

#ID@Home



In It for the Long Haul: How COVID-19 Patient Experiences Inform Infectious Disease (ID) Research

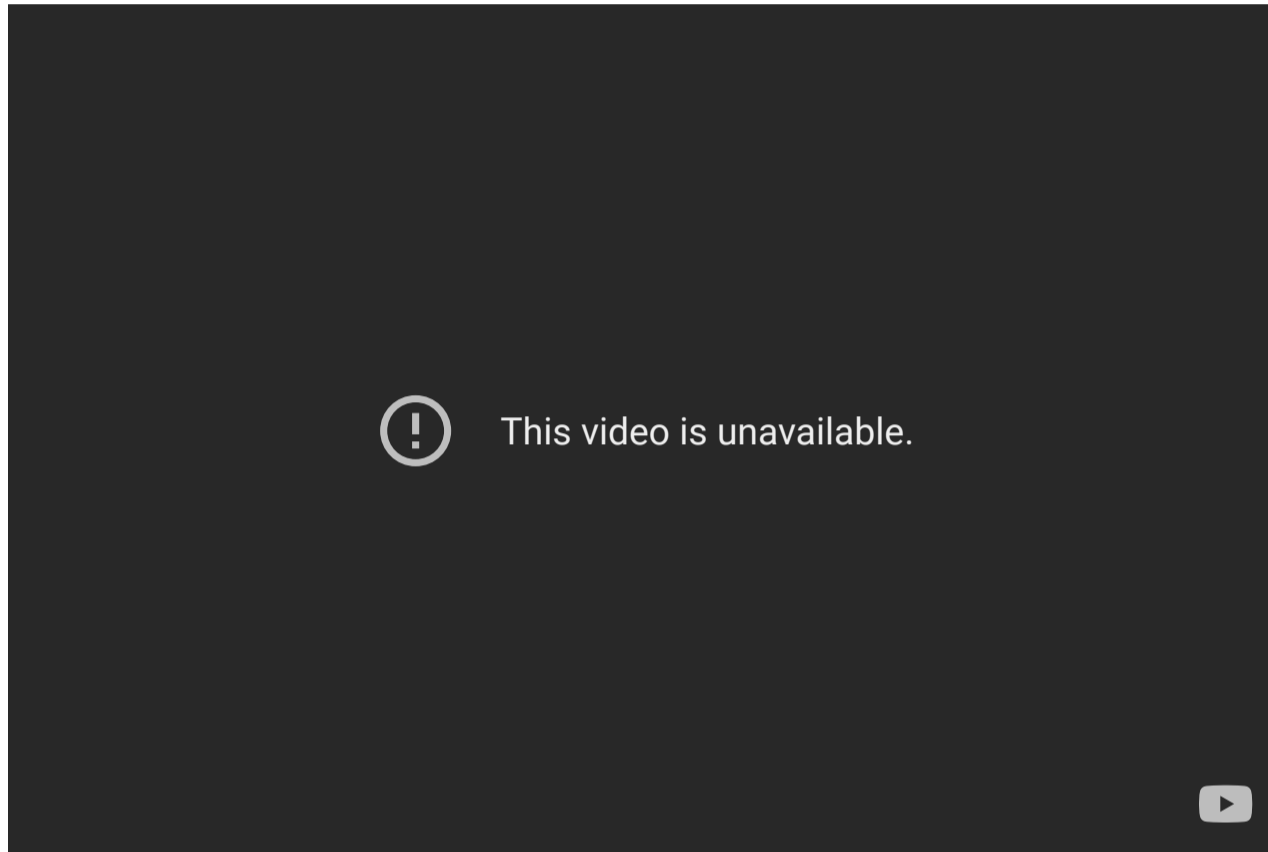
Getting ready to send the final report!

We finished a robust social media and dissemination plan after the event to share information from all speakers and sessions over Facebook, Twitter, and LinkedIn social media platforms. An email also went to everyone who attended the virtual conference to share the videos of Session 1, Session 2, and remarks from U.S. Senator-MD Chris Van Hollen and UMB President Dr. Bruce Jarrell. The email also included a link to the YouTube playlist that has all the video sessions of all the speakers from the virtual conference. Ten separate videos were produced to feature the sessions and all speakers from the event.

The videos are a YouTube playlist and can be found here: [ID@Home](#)

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Starting August 23rd and running until September 24th, thirteen separate social media messages posted across Facebook, LinkedIn, and Twitter. Two of the posts were boosted, which meant we paid to make sure more people saw the videos. One boosted post focused on the session by Dr. Andrea Levine, Assistant Professor at the University of Maryland School of Medicine, who talked about a potential multi-disciplinary clinic model where a patient may need to see providers from over twenty different specialties to address each prolonged symptom and issue of COVID-19 long-haulers. The other boosted post focused on the session by Dr. Angela Hagan, Associate Director for the Office of Population Health at Humana. She talked about how fast-tracking telehealth services, taking away barriers to getting tested for COVID-19, and allowing early prescription refills were just a few of Humana's responses to the pandemic.

How well the social media campaign performed are being reviewed and will be included in the final report to the funder, the Patient-Centered Outcomes Research Institute.