

What we're doing:

BU students working with CBS News on a story for potential publication about state COVID spending habits

Curious what color health is doing with all the money (in MA but beyond MA too > contact for spending breakdown?)

- Call about their spending on testing
- Who they are reporting to in the government

Questions for Jackie:

1. What is your official title in Color Health?
2. How long have you worked with the company?
 - a. Were you able to witness their rapid expansion? (if has been there for long enough)

Potential Questions:

1. So we're a long way from California, how did you come to work with Massachusetts on its fight against covid?
 - a. What was the initial process? How were you able to land the state as a client so early into Color Health's rise as a company?
2. After Massachusetts's VaxFinder mishap last February, what was the process of Color Health being approached to create the new vaccine scheduling system?
3. We understand Color Health is now aiming to make use of its thousands of testing/ service sites to provide other health services for people without having to visit a clinic. Do you have similar plans for this in Massachusetts?
4. As for your post-pandemic plans on creating "outlets for routine health services," how has that process been coming along?
5. Where are all the leftover covid tests being stored? Do you have any future plans for them? (selling to somewhere etc.)

How did your company land the state of Massachusetts as a client so early into your inception?

So we understand Color Health and the state of Massachusetts have had a relationship for a little over a year now. As COVID becomes more controlled, what will be done with any extra equipment or services the state has purchased?

What do you plan on doing with unutilized testing equipment including testing kits? Or do you not plan on having any leftover testing kits?

With Color Health's vaxfinder mishap last February, do you feel like the company had almost bitten off more than it could chew? sort of in over its head before and how did you adapt to what was being asked of you

- Do you find Color Health has been overwhelmed trying to keep up with the demand for their timely covid services?

Answers

Questions for Jackie:

3. What is your official title in Color Health?

Communications agency supporting team.

4. How long have you worked with the company?

- a. Were you able to witness their rapid expansion? (if has been there for long enough)

Over 2 years. Attribute with color spokesman.

Color is a pr agency client of hers

- witnessed the rapid expansion
- works for a PR agency and that's how she gained access to color health
- Pr Started working for them before covid

color health spokesperson (anonymity)*

Potential Questions:

6. So we're a long way from California, how did you come to work with Massachusetts on its fight against covid?

- a. What was the initial process? How were you able to land the state as a client so early into Color Health's rise as a company?

- color was founded in the bay area, originally as a genetic testing company
- Partnered with an NIH project?
- More about the technology, "transfer healthcare delivery"
- Agile, forward thinking tech platform for genetic testing > was transferable to COVID
 - Hoping to continue to expand to STD testing, etc
- Scale healthcare delivery to large populations
- Company realized they had a great chance to provide technology, changed platform to pivot toward covid
- Doesn't take 5 days to get test, streamlining backend
- Many companies took a week plus to get tests back, color was getting back in less than 24 hours
- Able to scale very quickly
- State of MA and CA and many other states, supported things like employee testing and schools
- Made a big impact throughout the country
- Doesn't have a ton of visibility
- Similarities, open to new scientific advances, open to new tech
- Color had a lot of established relationships with healthcare stakeholders in mass
- Supported a ton of biotech companies employee testing in mass first

- Which was a good first step
- 7. After Massachusetts' VaxFinder mishap last February, what was the process of Color Health being approached to create the new vaccine scheduling system?
 - Not familiar with VaxFinder
 - Doesn't have much visibility
 - Prides itself in having a platform that can be applied to multiple settings
- 8. We understand Color Health is now aiming to make use of its thousands of testing/ service sites to provide other health services for people without having to visit a clinic. Do you have similar plans for this in Massachusetts?
 - Don't know if color is planning to cement itself to specific sites
 - Look at latest press release, came out early this year
 - They want to transform healthcare delivery
 - Have established relationships w state and local gov, employers, schools, how can we use what we have to > speculative of why they wouldn't want to consider
- 9. As for your post-pandemic plans on creating "outlets for routine health services," how has that process been coming along?
 -
- 10. Where are all the leftover covid tests being stored? Do you have any future plans for them? (selling to somewhere etc.)
 - Don't feel free to email over

PR:

- Communications perspective, range from supporting new announcements > selected by state of MA for xyz, Color is supporting this company for xyz
- Helping w press release, media pitching
- Media in different outlets making sure they have a line to the company
- Make sure that color is being considered for recognition for their work
- Day to day questions and inquiries

San fran, founded to support genetic testing. Medical. Gattaca type shit. Technology is focus. Will transform healthcare delivery. That is goal. Tech platform. std/ sti testing in future. Streamlined platform for healthcare/ medical testing. Selected by state of massachusetts. Mass is progressive. Robust stem community. Color had established relationships with healthcare stakeholders in Massachusetts. Also, lots of companies (~40) had relationships?

Basically, their stakeholders are from Mass.

"May not be same sites." Look at latest press release about series E raise with plan. Have established relationships with states/ local gov's and schools. No specific insight to ongoing business convos. Send this question.

40 company biotech conglomerate. She does press releases, media pitching, making sure media outlets are informed. Work with organizations to get awards/ recognition.