

Coronavirus Advisor Case Study

Impacting health literacy
with digital humans





The problem we are looking to solve



HEALTH LITERACY



MISINFORMATION



ANXIETY & STRESS

Not everyone can read or understand medical or government websites. In fact, health literacy is a significant problem across America, with roughly 22% of adults exhibiting basic health literacy skills. Thus, a large portion of the population does not understand what they're reading, which is only further compounded with a lack of knowledge on how to navigate the many sources of information to reach the correct information.

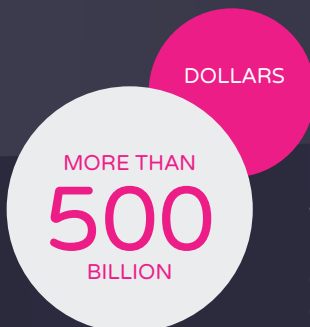
As a result, when pandemics or the spread of infectious diseases occur, the lack of understanding and comprehension can often lead to misinformation, increased anxiety and higher stress levels across populations. And in severe circumstances fear and panic. These individuals often make poor decisions, putting themselves and those around them at risk. We have seen this in action with the spread of COVID-19 as healthcare systems across the globe have been spread thin with people concerned about the virus, grocery stores emptied of supplies and businesses disrupted leading to economic losses.

Sophie, our COVID-19 advisor, was designed to take some of the strain away from real people by answering some of the most common questions around the Coronavirus, pulling real-time and up-to-date information from trusted sources like the Centers for Disease Control and Prevention (CDC).



of American adults are estimated to have a **basic level of health literacy**, while an additional **14%** have **below basic** health literacy

Source: PMC



DOLLARS

in annual **economic losses** estimated **worldwide** can be seen as a result of the **spread of a serious infectious disease**

Source: Insurance Business Mag.

Why a digital human was the best solution

UneeQ has studied the problem of health literacy over a number of years. We've learned three key factors impact engagement and retention of information.

1 EASILY ACCESSIBLE
Information should be simple to access and easy to understand and engage with, just like speaking with a human

2 EMPATHETIC
Having empathy and a friendly face enables people to feel more comfortable and therefore more receptive to the information

3 NO JUDGEMENT
Individuals should be free to ask and repeat any question until they are clear in their understanding without fear of being judged

We also know that 30% of various age demographics would prefer to have a conversation versus searching for the necessary information online. Why? Because real humans are incredible at giving advice with empathy, warmth and care. But they're simply not scalable.

Digital humans are. Sophie not only brings the human touch back to digital interactions while engaging and distributing knowledge across adults and adolescents alike, but is available to engage with them from the comfort and privacy of their own homes.

She searches across a multitude of data sources to provide easy to understand responses regardless of literacy levels. She can speak to virtually countless people at once, and can communicate with expression, body language, empathy and tone of voice to simulate human conversation and connection.



In difficult times,
Sophie provides a friendly
face, at scale. She...



is friendly,
consistent and
has on brand
conversations



provides real-time
responses, with context
specific empathy and
engagement



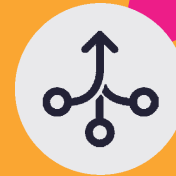
has no wait
times, always
available
24x7



is connected into
multiple AI systems
to provide relevant
answers and languages



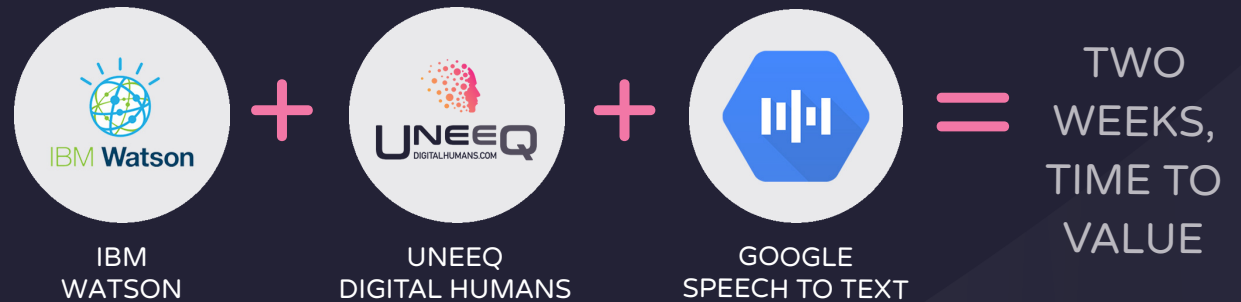
does not judge,
increasing
engagement and
learnings



is aware of virtual and
physical surroundings,
can interact with
websites, or connect
you with the right
person

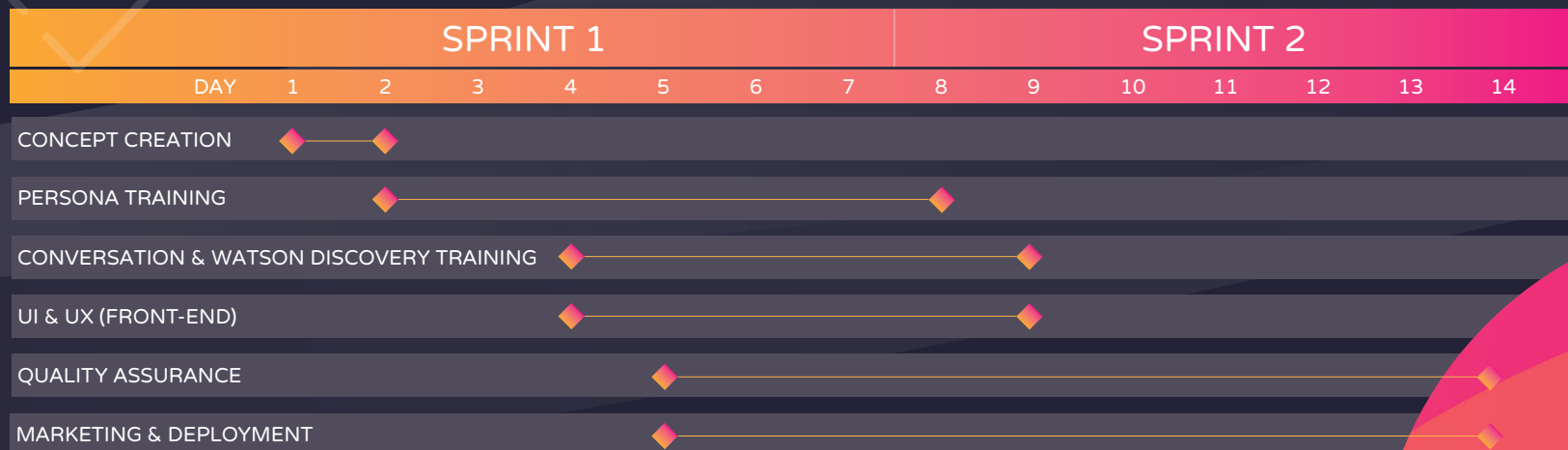


How we did it:
Two week sprint from concept to go live



Sophie has been built as a concept using UneeQ's digital human platform, which manages her looks, personality and EQ "out of the box." Using partner technology, the UneeQ team then built a quick NLP leveraging IBM Watson Discovery and Google speech-to-text, and plugged her into various trusted data sources, so she can autonomously pull the latest information regarding Coronavirus. The result, Sophie is able to answer some of the most common questions people have in real time. She is also designed for accessibility. Concerned users don't have to worry about being a burden on the system with their questions.

PROJECT MILESTONES



Opportunities for it to grow and scale

NTH degree
learning

Available for
healthcare
integration

Sophie has the opportunity to learn more and answer more questions to the nth degree. But she plays well with others, and has the potential to integrate further into healthcare systems and APIs to deliver greater value.



As a concept, Sophie is also training to be a crisis management expert for more than just the healthcare industry – a scalable solution that's available to customers in an instant, and can answer a huge range of questions that can help to keep customers well informed and resistant to panic reactions.

Sophie can also...

provide business
continuity information
for any organization,
alleviating both
employee & consumer
concerns

plug into any call
center helping
reduce the volume
of calls received by
human operators

be the embodiment
of your organization's
brand, represent your
values and voice
consistently and
without the 'bad days'