

## **CIUSSS West-Central Montreal is first in Quebec to text negative COVID-19 tests**

**Montreal & Quebec City, Quebec - September 3, 2020** - The new partnership between CIUSSS West-Central Montreal (CCOMTL), Kimoby, and MAISHA Labs will enable CIUSSS West-Central Montreal to send automated communications of negative COVID-19 test results via text message to patients following a screening in a walk-in testing clinic. By automating its communication processes with Kimoby's smart text messaging platform, CIUSSS West-Central Montreal will reduce the time it takes to communicate negative test results to the population and will optimize the allocation and expertise of its human resources.

Following recent delays in communicating COVID-19 results from walk-in testing clinics, CIUSSS West-Central Montreal has decided to digitize its communication processes to keep offering quality services, thereby ensuring continuous personalized care to its population.

"Our goal," explains Dan Gabay, Associate Executive Director, CIUSSS West-Central Montreal, "is to provide Montrealers who visit one of our walk-in COVID-19 clinics with their test results as quickly as possible. Texting negative results will lead to improved efficiencies, and we are proud to be the first in Quebec to be offering this service.

"Most importantly," Mr. Gabay continued, "by sharing test results more quickly, we will be reducing the stress and anxiety among those who feared that they may have the virus."

CIUSSS West-Central Montreal currently operates walk-in clinics for COVID-19 testing in Outremont, Park Extension and Côte-des-Neiges. Positive results for COVID-19 will continue to be shared by telephone. Negative results will be communicated via either text message or email.

Kimoby's text messaging platform has empowered many businesses to save time and automate daily communication tasks. "We are very excited to be part of CIUSSS West-Central Montreal's initiative to digitize its communications to better serve the population," says Anastasia Gileva, Director of Sales at Kimoby. "By communicating negative test results through text messaging, the CIUSSS will be able to reach a greater number of patients in a fraction of the time it takes with their current processes.

"As this project evolves, we plan to integrate this service within the existing MAISHA Labs dashboards and other tools within CIUSSS Centre-Ouest-de-l'Île-de-Montréal and beyond. We are working closely with the CIUSSS other health systems in Quebec that are preparing for a possible second wave of COVID-19. We hope that our cooperative efforts help promote information sharing and collaboration between health care systems as a group and the patients as individuals." Says Amanda Babbitt, Digital Transformation Program Manager at MAISHA Labs in Montreal, "Seamless integrations with existing laboratory systems and other software

tools help provide patients, families and clinicians with accurate and timely information that may help improve long term outcomes for physical and mental health.”

### **About CIUSSS West-Central Montreal (CCOMTL)**

The Integrated Health and Social Services University Network for West-Central Montreal (CIUSSS Centre-Ouest-de-l'Île-de-Montréal) is committed to providing healthcare recipients with timely access to a seamless continuum of care that focuses on individuals' particular needs. The area covered by this network is home to approximately 362,000 people, who are served by a partnership of more than 30 complementary healthcare facilities. Included are one of Montreal's leading hospitals (the Jewish General Hospital) and an interlocking array of three specialized hospitals, five CLSCs, two rehabilitation centres, four residential centres, two long-term geriatric residences, and two day centres. Treatment and care are provided by a staff of more than 10,000, including approximately 700 doctors.

### **About Kimoby**

Kimoby is a cloud-based communication platform that provides smart and automated two-way conversations and enables the transmission of multimedia content, helping businesses engage with their customers through their preferred messaging channel.

Driven by the need to continuously improve customer experience, Kimoby is committed to helping service teams save time to focus on the unique needs of every customer by automating daily routine communication tasks either from their desktops or from the mobile app.

### **About MAISHA Labs**

MAISHA Labs specializes in digital transformation and disruptions for the healthcare sector. Digitalization fosters tremendous opportunities for better healthcare and brings challenges in cybersecurity and data protection as well as growing needs of big-data and predictive analytics. MAISHA Labs focuses on bridging the gap between technology and security to enhance organizational excellence, foster optimal decision-making and make the transformation process smoother.

MAISHA Labs delivers artificial intelligence-powered analytics platforms to streamline health and care delivery operations. Recently, in record time, MAISHA Labs established a COVID-19 pandemic stratification toolkit with proactive pandemic spread measures, as well as practical clinical census, statistics and predictive dashboards providing highly accurate forecasts for pandemic operational impact (visits, occupancy and equipment utilization).

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For more information:

Barry Morgan  
CIUSSS West-Central Montreal Communications & Media Relations  
barry.morgan.ccomtl@ssss.gouv.qc.ca

Anastasia Gileva - Sales Director - Kimoby  
1 (418) 655-1473 / anastasia.g@kimoby.com