

Contacts:

Thomas Kingsley - Mayo Clinic
Clong Hurst - UCSD (clonghurst@ucsd.edu)
Steph Hannon - Google

Summary Report:

ENX California UCSD

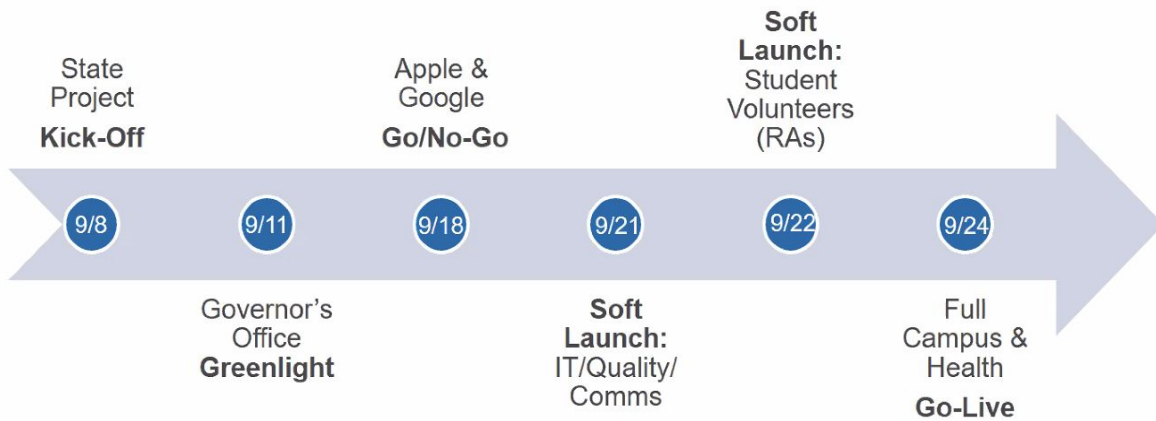
Exposure Notification and Case Management

From UC San Diego - the first pilot in the state in collaboration with UCSF

Pilot Project to be voluntary, privacy-preserving, anonymous and automated exposure notification.

UC San Diego using ENX. Mentions how participants were the students on the campus. The timeline diagram is shown below

Rapid ENX Pilot Implementation Timeline



UCSF went live on Sept 30 with a similar timeline

Outcomes Study: measuring adoption, user feedback, and the positive predictive value of anonymous notification

Note that activating ENX is different for iOS and Android. The diagram is shown below:

HOW TO ACTIVATE CA NOTIFY ON YOUR IPHONE (REQUIRES IOS 13.7 OR LATER)

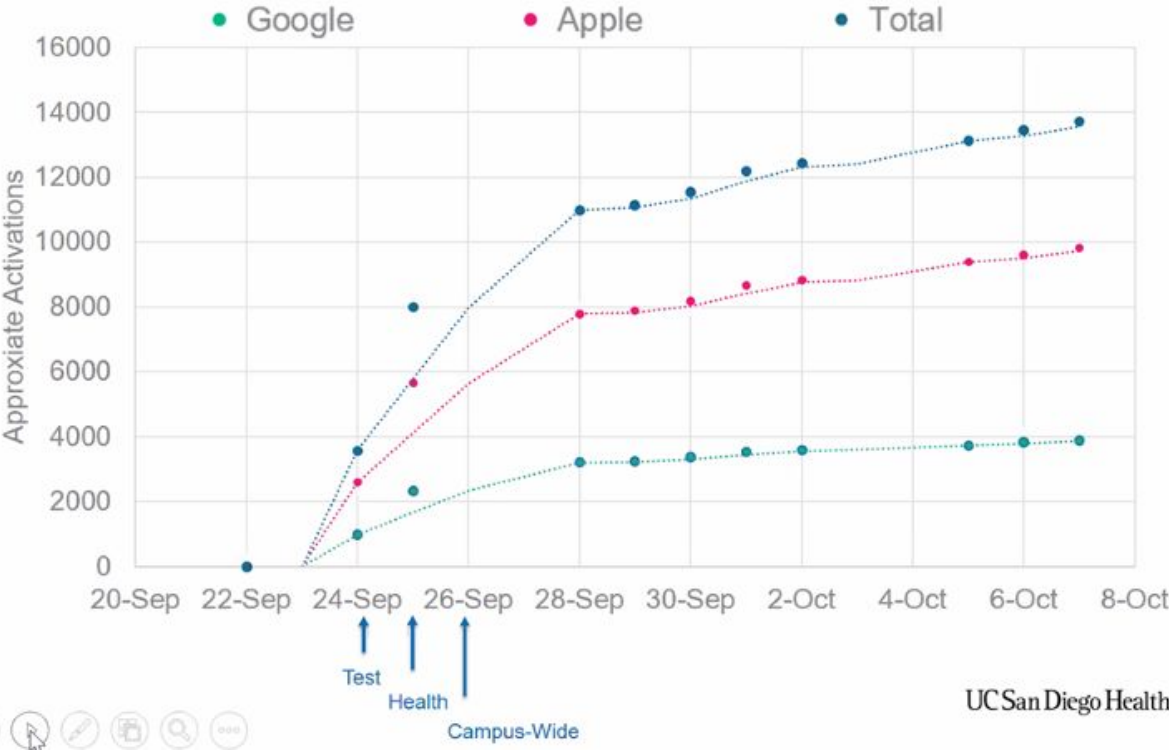
1. **Download the pilot profile**
 - a. [Click to download the profile](#) on Safari on your iPhone.
 - b. Choose iPhone when it asks where to install.
2. **Install the pilot profile**
 - a. Go to Settings > General > Profile (note that, instead of "Profile" it might appear as "Profiles & Device Management").
 - b. Tap on the profile "ENX California Pilot Configuration".
 - c. Tap "Install".
 - d. Enter your iPhone passcode and tap "Install" again.
3. **Enable the Exposure Notifications**
 - a. Go to Settings > Exposure Notifications > Turn on Exposure Notifications.
 - b. Tap "Continue" and select United States > California.
 - c. Complete CA Notify Onboarding.

DOWNLOAD THE CA COVID NOTIFY APP FOR ANDROID

If you have an Android phone, [the CA COVID Notify app can be downloaded from Google Play](#) using this link. Since this program is in its pilot phase, the app is not public on Google Play and cannot be found by searching the Play Store.

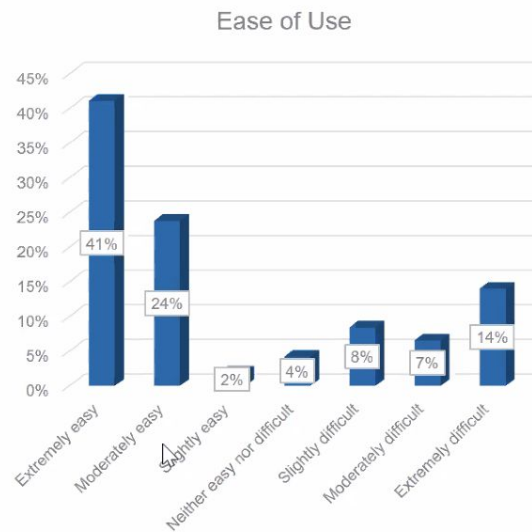
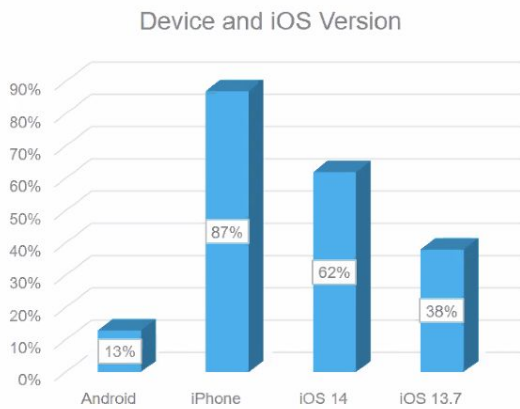
He notes that the iOS version has more steps than the Android version. Note that the UCSD marketing team was proactive. The best method was ever bridge notification (SMS) to get downloads. The adoption timeline is shown below. Overall 13,000 (50%) of campus downloaded the app.

ENS Adoption @ UC San Diego (9/22 – 10/7)



The ease of use was biased based on the operating system. Apple notified that things will get easier in 14.2 No longer will be necessary to download the pilot project

User Survey Results



EN expansion alternatives were mentioned. Even free solutions will be complicated due to state regulations.

- Expansion alternatives

| EN Express Expansion | 3 rd Party App |
|---|---|
| <u>Pros</u> No direct cost | <u>Pros</u> Same user experience Expanded feature set |
| <u>Cons</u> Different user experience Minimal feature set | <u>Cons</u> Cost Time to procurement |

Questions:

What is the Verification Process?

Note that he didn't want to use contact tracers for the verification process. UCSD offers no-cost testing. They give keys when students enter that testing line. They had to give codes several times after individuals are notified. Excited to give links that last 24 hours and to automate the process.

UCSD and UCSF have to separately give codes. Universities have their own the unique process and advertising digital EN at the same time.

Question on links:

H2TTS Links. The app registers the domain based on the state. There is less friction in the process.

Note on concerns about battery life. The assumption that integration into the operating system would be more energy-efficient than apps. The adoption of ENX in California as the first state was difficult. Logistics for the closed pilot is difficult, so UCSD and UCSF are unique and important to be observed.

What is the benefit and drawback of getting responses from everyone in California? And how are people thinking about this in other states?

Concerns about too many support call and overwhelmed with quarantine. But only 7 support calls in the past week, so support concern was not an issue. Half a dozen exposure was recorded. 2000-3000 tests done a day. Steph mentions that states are in control of how much risk the pilot model will be as well as messaging from ENX. Concerns about how many people will need help on day one. Things are not staged on the iOS side. Students and faculty have easy access to tests (free). However, students who are notified don't read about guidelines, but merely go to get tested. UCSD took a conservative approach to notification guidelines to send the least amount of notification but plan to expand guidelines.

Question about the expansion of the pilot project in CA:

Pilot project should be expanded but discussion with governor are ongoing. Other UC system's considering adopting as well. Note marketing and verification process important

If a State establishes the EN process, will the UCSD pilot project be separate?

No, the pilot project will be replaced by state plans.

Thoughts on future forms of analysis:

Anything reported to an individual need to be certified. Other things that are not reported don't need to be certified

Digital Pandemic Response:

The verification server will know who you are but doesn't record phone numbers. Clean separation on which server sees what data.

Many states are doing API integration. Positioned code for privacy and protection from getting compromised.

ENX - Have you seen implementations to get users to send keys effectively?

Haven't seen any data that require higher engagement. Increase deep links.

Reducing copy and pasting links. More screens mean more bounce rate.

The Swiss Team found nonautomated SMS resulted in higher engagement

Roadmap - There are steps for the verification process to be done (Note GitHub: <https://github.com/google/exposure-notifications-verification-server>)

Google is considering global roaming especially in concern of international travel. (Don't know the specific location of the user). The hard map is mapping and political concerns.

Only release keys that are no longer valid.

Can the UC system run their own app while waiting for the state app?

Yes, that's what they're doing but needed state approval.

Proactive Keys????

Google is working on it. Working on when people don't quarantine.