

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.
- Originally piloted in 3 communities (Berks County, PA, Atlanta, GA & Houston, TX), the program has expanded to a national launch and will be providing testing and treatment services for both flu (Influenza) and COVID-19 in Dec. of 2023.
- 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 medication 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 medication 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.

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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.
- 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

Attention: National program provides free telehealth, testing, and treatment for COVID-19 and flu. 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.

Please share with your networks and via social media platforms to let your community know about this program!

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Spanish

Atención: Programa nacional brinda telesalud, pruebas, y tratamiento gratuitos para COVID-19 y la gripe. 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.

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

¡Compártalo en sus redes y a través de plataformas de redes sociales para que su comunidad conozca este programa!

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.

Flyers

Flyers are linked below (in English and Spanish) and are Section 508-compliant. These can be printed or included in online materials.

[English Flyers](#)

[Spanish Flyers](#)

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

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Inscribase hoy: www.test2treat.org

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Prepare for COVID / flu season today!

Private or Employer-Sponsored Insurance?



Regardless of insurance status, anyone who tests positive for COVID-19 or flu qualifies for free telehealth care.

If prescribed, you may be able to access medication at no cost.

Uninsured or enrolled in Medicare, Medicaid, VA or IHS?



Receive free at-home COVID/flu tests and telehealth care.

If you test positive, access free telehealth for COVID or flu.

If prescribed, receive medication at no cost.



Sign up today

Learn more

Call 1-800-682-2829
visit www.test2treat.org

**HÖME
TEST TO TREAT**
PROGRAM

Powered By
eMed

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Are you uninsured or enrolled in Medicaid, Medicare, VA Healthcare or Indian Health Services?



You are eligible for free COVID-19 and flu telehealth, treatment and tests.

Do I qualify?

- Yes, if you are uninsured or are enrolled in Medicare, Medicaid, VA Healthcare or IHS
- You can sign up even if you aren't sick

How does it work?

- Receive free COVID-19/flu tests or use your own.
- Meet with a provider online or over the phone from the comfort of your home.
- If prescribed, you can receive medication at no cost.

Sign up Today

Call 1-800-682-2829 or
visit www.test2treat.org



HÖME
TEST TO TREAT
PROGRAM

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Access free COVID-19 and flu at-home tests and telehealth care.

Need at-home COVID-19 / flu tests?

Anyone who is uninsured or enrolled in Medicaid, Medicare or VA / IHS healthcare is eligible to receive free at-home COVID/flu tests.

If you start to have symptoms, these tests can determine if you have COVID-19 or flu. If positive, you can access free telehealth care and treatment, if eligible.

Positive for COVID-19 or flu?

Regardless of insurance status, anyone who tests positive for COVID-19 or flu qualifies for free telehealth care. If prescribed, you may be able to access medication at no cost.

**To learn more and sign up,
visit www.test2treat.org or call
1-800-682-2829**



About Home Test to Treat

Home Test to Treat is a nationwide program providing free testing, telehealth and treatment. Findings will be used to inform future public health programs for the American people. NIBIB supports Home Test to Treat through the RADx Tech program under contract #75N92022D00010 with additional support from CDC and ASPR.