



# THE WORLDS FIRST DIGITAL PUBLIC HEALTH PLATFORM

targeting the worst drug crisis in American history

## THE OPIOID EPIDEMIC

Preventum is the world's first digital public health platform designed to help governments and organizations deliver effective preventative healthcare campaigns. Preventum's first application in the US will focus on reducing opioid use and ultimately preventing chronic addiction.

## DRUG OVERDOSE IS NOW THE LEADING CAUSE OF DEATH AMONG AMERICANS UNDER 50 YEARS

75% of these deaths are linked to opioids. 140 Americans die every day from opioid overdose and misuse

## CAMPAIGNS

DOC (Digital Opioid Campaign) and DOC<sup>2</sup> (Digital Opioid Campaign for Doctors): Educational campaigns designed, developed, and deployed on the Preventum Digital Health Platform to reduce opioid misuse, abuse, overdose and diversion among prescription pain medication users, and to increase compliance reporting from doctors to reduce the number of opioids prescribed.

## PREVENTUM FEATURES

- Intuitive, easy-to-use web and app interface.
- Proven expertise in technology and gamification, and its applicability and efficacy in the public health arena.
- Ability to deliver tailored individual-level messages in community-level public health campaigns.
- HIPAA compliant platform with secure AWS EC2 infrastructure.
- Real-time reporting shows reach and engagement of targeted audience.
- Direct translation of evidence-based research into a user-friendly health campaign builder.
- Powerful rules-based AI engine providing targeted campaigns.
- Expertise in using social media to recruit participants for research campaigns.
- Easy user-friendly tools for developing marketing collateral i.e. infographics, videos, motion graphics, 360° videos, virtual reality.

