information Inform and Decide

The COVID-19 Care Assistant gives users continually-updated information about coronavirus. Topics like what symptoms to look for, how to self-isolate and how to take care of someone with coronavirus. This can be anything from articles to videos on everyday tasks, such as 'How to wash your hands properly'.

#### Step 2 - Access the Symptom Checker and live chat Connect

The Babylon Symptom Checker has been extended to cover COVID-19 symptoms. A special workflow has been added so that those only concerned about coronavirus can enter the COVID-19 path. By asking questions and taking into account markers, such as a person's age and underlying medical conditions, it has the ability to recognise what might be COVID-19 symptoms and suggest possible next steps. Users can receive information in line with the guidance from local and national health authorities and receive advice on how to self manage. The live chat feature enables users to ask questions and receive answers from a member of Babylon's team. That way, clinicians who may be

self isolating are still able to work on a remote basis supporting users. At a time of limited resources and heightened demand, this maximises clinicians' time, while eliminating the risk of potential virus infection.

#### Step 3 - Receive a Care Plan Monitor and Consult

After the user has received information about their symptoms, the COVID-19 Care Assistant will give them a Care Plan, based on the latest guidance. Users will get daily notifications to track their symptoms, including temperature plus information for the 14-day isolation and general tips for their physical and mental wellbeing. This uses Babylon Monitor, a key feature in Babylon's offering for all users that want to manage their health.

#### Step 4 - Speak to a healthcare expert Refer

If the user's symptoms worsen, they can book a video consultation with a clinician via the Babylon app or website. Video consultations enable less traveling, stress and minimises risk of spreading the virus. This also means that doctors can follow social distancing guidance but still be available to work.

### About Babylon

Our mission is to put an accessible and affordable healthcare service in the hands of every person on Earth. We combine technology and medical expertise to bring doctors and people closer together. We give people round-the-clock access to affordable - often free - holistic healthcare services. Like digital health tools and video doctor appointments. We work with governments, health providers and insurers across the globe, and support healthcare facilities from small local practices to hospitals. We want to inspire change. And it's all in the name of good health.





# Product Visuals

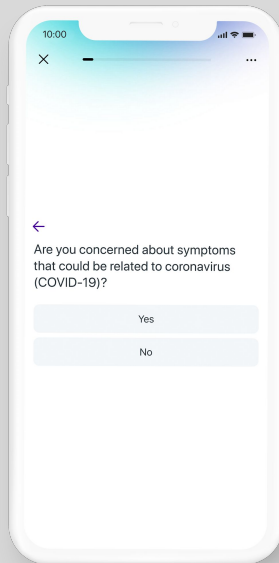
Use our product visuals across web pages, emails and materials to show your audience how Care Assistant looks in-app.

## **Download assets:**

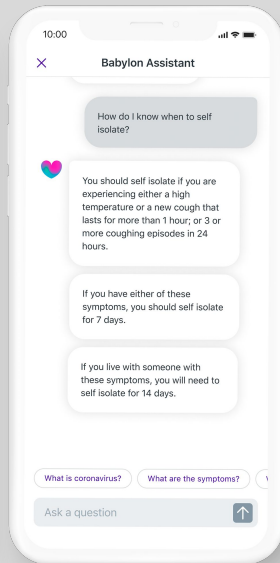
<https://marketinghub.babylonhealth.com/share/EC0F14EE-F373-430D-AF3E9F4878F406E5/>



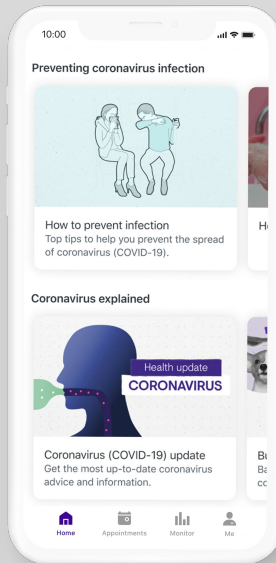
## Product Visuals



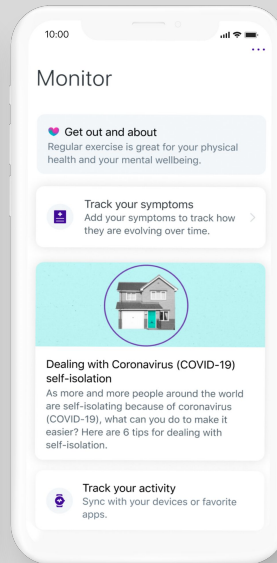
COVID-19 Symptom Checker



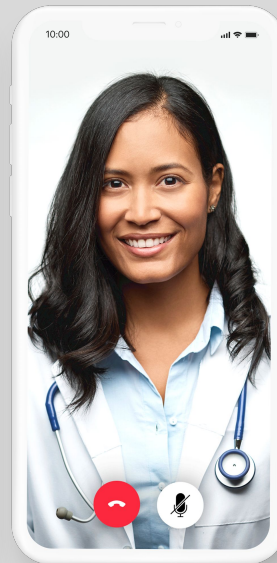
Live Chat



COVID-19 Content



Care Plan



GP Appointment



## Download all assets:

Email: <https://marketinghub.babylonhealth.com/share/2721B980-B736-4082-A6DA428275C8B54C/>

Print: <https://marketinghub.babylonhealth.com/share/5E1B87D5-CB38-4F5E-A59F12945C85C657/>

Posters: <https://marketinghub.babylonhealth.com/share/78FF35A0-0ED7-451D-8D85A20214D74248/>

Social: <https://marketinghub.babylonhealth.com/share/365A32A6-8AB2-46D2-92A2778B5A676250/>

Demo Video: <https://marketinghub.babylonhealth.com/share/17AE70E9-581C-469D-8928E2784AEB6CB7/>

Digital Banners: <https://marketinghub.babylonhealth.com/share/A9BD6217-1993-4929-9A1FF0F7AD8D3738/>

User Guide: <https://marketinghub.babylonhealth.com/share/332399CD-E83E-492B-8251403353AF004C/>

Fact Sheet: <https://marketinghub.babylonhealth.com/share/1D116B01-44AA-45E9-8D35374286BEBF58/>

Product Visuals: <https://marketinghub.babylonhealth.com/share/EC0F14EE-F373-430D-AF3E9F4878F406E5/>

Contact Lauren Hogg [Lauren.Hogg@babylonhealth.com](mailto:Lauren.Hogg@babylonhealth.com)

with any questions, or requests for new materials.