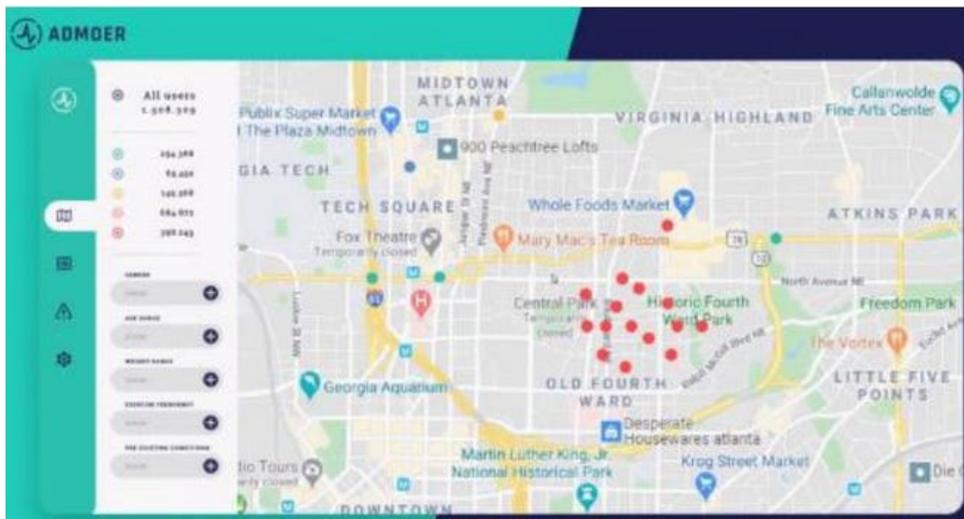


BUSINESS

App to track COVID-19, other diseases to launch in Savannah

Katie Nussbaum Savannah Morning News

Published 6:30 a.m. ET Dec. 11, 2020



AdMoER (Advanced Monitoring Emergency Response) will alert users if an individual with a pre-existing condition is in the area to remind them to take extra precautions such as extra social distancing. [Image courtesy of AdMoER] AdMoER

As the COVID-19 vaccine gets closer to rollout, the team behind a new mobile app set to launch in Savannah next year is hoping to provide extra support and protection for the most vulnerable members of the community by tracking COVID and other highly infectious diseases.

Set to start beta testing next month, AdMoER (Advanced Monitoring Emergency Response) will alert users if an individual with a pre-existing condition is in the area to remind them to take extra precautions such as extra social distancing.

The app will also notify users with status updates if a possibly contagious individual is in the area.

More: [Georgia ranks sixth among states in COVID cases, passes half a million](#)

“Really the only fragile people you and I can identify out there are people that are older, you can’t look at somebody and say, ‘they have Crohn’s disease, they have hypertension, or they’re diabetic or they have cancer,’” said Keith Fletcher, who serves on the AdMoER board of advisors.

“That’s not possible so that we treat everybody the same, we really need to be protecting those that are more vulnerable.”

More: [Support grows for Savannah technology corridor](#)

While the company has been incorporated in the United States since its founding the app was developed in Romania, where founder Dragos Stanescu is from. Stanescu, who previously worked in the banking industry in New York and Washington DC, said he wanted the company to be in the United States from day one.

“That period of my life defined me a lot and defined a lot of what I am today and what I became,” Stanescu said during a recent interview on Open for Business, a virtual platform by Carriage Trade Public relations, which is also working with the company.

“So this is about protecting people and business as usual even during hard times and I felt a little bit like I owed that to America and what America provided to me.”



Stanescu AdMoER



When it came to choosing a city Savannah was considered partly because of the Savannah Logistics Technology Corridor, but also for its diverse population and safety during the last few months, Stanescu said.

“Savannah is in my opinion one of the best technology hubs in the U.S. right now, even if it’s a young one,” he said.

“... Despite other major cities in the U.S., Savannah was a safe place, it was a quiet place and didn’t have the kind of turmoil that happened in the other important US cities within the last six months.”

More: [Logistics Technology Corridor looks to state for future growth](#)

The app will include a map feature that shows other users in the area by using different color dots to denote their status.

The color coding will range from green, blue, yellow and red, with green meaning a user is healthy and red signaling that a user has tested positive for an infectious disease. Users who are medically fragile or vulnerable will also have a white color dot.

The app will only know the serial number of the phone it's installed on and then assigns a code to access and update the app rather than a name, which protects the identities and personal information of users.

"It keeps only a six digit alphanumeric code for you," Fletcher said.

"The system in the cloud does not have your name, at all. It tags it through the serial number of the phone and the serial number of the phone is not tracked by anybody, nobody cares about it, but it's unique and never changes."

The app will also track those who are vaccinated by using a shield icon for users who are protected. This feature requires confirmation from a medical specialist, which prevents users from entering missing information, Fletcher said.

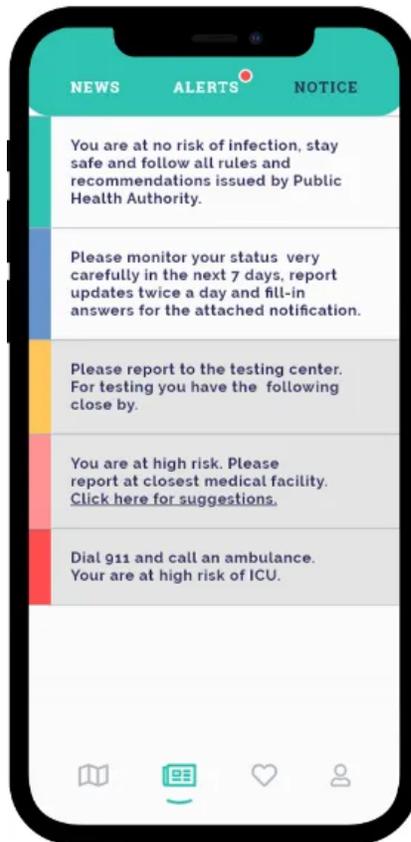
The team also believes the vaccination feature will be useful for entrance to venues and other establishments where people gather. The app also interfaces with wearables that monitor your health status.

The company has also partnered with Healthy Savannah to try and gather data including what percentage of medically fragile users might be taking advantage of farmers markets and other healthy options and to also identify any environmental issues that might need to be addressed.

"If we start tracking people, and I don't mean in an individual mode, but in a mass mode to see where people are it would allow better targeting of services, it would allow better tracking of the efficiency of those services to see how many people they're hitting based on the population out there," Fletcher said.

Public health officials will also be able to message app users to alert them to new things such as farmers markets, new clinics or other health related issues.

Coupled with the upcoming COVID vaccine, the team believes the app will not only help protect the most fragile members of the community, but also help get life back to normal faster.



AdMoER (Advanced Monitoring Emergency Response) app will show a users status by using different colors to denote their status. The color coding will range from green, blue, yellow and red, with green meaning a user is healthy and red signaling that a user has tested positive for an infectious disease. [Image courtesy of AdMoER] AdMoER

“I think all of us would be very willing, if we knew how to do the little bit extra, to protect other people, to keep them safe, especially if it doesn't really impact us,” Fletcher said.

“It's a win win all the way around, we behave normally with normal people and then we behave better with those that can get hurt.”

