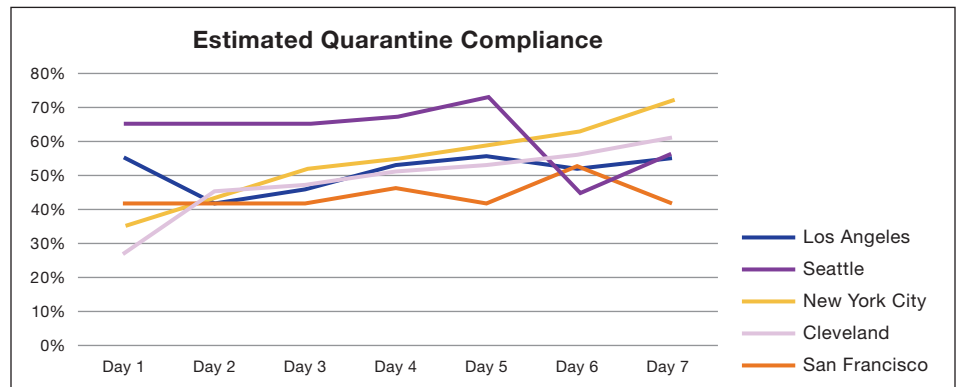
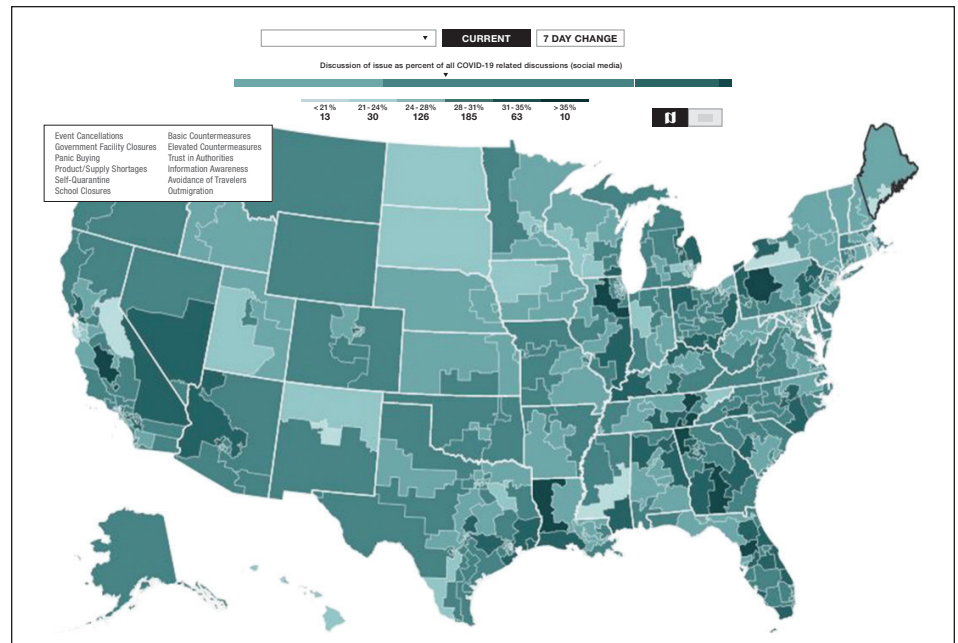


IPSOS BIOSURVEILLANCE ATLAS

A Multi-Method Approach to Monitoring the COVID-19 Pandemic

The Power of Data-Integration for Decision-Makers

Ipsos' Biosurveillance Atlas platform provides real time insights from disparate data streams in order to provide a unified picture of public reaction to COVID-19 for decisionmakers through point-in-time analysis or modeling over time. The platform allows for aggregation of these insights at a national level or alternatively allows users to zoom in to a specific locality for hyper-local insights. It also places the power of narrative-building in the hands of the users through its interactive features, allowing people to explore for themselves what the data says.



A Multi-Method Approach:

Each digital monitoring metric plays a uniquely important role that helps decision-makers understand the public's emerging attitudes and behaviors toward COVID-19. Together, these metrics provide unique insights into societal behaviors and how these behaviors are shifting over time. In particular, digital metrics are sub-divided into the following key categories: (see next page)

#1

on GRIT list of
50 most innovative
market research
firms in 2019

GAME CHANGERS



Real-Time Digital Metrics Enable Fact-Based and Expedient Decision-Making During Times of Crisis



Human Movement

Anonymized cell phone data provides insight into

- 1) local adaptation to disease, including decrease in attendance of business facilities
- 2) change in net migration due to COVID-19
- 3) change in staff attendance at local health facilities
- 4) access to underserved populations.



Anonymized Financial Transactions

Anonymized geoaggregated credit card transactions provides insight into

- 1) purchasing patterns associated with COVID-19 response
- 2) purchasing pattern associated with disease fleeing behavior
- 3) potential shortages of COVID-19 supplies.



Search Trend Data

Localized search patterns provides insight into

- 1) COVID-19 information awareness
- 2) population reaction to government countermeasures
- 3) attempted self-countermeasures (e.g. searching for a remedy, specific drug and/or facility).



Social Intelligence

Social media data captured by AI algorithms provide insight into

- 1) local adaptation to disease
- 2) public perceptions of government effectiveness in handling crisis
- 3) digital disinformation campaigns
- 4) effectiveness of individual medical facilities
- 5) patient/staff experience at designated COVID-19 facilities
- 6) local reaction to proposed changes in COVID-19 related regulations.



Website Traffic

Local, national, public health, and medical agencies' website traffic provide insights into

- 1) which agencies do people turn to for information about COVID-19
- 2) what policies/public health/medical advice are people looking for.



Digital Newspapers

U.S.-based newspapers data provide insight into

- 1) perceptions of local authorities' response to COVID-19 crisis
- 2) local adaptation to evolving public health event.

Sample Use-Case Questions

Impact Evaluation

Monitor trends in human behavior to assess and predict organizational impact over time.

Examples include:

- COVID-19 Progress
- Event Attendance and Cancellations
- Movement patterns
- Buying Behaviors
- Bottom-Line Impact

Capacity Planning

Monitor trends in human behavior to predict and plan for additional capacity needs over time.

Examples include:

- Purchasing Patterns
- Staffing Levels at over 8,000+ hospitals
- Patient load trend
- Government Response

Workforce Preparedness

Uncovering strategic insights that enable socialization of changing environment to workforce.

Examples include:

- Understanding local sentiment to current events allow for thoughtful strategic communications efforts, trainings, and webinars

Who is Ipsos?

Ipsos' Government Health Services is part of the global Ipsos network comprised of...



18,000+

Full-time employees internationally



5,000+

Different clients around the world



70 Million+

Interviews conducted each year

To learn more about Ipsos' COVID-19 BioSurveillance Atlas initiative, please send inquiries to BioSurveillanceAtlas@Ipsos.com