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Triad doctors create platform that allows workforce to self-screen for Covid-19

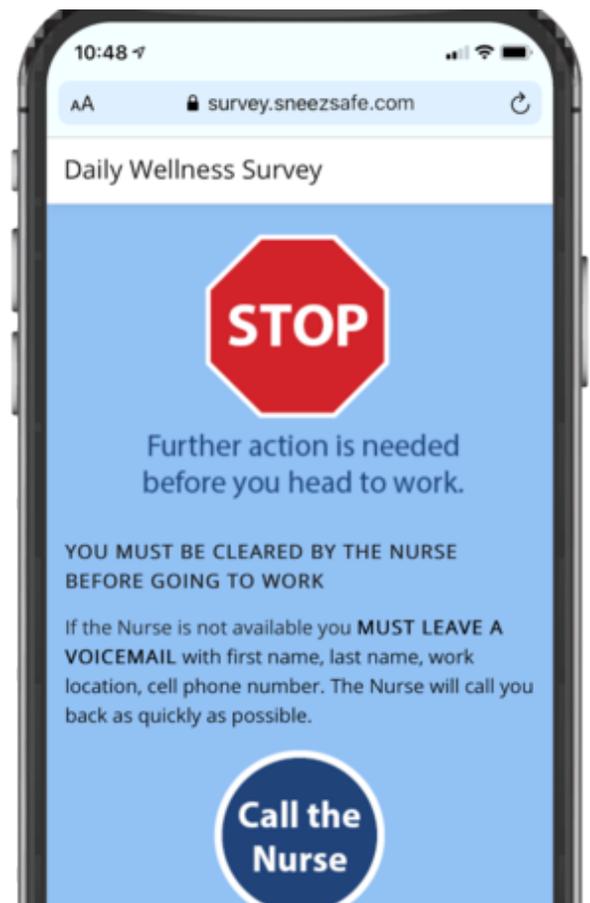
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Wake Forest Baptist Health physicians first developed the app to track cold and flu-like illnesses in and around the region so that parents and teachers could stay abreast of what if any illnesses were going around that might impact their children at school.

Created in 2016, the Sneez app debuted to the market place as a free iOS or Android download in October 2019.

Then Covid-19 hit. The doctors, who had formed their own company, Sneez LLC at the Winston Starts incubator in Winston-Salem, saw a need their app did not solve but that would become vital as the pandemic began to pass.

So they created SneezSafe, a platform available not just on smartphones but on any device that will connect to a browser that allows a company or employer's workforce to self screen for Covid-19 symptoms.



SNEEZ LLC

A STOP sign prompts users of the newly-developed SneezSafe platform to contact a health care provider before returning to work to verify if the symptoms being exhibited are in fact related to Covid-19.

"It's really targeted at employers, colleges and universities, and really any organization that wants to attempt to bring their employees back safely," said [Dr. Bill Satterwhite](#).

Satterwhite developed the Sneez app along with fellow physician [Dr. Stephen Hodges](#). The pair launched the app through Winston Starts with the incubator's then-president [Steve Lineberger](#) as the company's CEO. [Lineberger](#) has since stepped down from his role at [Winston Starts](#) and moved over from CEO to CFO at Sneez LLC. [Danielle Lamphier](#) is now the CEO at Sneez.

The company still has no full-time employees, but coupling the success of the Sneez app and the early indicators of the success with SneezSafe, hiring is a likely next step in the company's fast evolution, Satterwhite said.

As for the platform, getting employees back to work safely is the goal most employers are concerned with these days, he explained. SneezSafe does that with a brief daily survey, just a few seconds long, to give each employee either a green light or a stop sign.

A green light means the person is OK to go to work. They will actually receive a "high five" indicator to celebrate their health.

A stop sign will result in the person being routed to a care option, be it an on-site nurse or clinic the employer provides, a nearby urgent care that the platform geolocates or the person's primary care physician.

The platform is contracted by and tailored specifically to the employer or the organization. The health care provider aspect is left up to them, Satterwhite said.

"That is outside of the platform," he explained.

Of course, there is no way to determine if a person who is asymptomatic has the virus other than for that person to be tested. And given the CDC guidelines up to this point, most people who have not exhibited symptoms have had no reason to get tested.

So there is the potential for a person to self screen with the SneezSafe platform and get a green light to go to work, but still be a carrier of the virus. There is no way around that yet, Satterwhite explained. But the platform does its best to find out if

the person has been tested before, what the outcome of that test was and if the person has been around anyone who has tested positive and how long ago that contact took place.

The model

Most businesses or organizations will pay a subscription fee based on the number of users. Another model exists where SneezSafe will license its product to the organization, say a health system for instance, that can repackage and resell it under its own umbrella.

So far, both models are working well for the startup.

"We've got multiple corporate clients, within the first week or so of the launch," Satterwhite said. "And we continue to have conversations with other interested parties."

The Sneez app began to see revenue after it launched in October 2019. By February that had increased. Now, with the addition of SneezSafe, Sneez LLC revenue has just about tripled..

"I would expect it to go up probably 10-fold in the next few months," Satterwhite said. "It's off to a great start."

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Reporter

Triad Business Journal

