The FluSmart™ Experience

It is estimated that over 50% of individuals affected by influenza-like illness (ILI) are unlikely to seek healthcare when sick. Often, they are not aware of what action to take upon illness onset or what care options are available to them. Evidation's FluSmart is a program that helps people proactively understand their risk of flu and provides personalized insights related to flu and ILI.

FluSmart is shaking up the flu – in a good way. Through ongoing member engagement and predictive algorithms, FluSmart works to activate the right person at the right time, helping to produce better health outcomes, faster. Take a look at a typical FluSmart participant's experience with the program in the infographic below.

2022-23 FluSmart Program Quick Facts

Recruiting & Enrollment
- More than **189,000 participants**
- Nearly **50,000** people enrolled in the first 30 days

Participation & Engagement
- Across content types, **average completion rate of 90%** over 8 consecutive months
- 60% of FluSmart survey completions occurred within the first **48 hours of delivery**
- **55% response rates** to FluSmart alerts (ILI predictive model notifications)

Results
- Correctly identified approximately 28,000 individuals experiencing flu-like symptoms through the machine learning model; up to **2.7x greater precision** compared to general targeting
- Connected eligible users with clinical research opportunities; **1100+ individuals** passed pre-screener for clinical trial inclusion

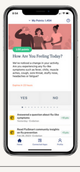


Member enrolls in FluSmart and consents to sharing their wearable, device, and PRO data

Participant engages with educational flu data and content as well as daily symptom check-ins

The proprietary FluSmart ILI predictive model detects a change in activity data based on meaningful changes to sleep levels, resting heart rate, and step counts

Individual is delivered a card asking if they are experiencing flu-like symptoms



Individual confirms symptom onset via card

FluSmart directs individual to next best action (i.e., a relevant piece of content, provider, testing, clinical trial, or symptoms survey), providing the individual with the opportunity to intervene in their health earlier than they might have without the FluSmart program

Current Applications

Many elements of the FluSmart program, as well as their benefits, can be applied across therapeutic areas:

Trial Recruitment and Engagement
- Recruit right-fit individuals into related trials
- Improve trial engagement and data collection with non-invasive prompts triggered by symptomatic events

Evidence Generation
- Obtain curated, longitudinal data sets (PRO + wearables) for real-world evidence analysis and match the data sets to existing claims and EHR data

Patient Marketing
- Engage individuals in key health moments with relevant resources and next best actions
- Test messages and sentiment across population segments and risk levels

Learn how Evidation can help with your recruitment and engagement needs: Contact us