

# Activating care where it's needed most



Color makes accessing care easy and equitable for all.

Up to 40% of annual US deaths come from diseases that are **preventable** when caught early.

Public health departments are challenged with constrained resources and limited tools. They need reliable support that's tailored to the unique community they serve, to fight the health threats of today while preparing for tomorrow's.

We can help. Color specializes in providing healthcare services to everyone. We know that the traditional healthcare system makes it difficult for your population to engage in care effectively, so we make the process simple and accessible. Color is changing the way healthcare is delivered.

While the areas of care we cover are many, the way we deliver care remains simple:

- 1 Test:** We've redesigned screenings to make them simple and convenient for everyone, taken from anywhere.
- 2 Evaluate:** Based on test results, patients are routed to the right clinical pathway. Our team provides higher-risk patients warm hand offs to specialists
- 3 Treat:** We deliver treatment where and when it's needed

We've applied this model across multiple domains, including infectious diseases, COVID-19, cardiometabolic screening, and early cancer detection. Color runs programs for entities like the CDC (ICATT), NIH (All of Us), CDPH, and SFDPH.

As a single end-to-end provider of healthcare delivery, Color sets up and delivers care within your communities where traditional providers cannot. **We provide the infrastructure necessary to manage all aspects of the program**, from technology to core logistics like at-home kit shipping, site setup and staffing, fulfillment, reporting, and referral management.

## Antiviral therapeutics is one example of how our model is applied:

### Traditional antiviral treatment flow

Estimated 4 hours to two weeks with 3 disruptions at minimum



### Color antiviral treatment flow

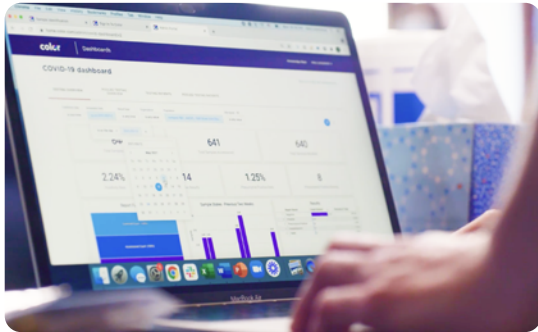
Estimated <1 hours with no disruptions



In a little over three months, we've handled almost 19,000 consultation requests, with over 11,000 prescriptions for Paxlovid written, and more than 500 prescriptions delivered. Our median wait time for a consultation is 1 minute.

# I How it works

We combine software, services, and clinical rigor to ensure your program is a success.



## I Software platform

Our software is designed to be simple and intuitive for patients, clinical staff, and program administrators. Color's patient-facing experiences are available in 10+ languages and are customized around the needs of your community.

## I End-to-end services for 'last-mile' delivery

We know healthcare needs aren't limited to software. Our wraparound logistics services for sourcing materials, clinical staffing, and "last-mile" healthcare delivery allow us to serve everyone, including typically hard-to-reach populations. Recently, we were selected by the CDC's ICATT program to increase access to COVID-19 testing in rural and underserved communities.



## I Trusted, clinical care

We've built a foundation of expertise to activate healthcare programs quickly and with a high degree of clinical rigor. Our national lab and clinical networks have enabled us to stand up ongoing infectious disease programs with public health departments in states such as California, Massachusetts, and Washington, county health departments, and primary school districts. These partnerships have allowed tens of millions of individuals to access fast, reliable and convenient healthcare services through familiar community locations.

Let's find out how Color can help you.  
**Contact us at [color.com/public-health](https://color.com/public-health)**



### About Color

Color is a complete platform for healthcare delivery, providing the technology, infrastructure, and logistics required to distribute large-scale health initiatives to diverse populations. Color works with businesses, public health departments, schools, communities, and more to provide equitable, accessible healthcare services.

[color.com](https://color.com)

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