

COVID-19 Treatment Telehealth:

Toolkit for Communicating Public Health Recommendations



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How to Use this Toolkit

This toolkit contains resources and recommendations for local and tribal health departments (LTHDs) and others who may wish to use these materials to communicate about the availability and accessibility of COVID-19 treatment telehealth.

Background

Most people who get COVID-19 have mild illness and can get better at home. A combination of rest, hydration, and over-the-counter medications can help relieve symptoms. But some people, due to age and medical conditions, are at risk of becoming very ill. There are medications authorized by the U.S. Food and Drug Administration (FDA) for those who are at risk of severe COVID-19.

COVID-19 antiviral treatments are free and available at 700+ pharmacies around the state. You need a prescription to access these treatments. COVID-19 antiviral pills Paxlovid (generic name: nirmatrelvir plus ritonavir) and Lagevrio (generic name: molnupiravir) have proven highly effective in keeping people with mild to moderate COVID-19 from progressing to severe illness, hospitalization, and death. In order to be effective, these treatments need to be started within 5 days of symptom onset. It is essential that people who become symptomatic, even if symptoms are mild, seek access to a prescribing clinician as soon as possible.

In order to make medical appointments accessible to all Wisconsinites ages 18 and older who might be eligible for COVID-19 treatment, DHS has launched a free COVID-19 treatment telehealth prescribing service for COVID-19 antiviral pills. Insurance is not required.

Answers to Frequently Asked Questions

Here are answers to frequently asked questions on COVID-19 treatment telehealth. Use these to help answer questions about COVID-19 treatment telehealth or to create your own materials. This information is current as of the date of this toolkit’s publication.

Question	Answer
<p>What COVID-19 treatments are available in through COVID-19 treatment telehealth?</p>	<p>There are currently two treatments that have FDA emergency use authorizations (EUA) that can be offered through COVID-19 treatment telehealth. An emergency use authorization (EUA) is a way to make vaccines, tests, and medicines available quickly during public health emergencies.</p> <ul style="list-style-type: none"> • Paxlovid is available through COVID-19 treatment telehealth to individuals ages 18 and older with mild to moderate symptoms of COVID-19. Individuals ages 12-17 can access this treatment through their health clinic. • Lagevrio is available to individuals ages 18 and older with mild to moderate symptoms of COVID-19.
<p>Who can get these treatments through COVID-19 treatment telehealth?</p>	<p>These medications are for people who are at risk of developing severe COVID-19. If you have symptoms of COVID-19, you need a prescription within <i>5 days of symptom onset</i> from a clinician with prescribing authority to get these medications. Paxlovid can also be prescribed by pharmacists. A clinician will check your health and any risk factors (including age, other health conditions, and other medications you may be taking) to make sure these medications are right for you.</p>
<p>What COVID-19 tests will the COVID-19 treatment telehealth service accept as proof that you have COVID-19?</p>	<p>COVID tests are not required to use COVID-19 treatment telehealth.</p>
<p>Who is at high risk of severe COVID-19?</p>	<p>Some conditions can put people at high risk of severe illness from COVID-19. This includes:</p> <ul style="list-style-type: none"> • Adults 50 years or older. This risk increases based on age. • People who are unvaccinated. • People with certain medical conditions, such as weakened immune systems. Many common medical conditions, such as asthma, heart disease, diabetes, and obesity can put you at higher risk for severe illness. • People who have been disproportionately affected by COVID-19, such as people who identify as Black, Brown, Indigenous, or members of other communities of color (BIPOC) and others who have barriers to accessing quality health care, housing, transportation, and job opportunities. <p>A clinician with prescribing authority will determine if your health makes you high risk and if you need a prescription for treatment. Even if your symptoms are mild, seek advice from a clinician. You can</p>

	<p>choose to contact a local clinic, or to use DHS' COVID-19 treatment telehealth service.</p>
<p>How can I get these treatments?</p>	<p>Most of these treatments need a prescription from a clinician with prescribing authority. Paxlovid can be prescribed by a doctor, nurse practitioner, physician's assistant, or pharmacist.</p> <p>If you have COVID-19 symptoms and you are at risk of severe COVID-19, contact a clinician with prescribing authority to see if any of these medications may be right for you. You can visit your clinic, or contact DHS' COVID-19 treatment telehealth service. For free, confidential help finding a health care provider near you, dial 211.</p> <p>If one of the oral antiviral pills is right for you, you will get a prescription to fill at a pharmacy or for our COVID-19 treatment telehealth provider, Color Health, to overnight mail to you. Be sure to call ahead to see if a pharmacy near you has the medications. You can also check the Wisconsin Department of Health Services' (DHS) COVID-19 therapeutics locator map. If you were tested at one of Wisconsin's Test to Treat locations, the on-site clinician or pharmacist can determine if you need a prescription, and the pharmacy can fill it right away.</p>
<p>Where can I fill a prescription for these treatments?</p>	<p>Pharmacies across the state decide which medications they keep in stock. Any of the participating pharmacies or Test to Treat sites listed on the online map will have oral antiviral medications, or COVID-19 treatment telehealth provider Color Health can overnight mail medications to your street address.</p>
<p>Are these medications FDA approved?</p>	<p>Paxlovid and Lagevrio have emergency use authorizations. An emergency use authorization (EUA) is a way to make vaccines, tests, and medicines available quickly during public health emergencies. A medication is authorized under an EUA during an emergency after the FDA has evaluated the research on it.</p>
<p>How effective are these treatments?</p>	<p>In clinical trials, the treatments reduced rates of hospitalization and death.</p> <p>Paxlovid is the preferred medication for treatment of COVID-19. Lagevrio can be used if Paxlovid is not available or appropriate.</p>
<p>How are the drugs administered?</p>	<p>Paxlovid and Lagevrio are pills you can take at home.</p>

<p>How much does COVID-19 treatment telehealth cost?</p>	<p>COVID-19 treatment telehealth sponsored by DHS in partnership with Color Health is free and does not require insurance. The COVID-19 antiviral pills are free as well, whether you pick them up from a pharmacy or have them mailed to your street address.</p>
<p>What if I don't have insurance? Can I get COVID-19 treatment telehealth without insurance?</p>	<p>You do not need insurance, and no insurance information will be taken as part of a COVID-19 treatment telehealth consultation. COVID-19 antiviral pills are free of charge at participating pharmacies in Wisconsin or when mailed to your street address. For help finding other low-cost or free medical appointment near you, dial 211.</p>
<p>What do I need for a COVID-19 treatment telehealth appointment?</p>	<ul style="list-style-type: none"> • A smartphone or computer that has video capacity, or a landline. • A list of all medications, vitamins, and supplements you are taking. • A copy of your lab results within the last 12 months if you have kidney disease.
<p>Is COVID-19 treatment telehealth offered in languages other than English?</p>	<p>Consultations for COVID-19 antiviral treatment are currently available in Amharic, Arabic, English, French, Haitian Creole, Hindi, Hmong, Korean, Mandarin Chinese (simplified), and traditional Chinese, Marshallese, Portuguese, Russian, Somali, Spanish, Tagalog, and Vietnamese.</p>
<p>How long does it take to get a COVID-19 treatment telehealth appointment, and how long is the appointment?</p>	<ul style="list-style-type: none"> • There is an intake form that needs to be filled out to get started, that should take about 5 minutes. • Once your intake form is submitted, your COVID-19 treatment telehealth call will start within 5-30 minutes. • The COVID-19 treatment telehealth appointment is unlikely to last longer than 30 minutes. If you are connecting to the appointment via smartphone, be sure to have enough battery power to last through the call.
<p>Do I need to download an app or install special software before the appointment?</p>	<ul style="list-style-type: none"> • You do not need an app or special software. • If you have a smartphone or a computer with internet capabilities, you only need access to video. You can also access COVID-19 treatment telehealth through a phone call from a landline.
<p>What if I miss my COVID-19 treatment telehealth appointment?</p>	<ul style="list-style-type: none"> • For Video Consultations: A health care provider will wait up to 10 minutes for you to join the call. If you miss your appointment, please request another on your Color dashboard. • For Telephone Consultations: If you don't answer the first call, they'll call you one more time after 10 minutes. If you miss both calls, please request another on your Color dashboard.

<p>If I have questions about COVID-19 telehealth, who can I ask?</p>	<p>You can email treatments@color.com or dial 844-352-6567. They are open from 8:00 a.m. until 7:00 p.m. CT seven days a week.</p>
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Talking Points

The following talking points can be used by LTHDs, community health organizations, and other partners to communicate about COVID-19 medications with the public.

- **Wisconsin Department of Health Services (DHS) is launching a COVID-19 Treatment Telehealth service.**
 - In partnership with telehealth vendor Color Health, Wisconsinites will be able to use free consultation and prescription services to increase access to life saving COVID-19 treatments.
 - COVID-19 antiviral treatments have been proven to greatly reduce chances of COVID-19 hospitalization and death.
 - COVID-19 antiviral treatments Paxlovid and Lagevrio need to be started within *5 days of symptom onset*.
 - Access to COVID-19 treatment telehealth increases the likelihood that Wisconsinites will be able to start COVID-19 treatments within 5 days after symptom onset.
- **COVID-19 Treatment Telehealth is available to all people living in Wisconsin ages 18 and older, even if symptoms are mild.**
 - You must have mild to moderate symptoms of COVID-19 that started in the *last 5 days* to be possibly eligible for COVID-19 antiviral treatments.
 - The treatments are intended for people who, due to their age or underlying health conditions, are at risk of becoming severely ill with COVID-19.
 - Risk factors include:

▪ Age 65+	▪ Asthma	▪ COPD
▪ Cancer	▪ Diabetes	▪ Hypertension
▪ Overweight	▪ Chronic Kidney Disease	▪ Chronic Lung Disease
▪ Chronic Liver Disease	▪ Dementia	▪ Physical Inactivity
▪ Smoking	▪ Disabilities	▪ Heart Disease
▪ HIV	▪ Weakened Immune System	▪ Mental Health Conditions
▪ Pregnancy	▪ Sickle Cell or Thalassemia	▪ Solid Organ or Blood Cell Transplant
▪ Stroke	▪ Substance Abuse Disorders	▪ Tuberculosis
 - COVID-19 treatment telehealth is only for receiving consultation and prescriptions for COVID-19, not for any other health concerns. It is not meant for medical emergencies.
- **COVID-19 Treatment Telehealth is accessible.**
 - COVID-19 treatment telehealth consultations are currently available in 17 languages.
 - Video conferences are available for smartphones, tablets, and computers with internet access.
 - Telephone consultations are available from landlines at 833-273-6330.
 - Consultations are available within 5-30 minutes every day from 8 a.m. to 8 p.m. CT, including holidays.
- **COVID-19 Treatment Telehealth is free.**
 - Video or telephone consultations are free for all Wisconsinites.
 - Paxlovid and Lagevrio are available for free at [700+ pharmacies](#) across the state, or our COVID-19 treatment telehealth partner Color Health can overnight mail the medication to street addresses for free.
 - Insurance is not needed, and no insurance information will be collected.

Sample News Release

Use [this news release](#) as a template for LTHDs, community health organizations, and other partners. It will provide an overview of COVID-19 Treatment Telehealth to the media. Note: This information is current as of the publication date of this toolkit.

Suggested Initial Newsletter or Blog Message

This template is for LTHDs, community health organizations, and other partners. Use it to provide an overview of COVID-19 treatment telehealth in email and website communications with your stakeholders. Note: This information is current as of the publication date of this toolkit.

Subject Line: DHS Offers COVID-19 Treatment Telehealth Service Statewide

Title: Telehealth Service to Ease Access to COVID-19 Treatment

Wisconsinites are able to use free consultation and prescription services to increase access to COVID-19 treatments. These treatments have been proven to greatly reduce chances of COVID-19 hospitalization and death.

Program Background: Wisconsin's COVID-19 Treatment Telehealth Service aims to provide free, easy access for Wisconsinites to health care consultation, screening, and prescriptions for COVID-19 oral antiviral treatments.

Wisconsin residents ages 18 and older who have symptoms of COVID-19 will be able to use the service to receive a video or telephone consultation with a health care clinician. The clinician will evaluate individuals' health status and eligibility for an oral antiviral pill that reduces the risk for severe symptoms and hospitalization from COVID-19. The clinician will be able to issue a prescription for the treatments that can be filled at any of the [700+ pharmacies](#) throughout the state that carry the medications. If a resident doesn't have access to one of these pharmacies, the service will ship the medicine to their residence overnight.

Eligibility: Wisconsin residents ages 18 and older, regardless of insurance status, who have symptoms of COVID-19, that started no more than 5 days earlier. Even if symptoms are mild, residents over 18 should seek treatment.

Access: The service will be available in a wide variety of languages. Residents who do not have access to the internet or a smart phone can access the service by phone from a landline by dialing 833-273-6330. Consultations are available within 30 minutes every day from 8 a.m. to 8 p.m.

Cost: There is no cost to individuals for use of the service. It will be open to all Wisconsinites eligible for COVID-19 treatments regardless of health insurance status.

To learn more about available treatments for COVID-19, visit the DHS [website](#).

Suggested Reminder Newsletter or Blog Message

This template is for LTHDs, community health organizations, and other partners. Use it to provide periodic reminders of COVID-19 Treatment Telehealth in email and website communications with your stakeholders. Note: This information is current as of the date of this toolkit's publication.

Subject Line: COVID-19 Treatment Telehealth Service reminder

Title: Do you have COVID-19 symptoms? Find out whether treatment may be right for you.

Body copy:

The Wisconsin Department of Health Services (DHS) recently announced its free statewide COVID-19 Treatment Telehealth program.

If you have symptoms of COVID-19, treatment may be right for you. You can find out by starting a free COVID-19 treatment telehealth [visit here](#). If the clinician prescribes treatment, you can pick it up at a nearby pharmacy or have it delivered to your home.

To learn more about the program, visit the DHS COVID-19 treatment [telehealth page](#).

Social Media Messages

Share these posts and their captions on your social media. Note: This information is current as of the publication date of this toolkit.

Local and tribal health departments can find high quality, downloadable versions of the below social graphics as well as translations into Chinese Mandarin, Hmong, Hindi, Somali and Spanish on the [PCA Portal](#).

Have COVID-19 symptoms?



Free online consultation and prescription services for antiviral medications are now available

For more information visit: <https://color.com/covid-19-treatment-wi>

Wisconsin residents ages 18 and older who have symptoms of COVID-19 now have free, direct access to video or telephone consultation with a health care clinician. No insurance required.

Learn more at:
color.com/covid-19-treatment-wi
 833-273-6330

DO YOU HAVE COVID-19 SYMPTOMS?



Do you have at least one of these high-risk factors?

- Obesity
- COPD
- Asthma
- Age 65+
- Diabetes
- Hypertension
- Smoking
- Physical Inactivity

If you answered YES, contact your doctor or, find free information on treatments at: <https://color.com/covid-19-treatment-wi> or 1-833-273-6330

Did you know that you only have 5 days to take antiviral treatment after symptom onset? For people with mild to moderate symptoms of COVID-19, these treatments can reduce the chance for severe disease and prevent hospitalization.

Wisconsin’s COVID-19 Treatment Telehealth Service provides free, easy access to health care consultation, screening, and prescriptions for COVID-19 oral antiviral treatments. If treatment is prescribed during a COVID-19 treatment telehealth visit, you can choose to have your prescription made available for pickup at any of the more than 700 pharmacies throughout the state that carry the medications. Free

overnight shipping is also available.

Learn more at:
color.com/covid-19-treatment-wi
833-273-6330

How does the COVID-19 Telehealth Program Work?



Visit <https://color.com/covid-19-treatment-wi> or call 833-273-6330



Join the video or phone call



If you are prescribed antiviral treatment, pick it up at your local pharmacy or request home delivery



[LTHD Logo Here]

Curious about Wisconsin's new COVID-19 Treatment Telehealth Service?

Get the facts!

Learn more at:
color.com/covid-19-treatment-wi
833-273-6330

HAVE COVID-19 SYMPTOMS?



Even if your symptoms are mild, do not delay. Seek treatment right away.

Learn more at:
color.com/covid-19-treatment-wi
833-273-6330



Free online consultation and prescription services for antiviral medications are now available from the comfort of your home.

For more information visit:
<https://www.dhs.wisconsin.gov/covid-19/treatments.htm>

Are you at risk of developing severe COVID-19?

Risk factors include but are not limited to:

- Ages 65+
- Asthma
- COPD
- Diabetes
- Hypertension
- Obesity
- Physical Inactivity
- Smoking

Learn more at:
color.com/covid-19-treatment-wi
833-273-6330

One Pager (Fact Sheet)

Share [this fact sheet COVID-19 Treatment Telehealth: Toolkit for Communicating Public Health Recommendations \(wisconsin.gov\)](#) for COVID-19 treatment telehealth with your stakeholders.

COVID-19 Treatment Telehealth Program



Free online consultation and prescription services for COVID-19 antiviral medications now available to Wisconsin residents from the comfort of their own home.

What is Wisconsin's COVID-19 Telehealth Program?

Wisconsin's COVID-19 Treatment Telehealth Program provides free, easy access for Wisconsinites to health care consultation, screening, and prescriptions for COVID-19 oral antiviral treatments. Antiviral treatment is for people with mild to moderate COVID-19 who are within 5 days of symptom onset. These treatments can help reduce the chance for severe disease and prevent hospitalization. If treatment is prescribed by a clinician during a telehealth visit, residents can choose to have their prescription made available for pickup at any of the more than 600 pharmacies throughout the state that carry the medications. If a resident doesn't have access to one of these pharmacies, the service will ship the medicine to their residence overnight. Insurance is not required, and this service is available in a wide variety of languages.

Who is eligible?

Wisconsin residents ages 18 and older who test positive for COVID-19 will be able to use the service to receive a video or telephone consultation with a health care clinician.

How it works

Before getting started, make sure you have:

- A list of medications, supplements, or vitamins you are taking.
- A copy of your lab results within the last 3 months if you have kidney disease.



Click color.com/covid-19-treatment-wi or phone 833-273-6330 and tell us about your symptoms



Join the video or telephone call



If you're prescribed antiviral treatment, pick it up at your local pharmacy or have it overnight mailed to your residence.

Clinicians are available every day from 8 a.m. to 8 p.m. CT.

Need help?

Contact the Support Team at 844-352-6567

or email treatments@color.com from 8 a.m. to 7 p.m. CT.

For more information about COVID-19 treatments, please visit the the DHS webpage: dhs.wisconsin.gov/covid-19/treatments.htm

Scan the QR code to be taken to the Color Health, Inc. website



WISCONSIN DEPARTMENT
of HEALTH SERVICES

Telehealth is only for COVID-19 treatment, not for any other medical need or for medical emergencies. If you are experiencing a medical emergency, please dial 911.

COVID-19

Treatment Telehealth Service



Did you test positive for COVID-19?

If you are 65 or older, you are considered at high-risk of serious illness from COVID-19.

- Highly effective antiviral treatment is available to you.
- Do not delay, even if your symptoms are mild, seek treatment right away.
- Free telehealth appointments are easy to make, just phone 833-273-6330, and within 30 minutes, a clinician will evaluate you for a prescription for a pill that is effective at keeping people out of the hospital or dying from COVID-19.

How it works

Before getting started, make sure you have:

- A list of medications, supplements, or vitamins you are taking.
- A copy of your lab results within the last 3 months if you have kidney disease.



Next, call 833-273-6330 or go to color.com/covid-19-treatment-wi



Join the video or telephone call to begin your consultation session



If you're prescribed antiviral treatment, pick it up at your facility's pharmacy or have it overnight mailed to your residence.

Clinicians are available every day from 8 a.m. to 8 p.m. CT.

To get an appointment, just call 833-273-6330

For more information about treatment telehealth, please visit:

dhs.wisconsin.gov/covid-19/telehealth.htm

For more information about COVID-19 treatments, please visit:

dhs.wisconsin.gov/covid-19/treatments.htm



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Note: Telehealth is only for COVID-19 treatment, not for any other medical need or for medical emergencies. If you are experiencing a medical emergency, please dial 911.