

Home Test to Treat- Communications Toolkit

Purpose of the Toolkit

The purpose of this toolkit and guide is to support partners and collaborators with key information and resources about the [Home Test To Treat Program](#).

Organizations and institutions are welcome to personalize communication templates or contextualize the content as needed to address specific audiences as needed. Please feel free to contact the Community Engagement team with any questions at: ceteam@venturewell.org and tisrael@venturewell.org.

Key Programmatic Talking Points

Talking points can inform both discussions with those interested in the program as well as inform creation of any additional materials.

Program

- Home Test to Treat is a partnership between the NIH Rapid Acceleration of Diagnostics (RADx® Tech) program, NIBIB, ASPR, CDC, eMed and UMass Chan Medical School.
- Individuals can enroll on the website (test2treat.org) or via phone 1-800-682-2829
- The program is expected to operate until spring 2024.
- In addition to an overall plan to evaluate the program, there is an additional optional research component run by UMass Chan Medical School.
- NIBIB supports Home Test to Treat through the RADx Tech program under contract #75N92022D00010 with additional support from CDC and ASPR.

Eligibility

- For those who are uninsured or enrolled in Medicare, Medicaid, VA healthcare or Indian Health Services:
 - Do not need to have COVID-19 or flu to sign up
 - Are eligible for free at-home COVID/flu tests
 - If testing positive, participants can receive free telehealth care and treatment for COVID-19 and/or flu, if prescribed
- For those who are privately insured or have employer-sponsored healthcare:
 - Eligible to enroll with a current positive COVID-19 and/or flu test
 - Can receive free telehealth care and treatment for COVID-19 and/or flu, if prescribed
 - Those with employer-sponsored or private insurance are not currently eligible to receive free tests
- Identification is not required to enroll.

Research Goals:

- A key aim of this program is to better understand how technologies such as at-home tests and telemedicine can improve healthcare access for individuals across the country.

Home Test to Treat- Communications Toolkit



- A major goal is to increase testing and treatment equity in vulnerable populations and those who have limited access to healthcare.
- Findings will be used to inform future public health programs for the American people.
- Data shared with UMass Chan Medical School are limited to what is needed to evaluate the program and will be de-identified (not linked to individual program participants).

Newsletter / Listserv Blurb

The language below (available in English and Spanish) can be included in a newsletter or listserv message to describe the program.

English

[The Home Test to Treat](#) program provides access to free COVID-19 and flu telehealth visits and treatment for anyone who tests positive for either condition. Treatment can be shipped to you or picked up at a local pharmacy at no cost for those eligible. Individuals who are uninsured, enrolled in Medicare, Medicaid, IHS, or VA Healthcare can sign up today and receive free at-home COVID19/flu tests even if they are not currently positive. Regardless of insurance status, anyone with a current positive COVID-19 test may enroll for free telehealth treatment.

To learn more and register for this free program go to www.test2treat.org or call 1-800-682-2829.

NIBIB supports Home Test to Treat through the RADx Tech program under contract #75N92022D00010 with additional support from CDC and ASPR.

Spanish

El programa [Home Test to Treat](#) brinda acceso a visitas y tratamientos gratuitos de telesalud para COVID-19 y la gripe para cualquier persona que dé positivo en cualquiera de las afecciones. La medicina puede ser enviada a su hogar, o recogida desde su farmacia local sin costo alguno para aquellos que son elegibles. Las personas que no tienen seguro, están inscritas en Medicare, Medicaid, IHS o VA Healthcare pueden inscribirse hoy y recibir pruebas gratuitas de COVID19/gripe en casa, incluso si actualmente no dan positivo. A pesar de tener seguro médico, cualquier persona con una prueba de COVID-19 positiva actual puede inscribirse para recibir tratamiento de telesalud gratuito.

Para aprender mas visite www.test2treat.org o llame al 1-800-682-2829

NIBIB respalda Home Test to Treat por medio del programa RADx Tech bajo el contrato #75N92022D00010 con apoyo adicional de parte de CDC y ASPR.

Home Test to Treat- Communications Toolkit

Flyers

Flyers are linked below (in English and Spanish). These can be printed or included in online materials.

Access flyers [here](#).

Social Media Language

Suggested Social Media Post Copy (English/Spanish)

English

The [Home Test to Treat](#) program provides access to free COVID-19 and flu telehealth visits and treatment for anyone who tests positive for either condition. Treatment can be shipped to you or picked up at a local pharmacy at no cost for those eligible. Individuals who are uninsured, enrolled in Medicare, Medicaid, IHS, or VA Healthcare can sign up today and receive free at-home COVID19/flu tests even if they are not currently positive.

Sign up here: www.test2treat.org

NIBIB supports Home Test to Treat through the RADx Tech program under contract #75N92022D00010 with additional support from CDC and ASPR.

Spanish

El programa [Home Test to Treat](#) brinda acceso a visitas y tratamientos gratuitos de telesalud para COVID-19 y la gripe para cualquier persona que dé positivo en cualquiera de las afecciones. La medicina puede ser enviada a su hogar, o recogida desde su farmacia local sin costo alguno para aquellos que son elegibles. Las personas que no tienen seguro, están inscritas en Medicare, Medicaid, IHS o VA Healthcare pueden inscribirse hoy y recibir pruebas gratuitas de COVID19/gripe en casa, incluso si actualmente no dan positivo. A pesar de tener seguro médico

Inscribase hoy: www.test2treat.org

NIBIB respalda Home Test to Treat por medio del programa RADx Tech bajo el contrato #75N92022D00010 con apoyo adicional de parte de CDC y ASPR.

Home Test to Treat- Communications Toolkit

Social Media Graphics

Social media (square) graphics, sized 1080x1080, are linked below in English and Spanish. We recommend posting these as a set of three as each image contains different information about the program.

[Home Test to Treat Social Media Graphics \(English/Spanish\)](#)

*note: this is a .zip file with 6 images included.