EVERYBODY WINS

CRISIS RESPONSE

www.CrisisResponse.co

DOES THE CURRENT COVID-19 RESPONSE MAKE YOU FEEL LIKE EVERYBODY LOSES?

LOSS OF...

- JOBS
- EDUCATION
- HEALTHCARE OPTIONS
- BUSINESS
- WELLBEING & MENTAL HEALTH
- CIVIL RIGHTS

WE NEED A
SOLUTION WHERE
#EVERYBODYWINS

HERE ARE THE TWO OBJECTIVES OF THE LOCKDOWN RESPONSE...

1

KEEP THE HEALTHCARE SYSTEM FROM BEING OVERWHELMED

2

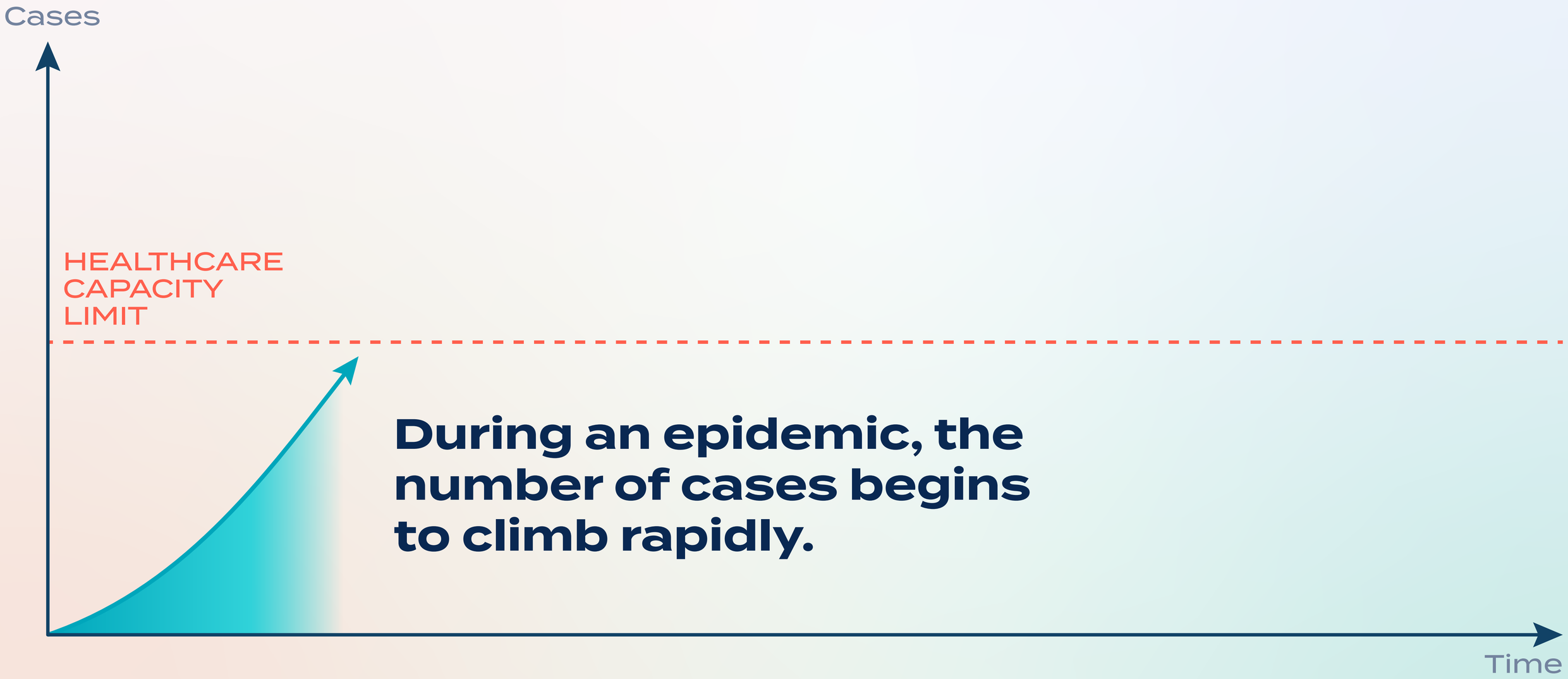
ALLOW THE DEVELOPMENT OF HERD IMMUNITY

IT'S NOT WORKING.

EXTREME LOCKDOWN ISN'T FLATTENING THE CURVE, IT'S DELAYING IT...

...AND CAUSING EXTENSIVE COLLATERAL DAMAGE.

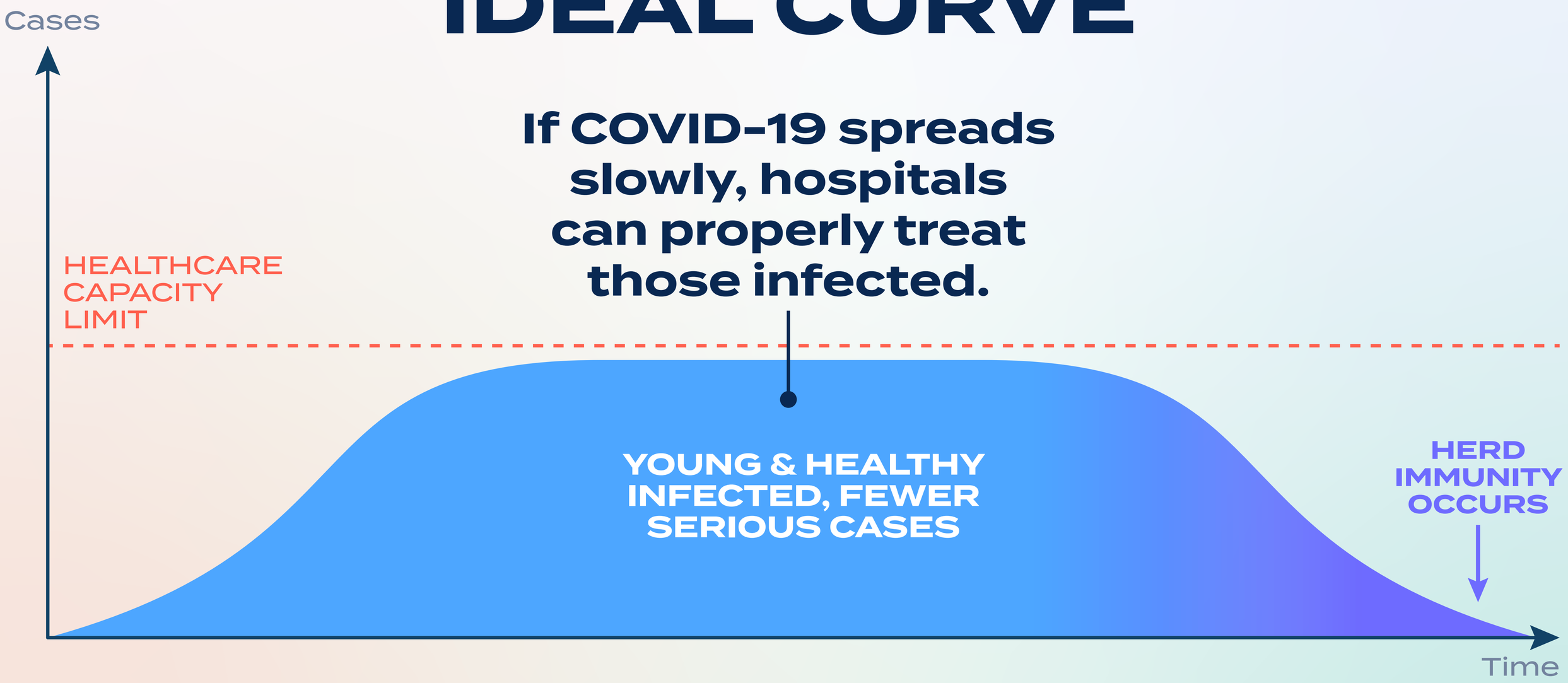
HERE'S WHY...



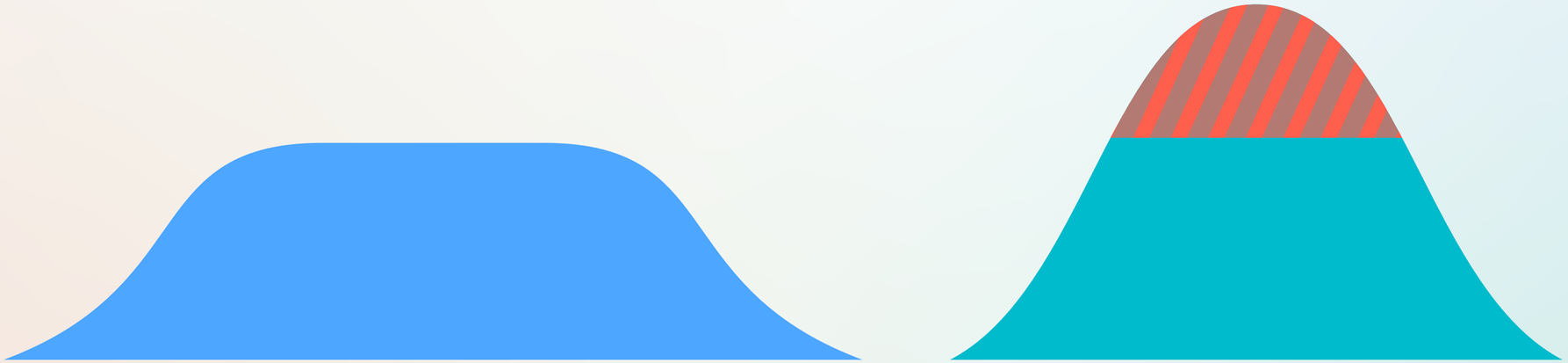
During an epidemic, the number of cases begins to climb rapidly.

WORST-CASE CURVE

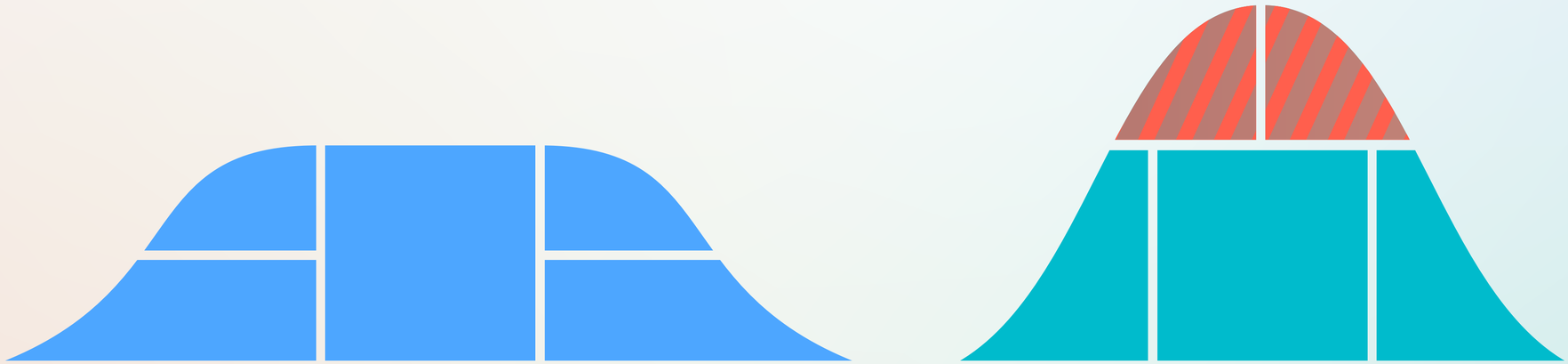
IDEAL CURVE


Cases
If COVID-19 spreads slowly, hospitals can properly treat those infected.
HEALTHCARE CAPACITY LIMIT
YOUNG & HEALTHY INFECTED, FEWER SERIOUS CASES
HERD IMMUNITY OCCURS
Time

HERE'S THE CATCH:



Both scenarios affect about the same number of people.



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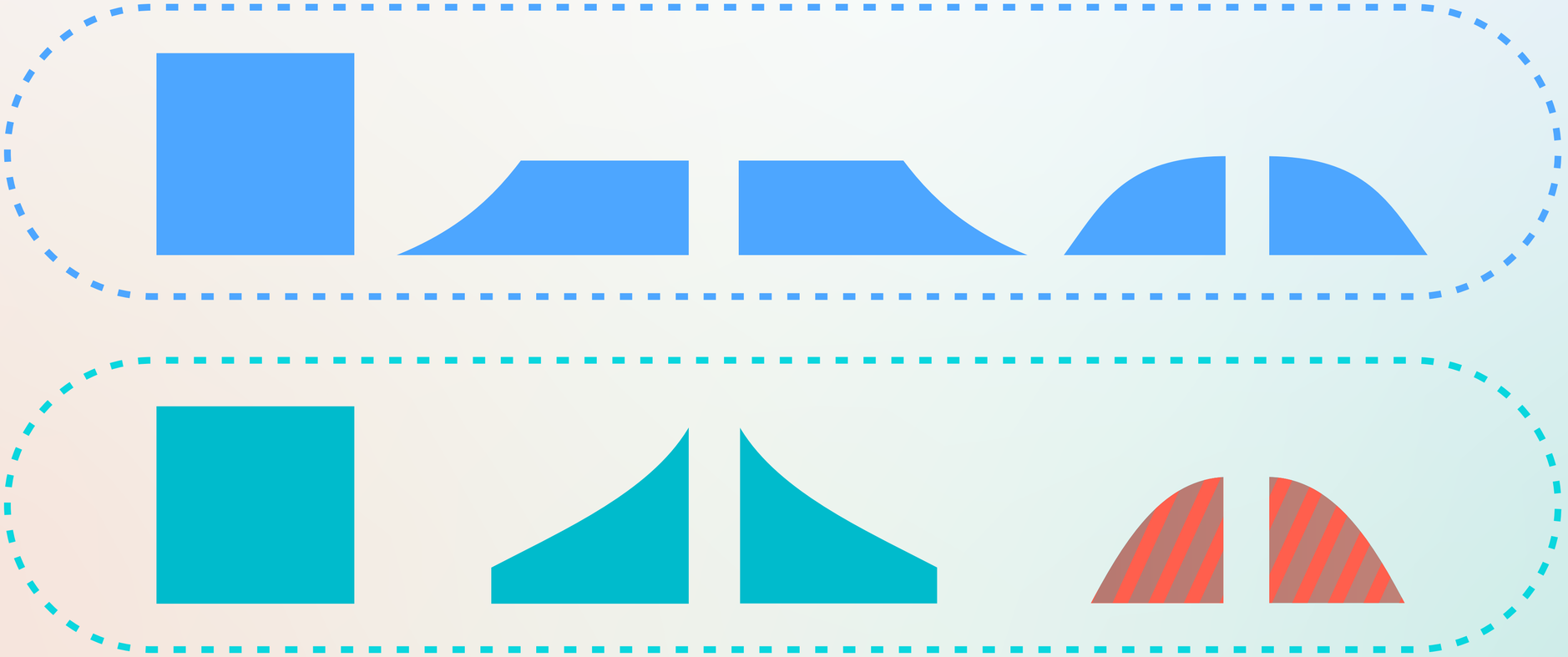
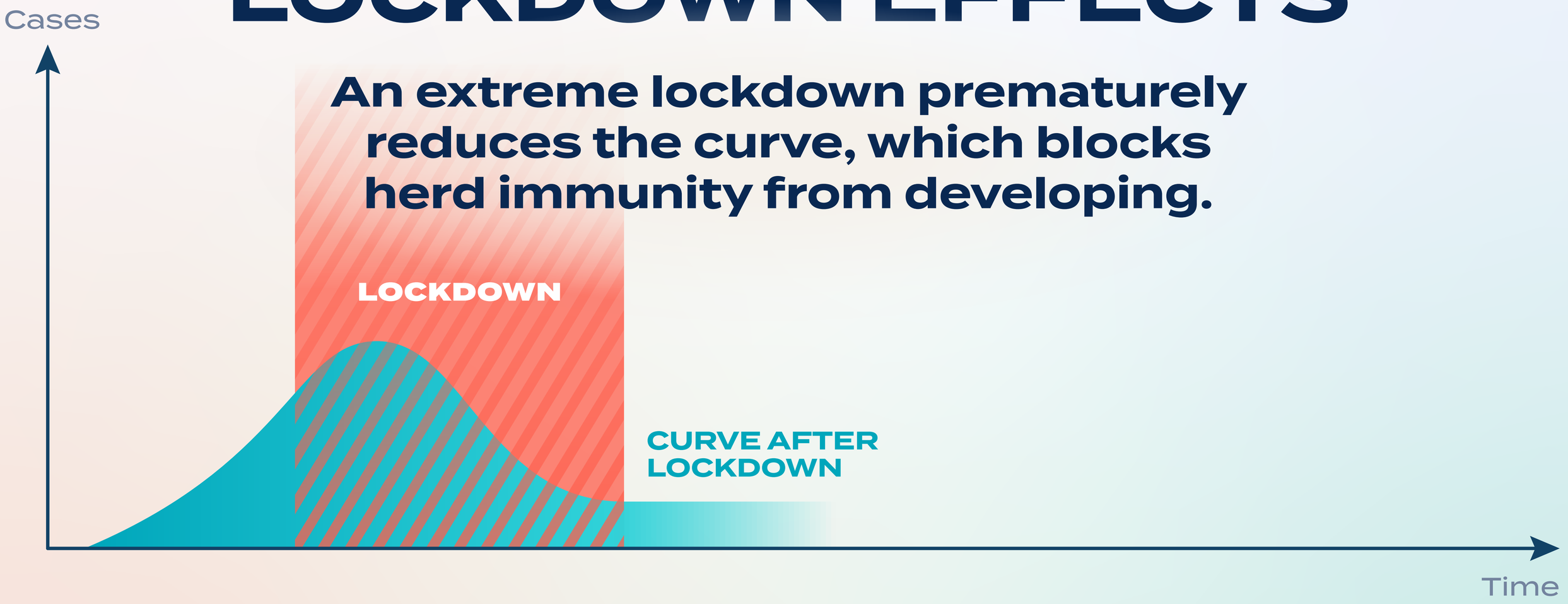
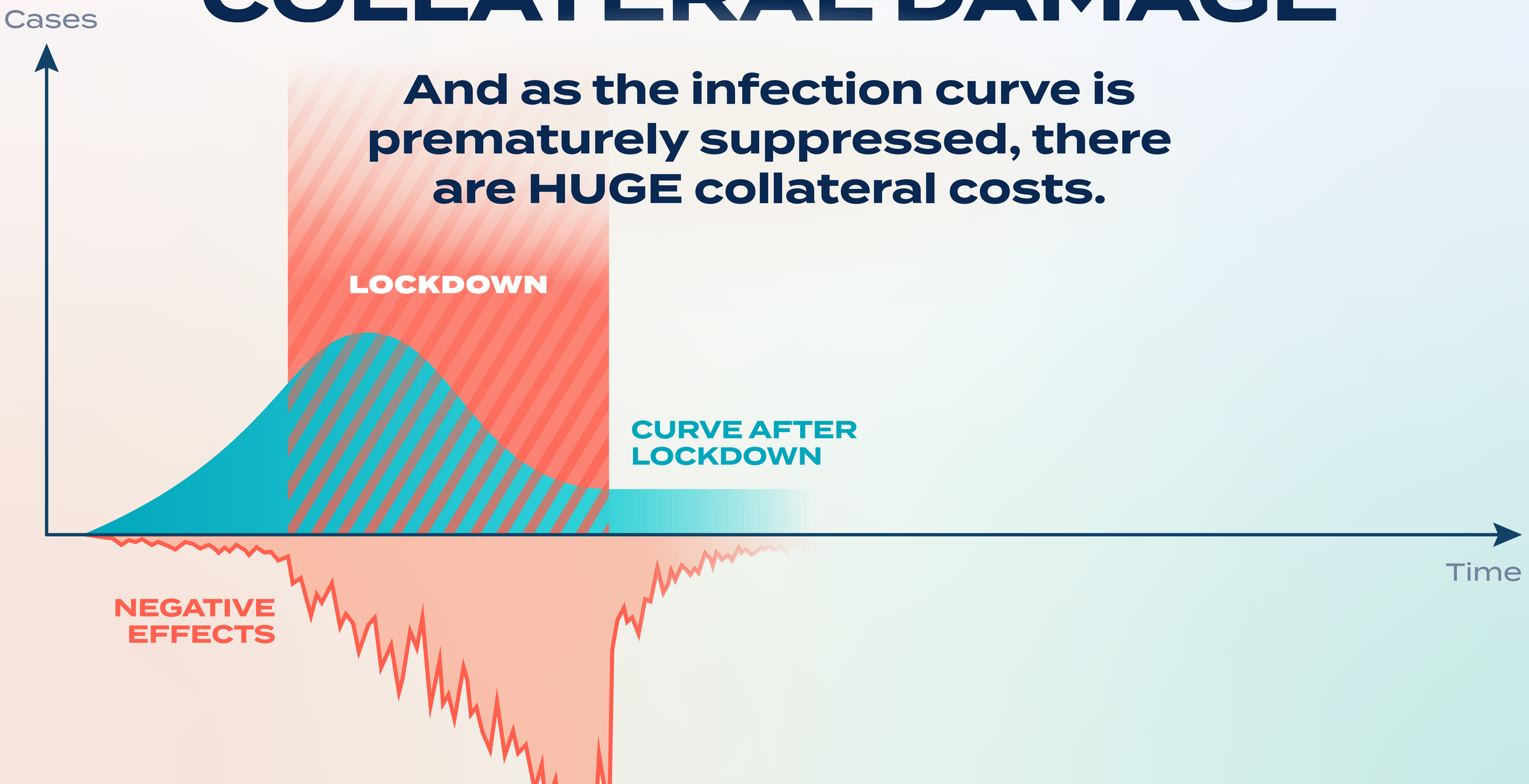


THIS IS WHAT HAPPENS DURING AN EXTREME LOCKDOWN...

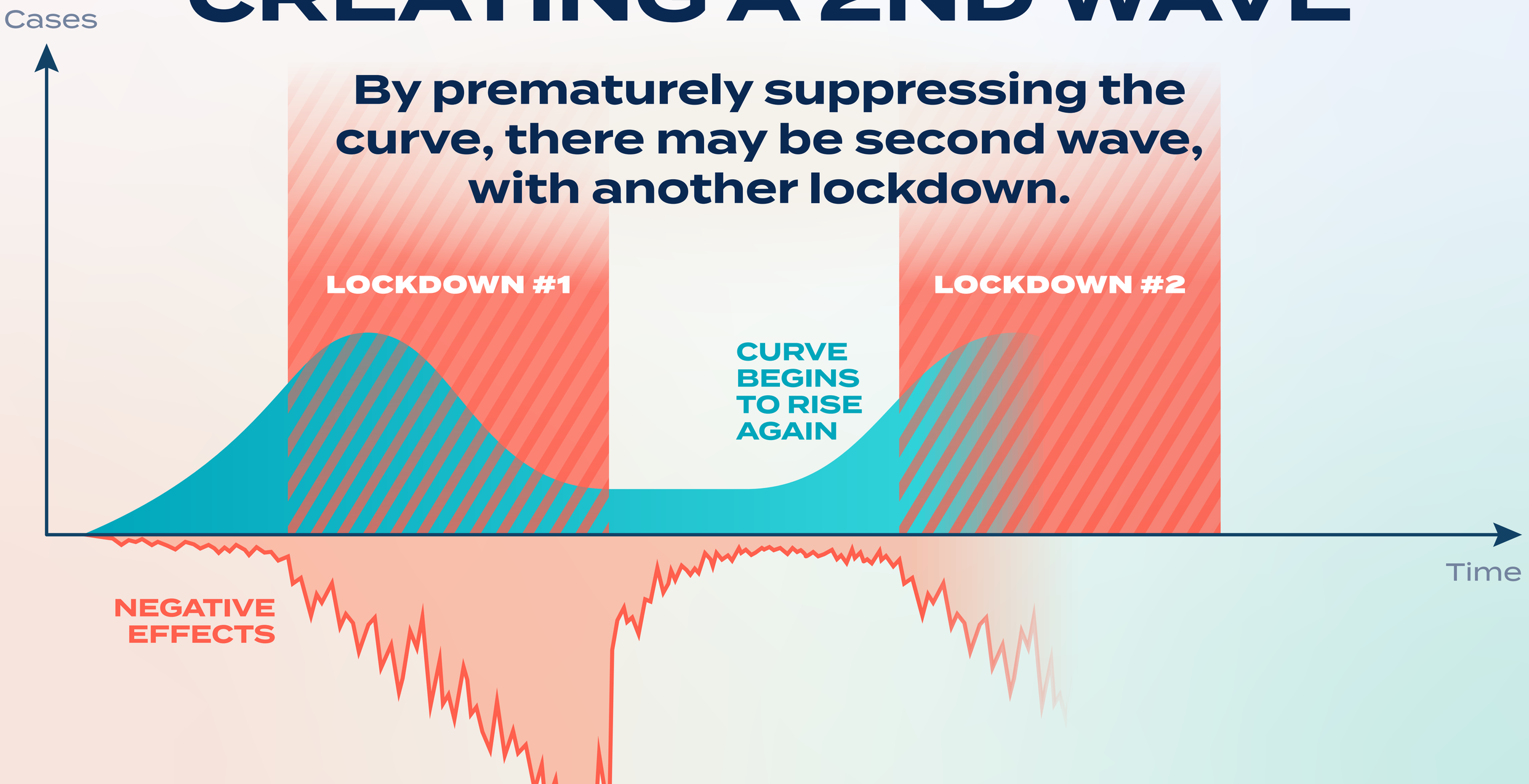
LOCKDOWN EFFECTS



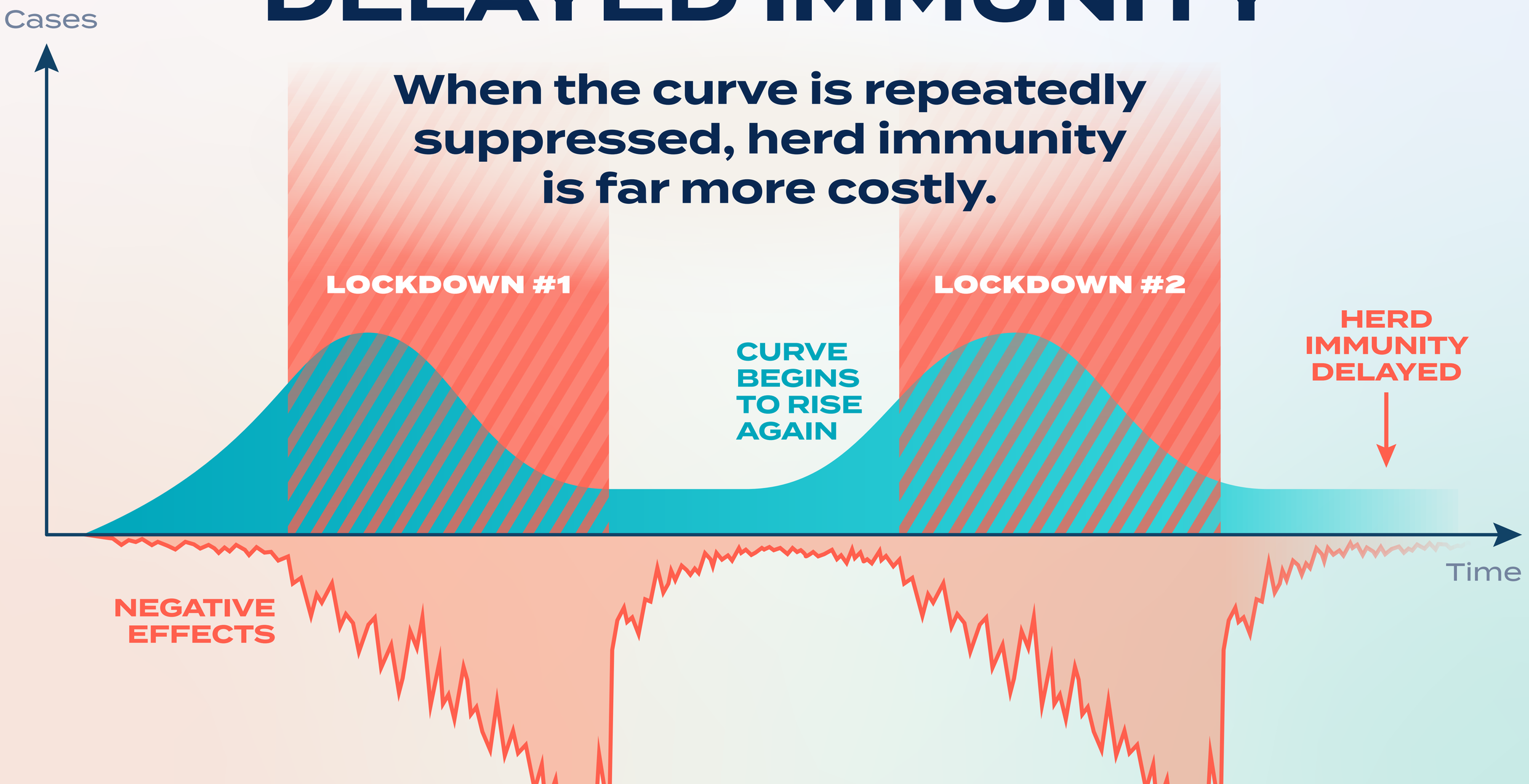
COLLATERAL DAMAGE



CREATING A 2ND WAVE

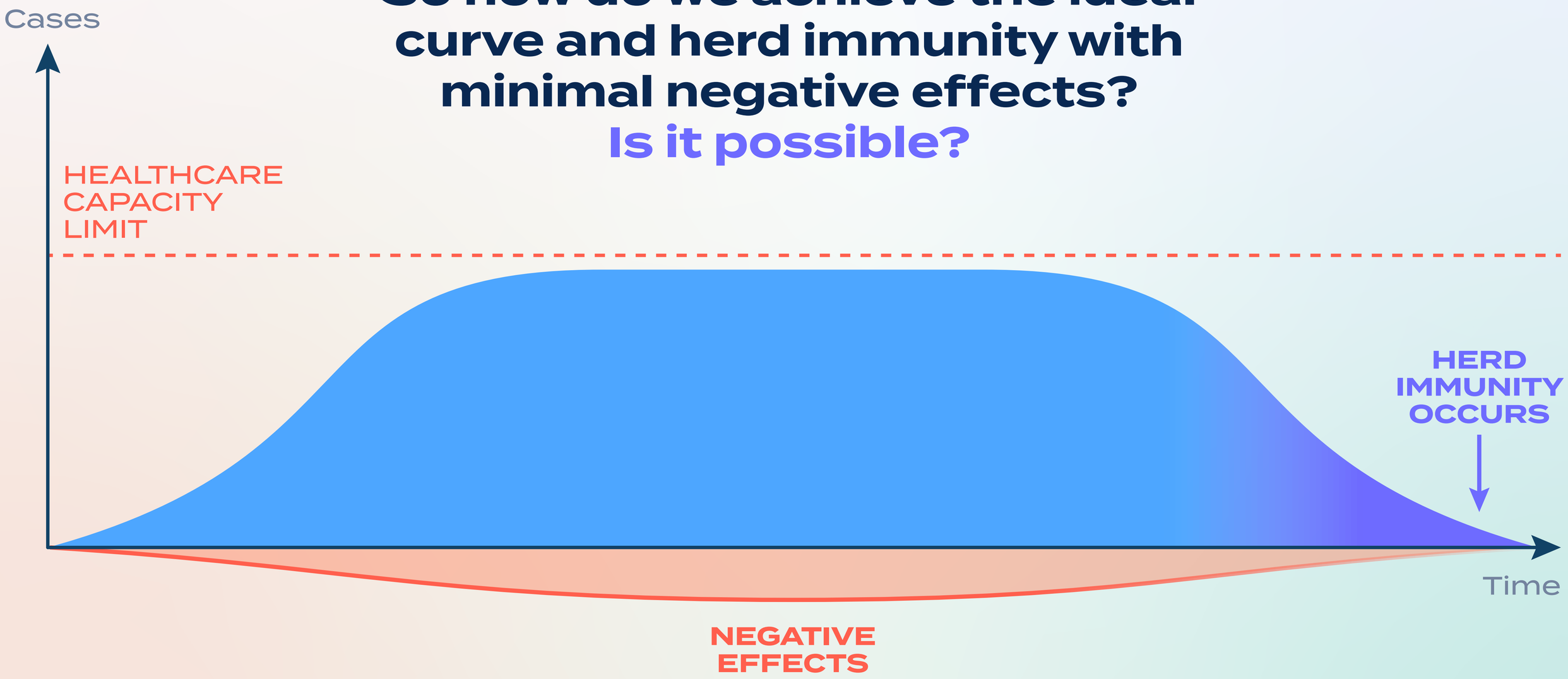


DELAYED IMMUNITY

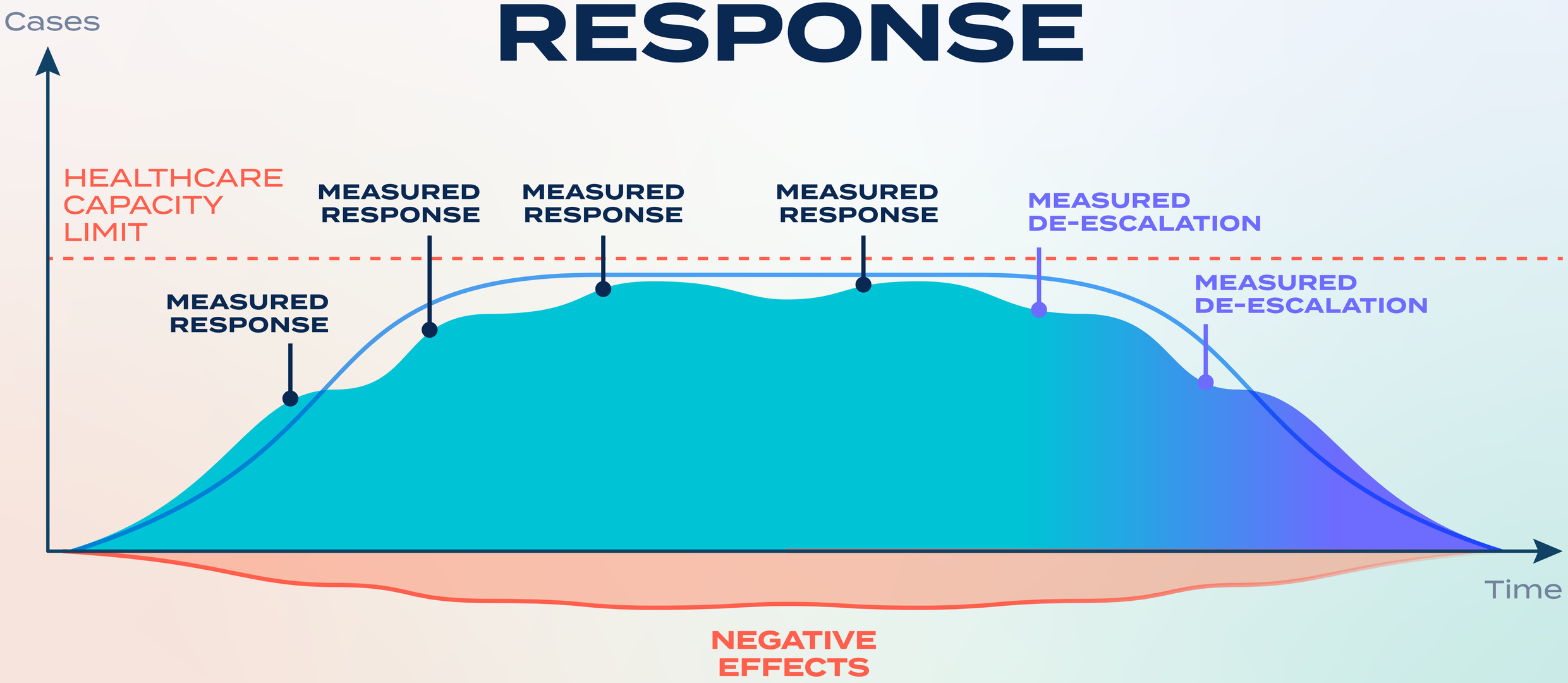


So how do we achieve the ideal curve and herd immunity with minimal negative effects?

Is it possible?

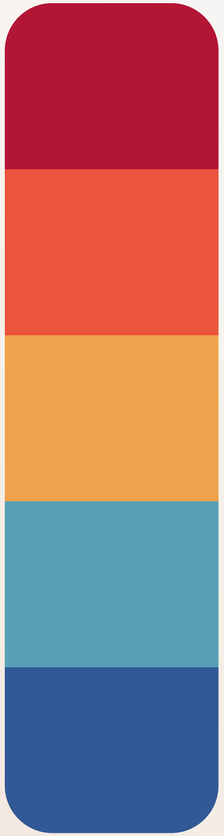


LOCALIZED, MEASURED RESPONSE



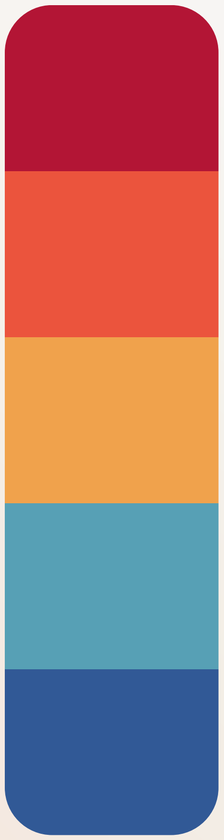
THE SOLUTION WHERE #EVERYBODYWINS

5 MEASURED RESPONSE LEVELS



Based on your area’s healthcare system burden

5 MEASURED RESPONSE LEVELS



5 Emergency Action

4 Aggressive Action

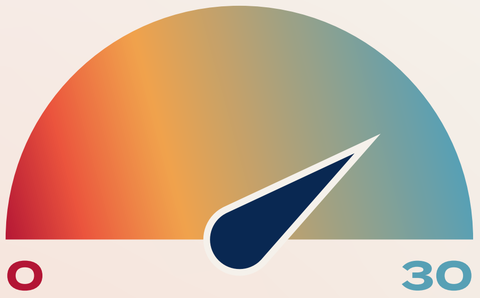
3 Moderate Action

2 Early Action

1 Safe

RESPONSE METRICS

Days Until Overrun



Hospital Utilization %

COVID-19 Utilization %

RESPONSE LEVEL

1

RESPONSE METRICS

Days Until Overrun

Hospital Utilization %

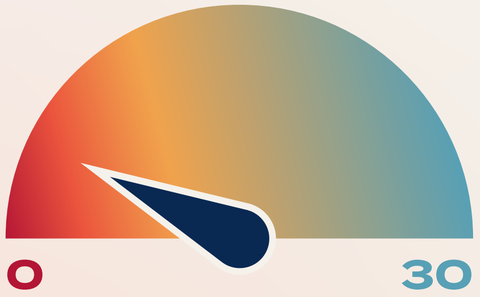
COVID-19 Utilization %

RESPONSE LEVEL

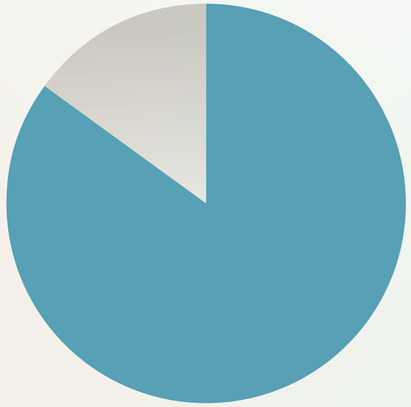
3

RESPONSE METRICS

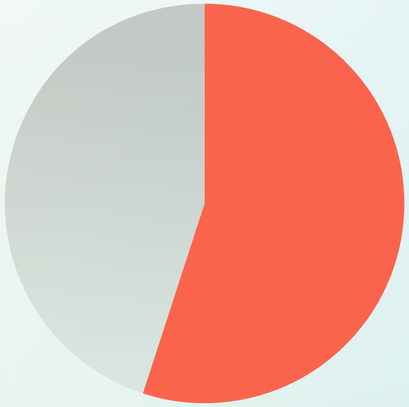
Days Until Overrun



Hospital Utilization %



COVID-19 Utilization %



RESPONSE LEVEL

5

RESPONSE DESIGN BOARD

Economy

Education

Community

Healthcare

Government

Mental Health

Enforcement

Civil Rights

HERE'S HOW YOU CAN HELP...

SHARE THIS WITH:

- YOUR REPRESENTATIVES
- BUSINESS OWNERS
- FRIENDS
- EXPERTS WHO COULD CONTRIBUTE TO THE RESPONSE DESIGN BOARD

JOIN THE MOVEMENT AT

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