



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...**

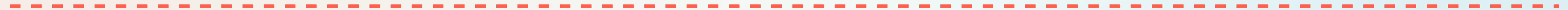
...AND CAUSING
EXTENSIVE
COLLATERAL
DAMAGE.

HERE'S WHY...

Cases



HEALTHCARE
CAPACITY
LIMIT



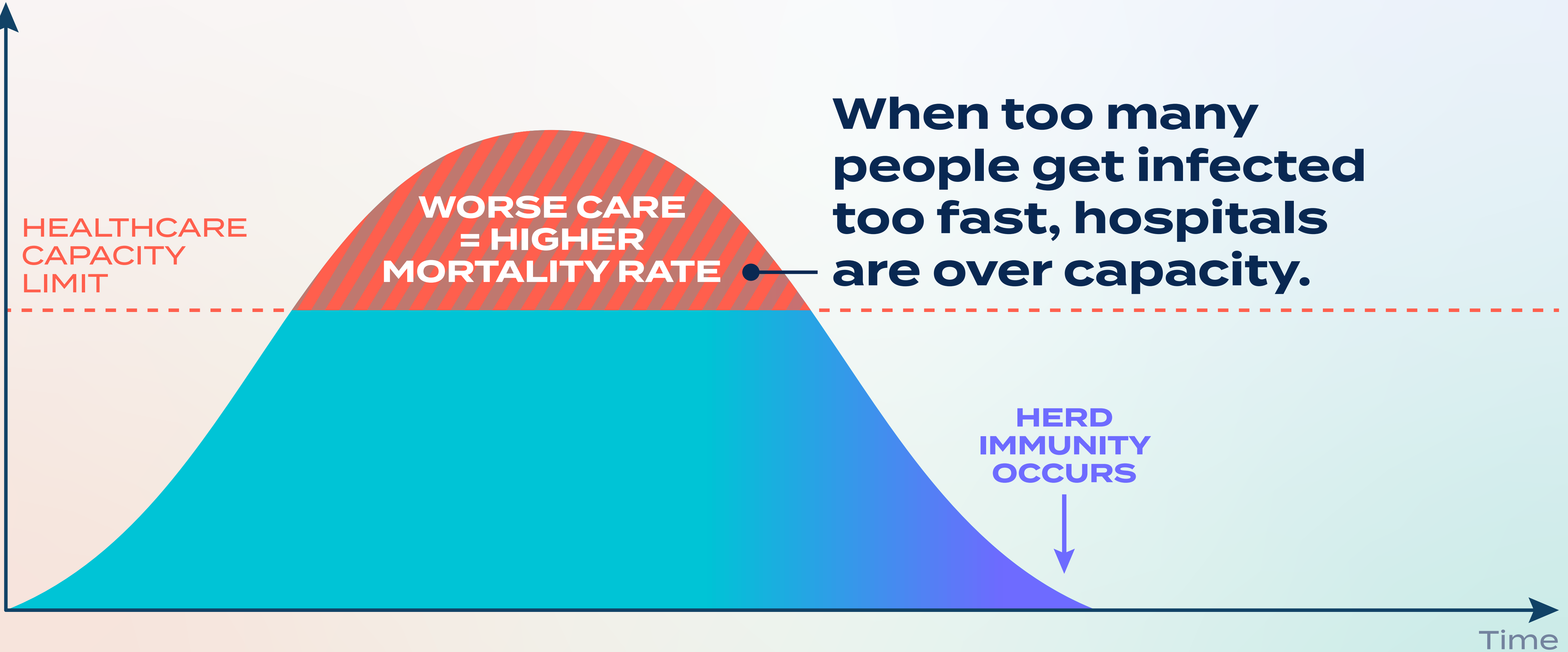
**During an epidemic, the
number of cases begins
to climb rapidly.**

Time

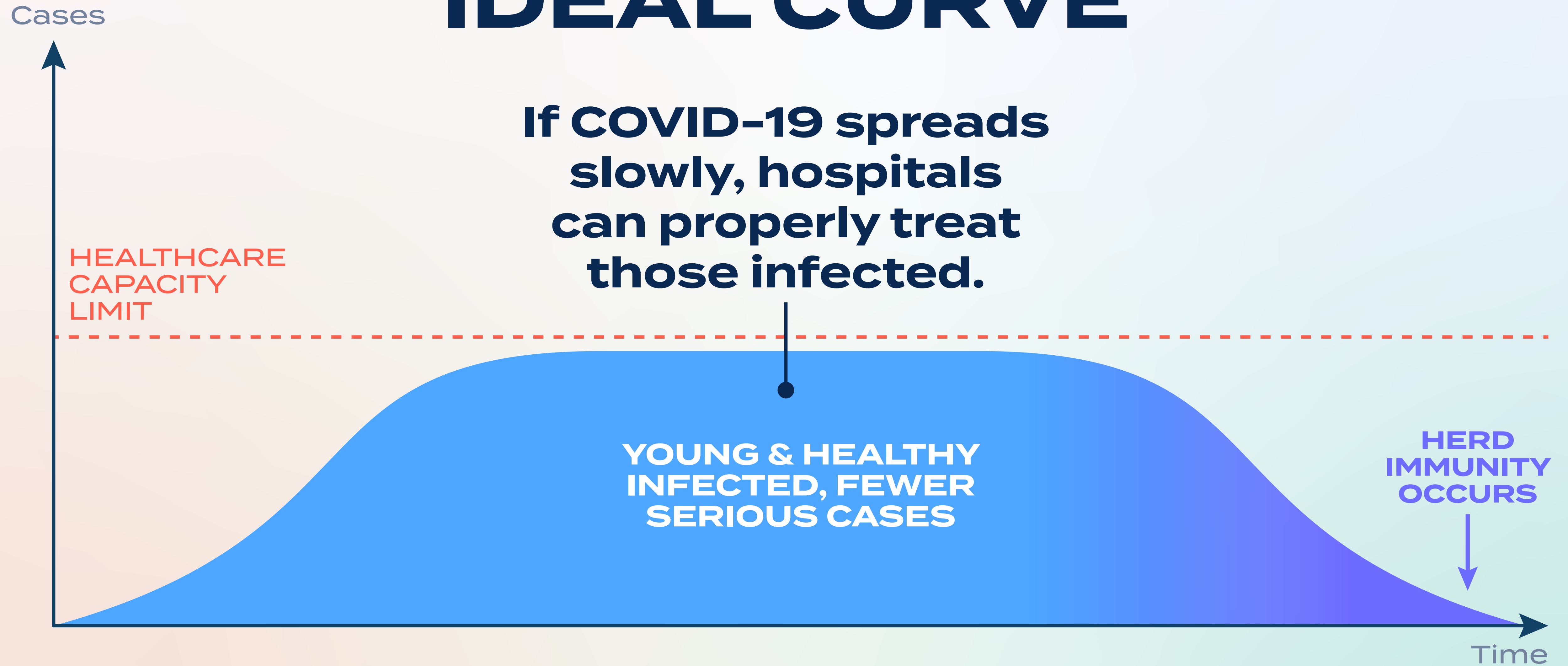


WORST-CASE CURVE

Cases



IDEAL CURVE



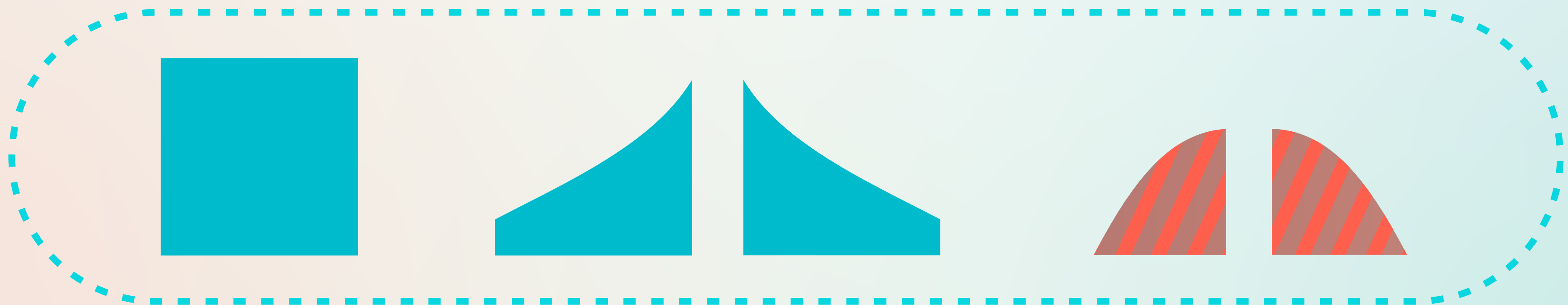
HERE'S THE CATCH:



Both scenarios affect about the same number of people.

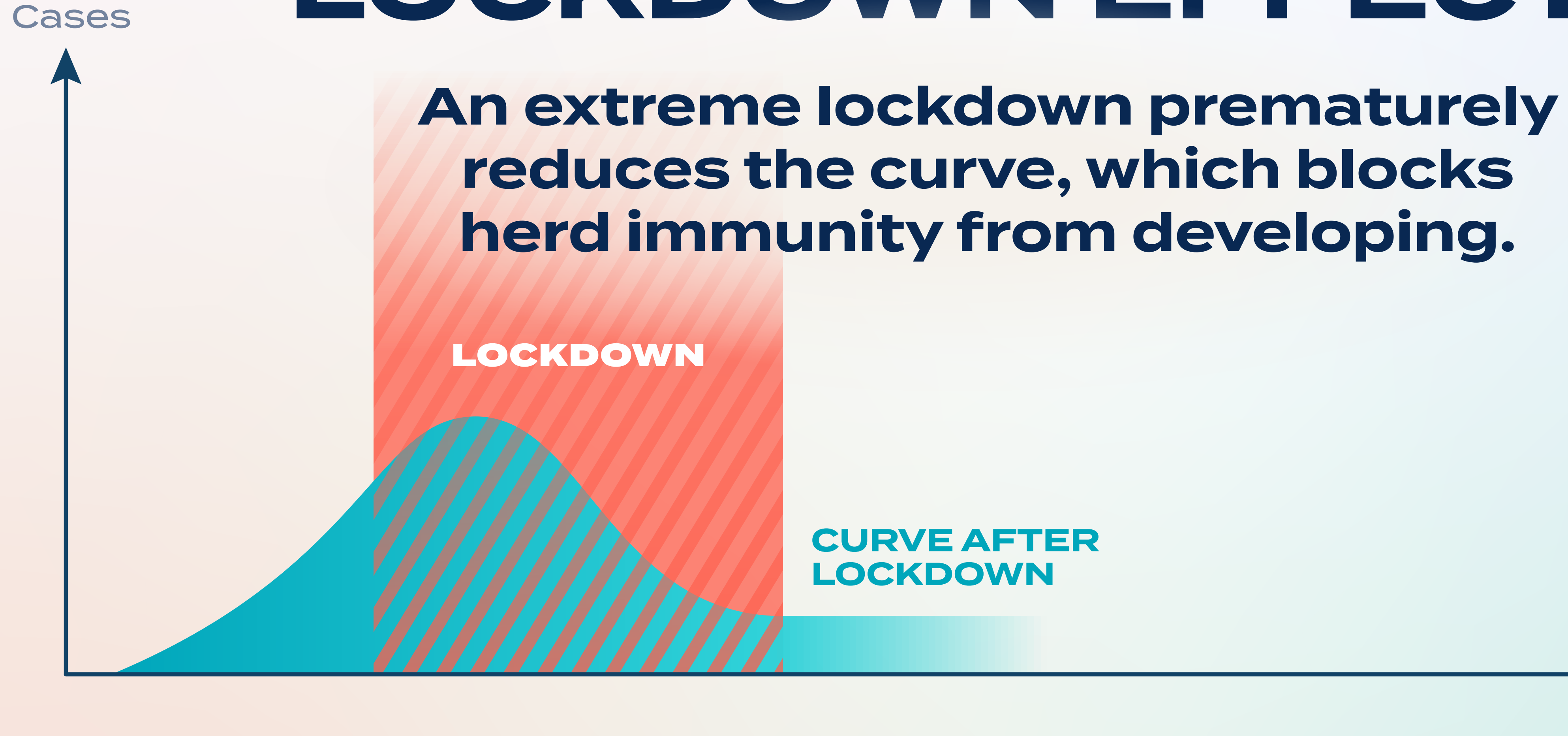


Both scenarios affect about the same number of people.

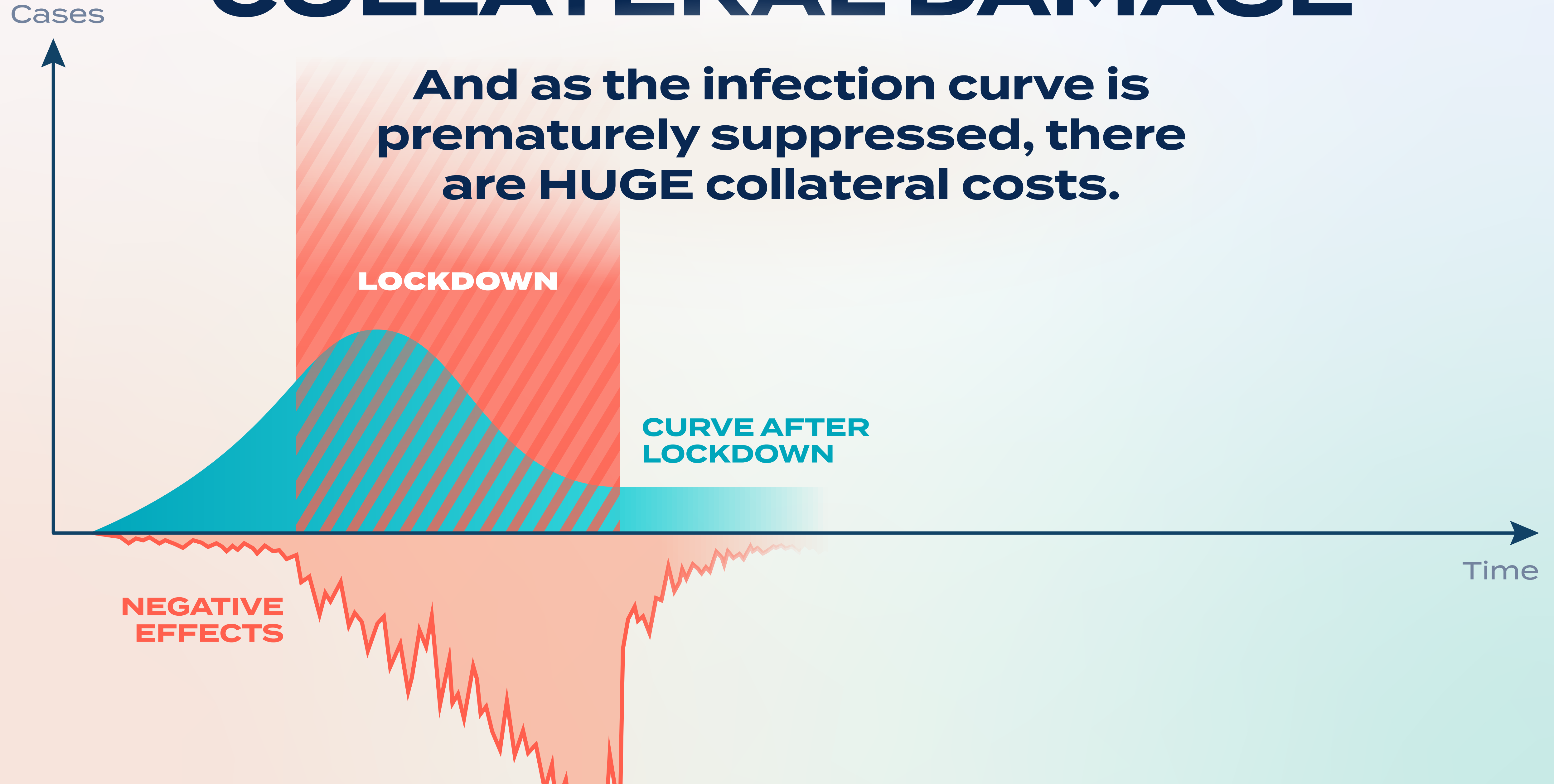


**THIS IS WHAT
HAPPENS DURING
AN EXTREME
LOCKDOWN...**

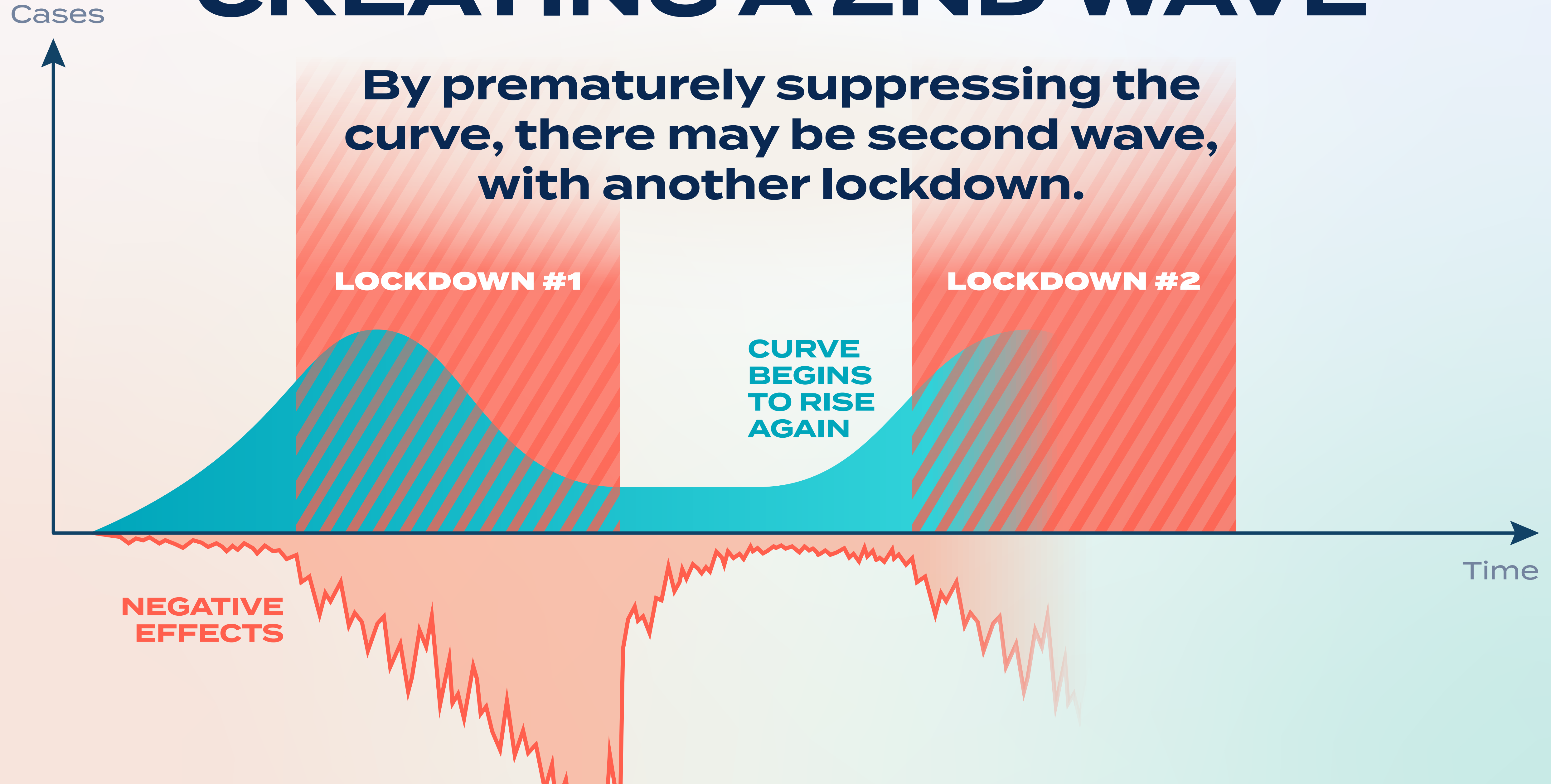
LOCKDOWN EFFECTS



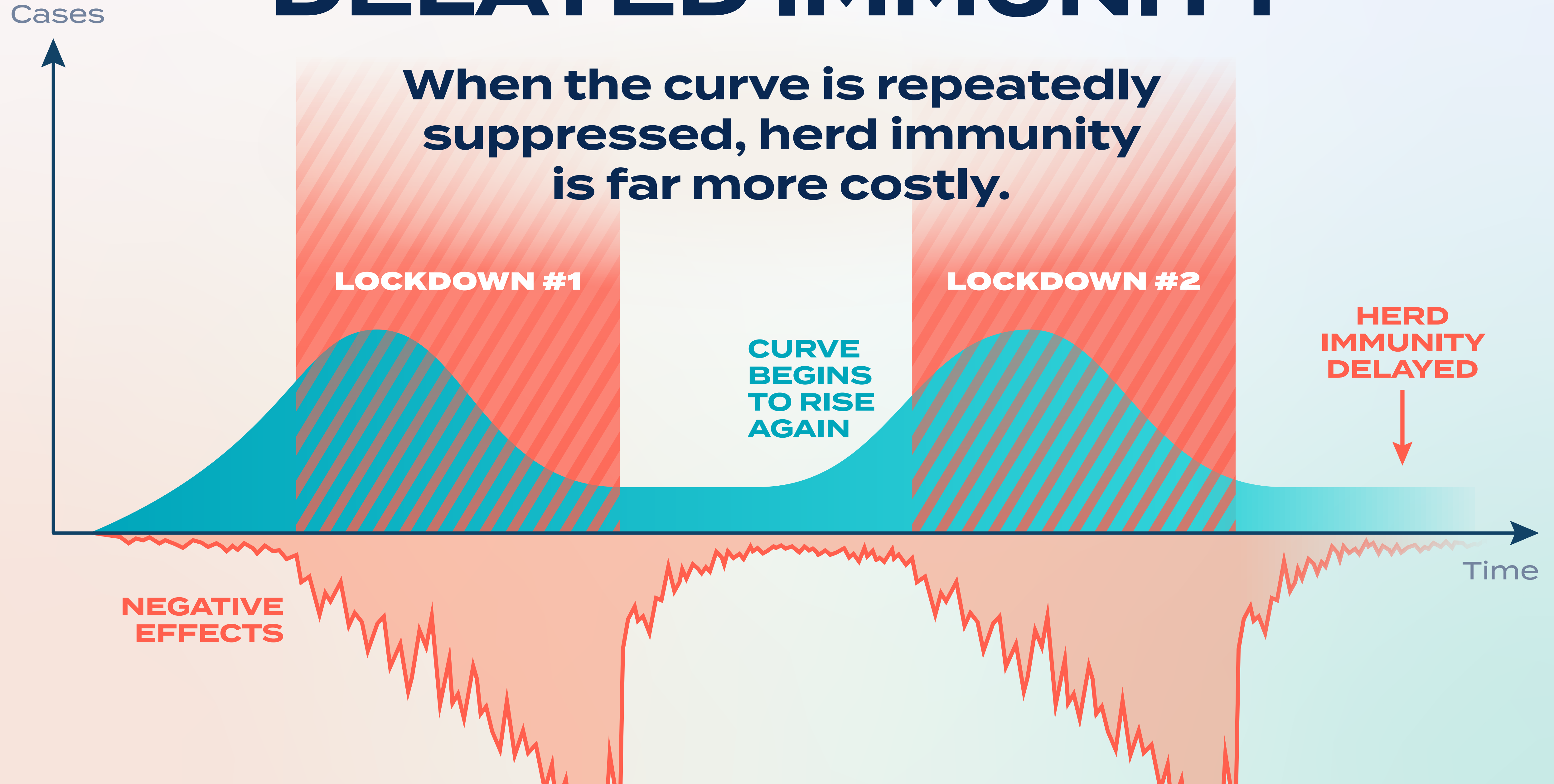
COLLATERAL DAMAGE



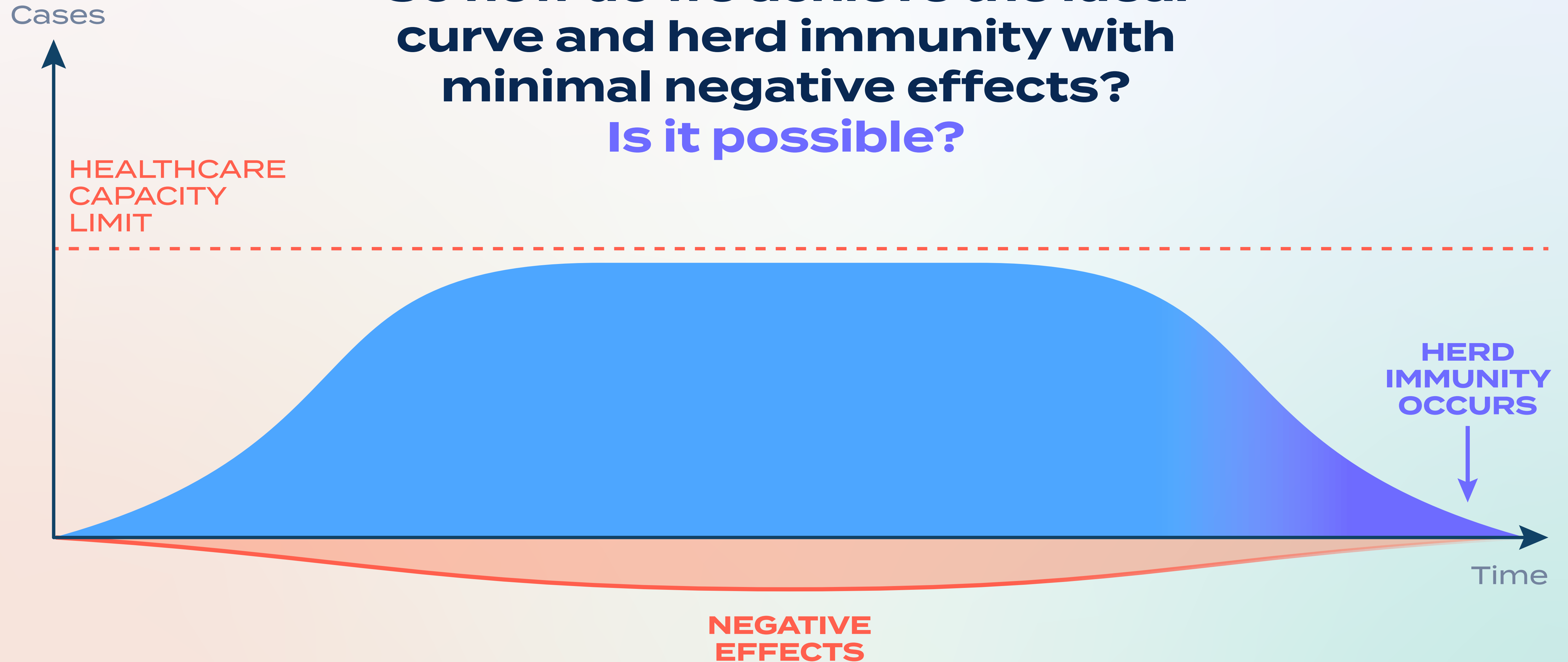
CREATING A 2ND WAVE



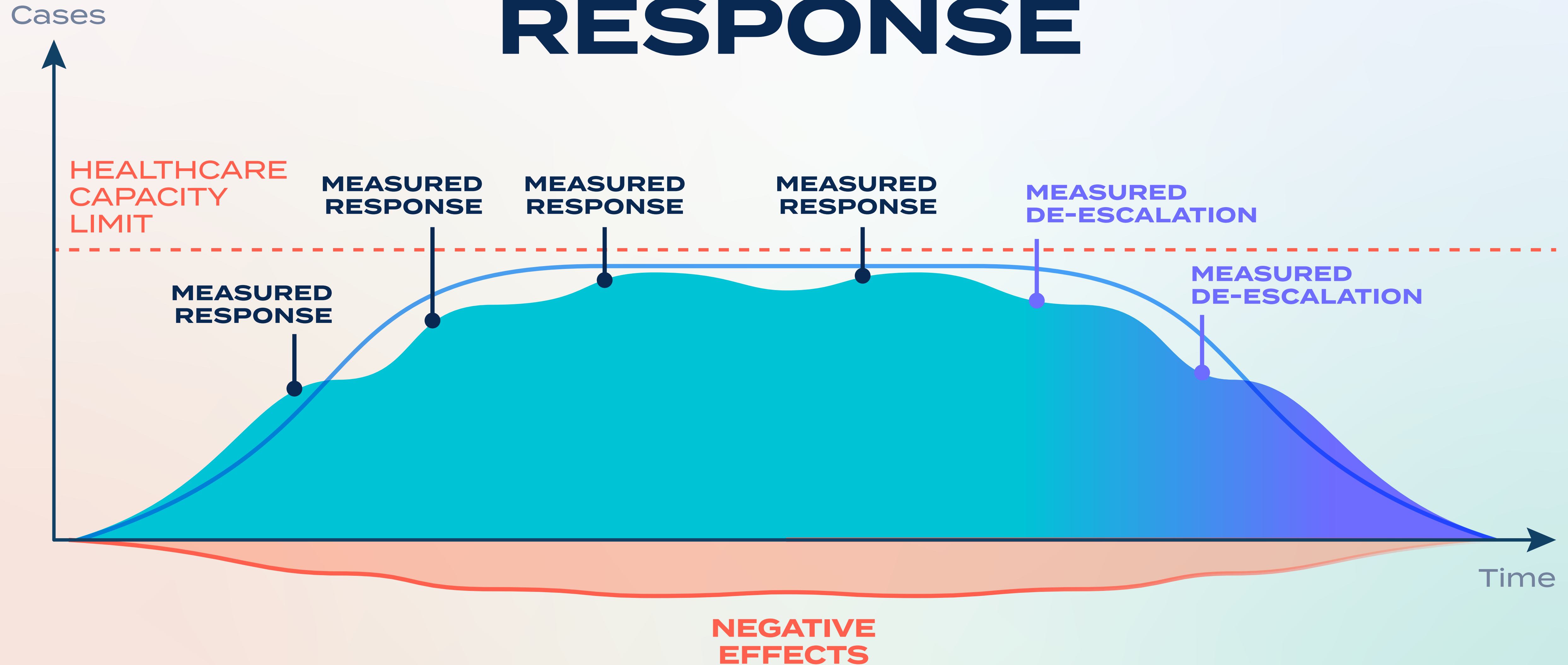
DELAYED IMMUNITY

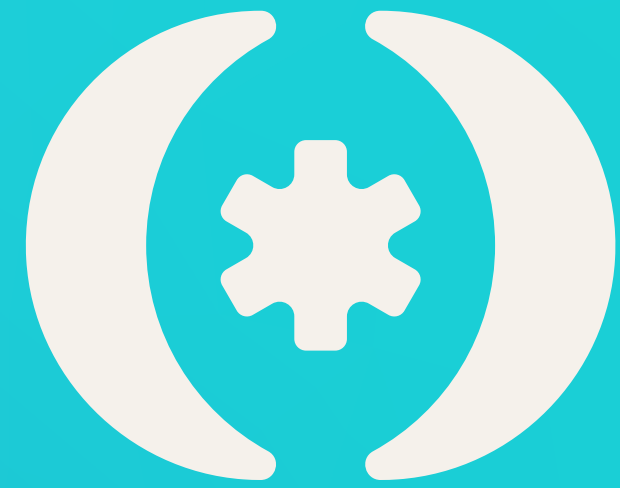


**So how do we achieve the ideal
curve and herd immunity with
minimal negative effects?
Is it possible?**



LOCALIZED, MEASURED RESPONSE





**THE SOLUTION
WHERE**

#EVERYBODYWINS

5 MEASURED RESPONSE LEVELS



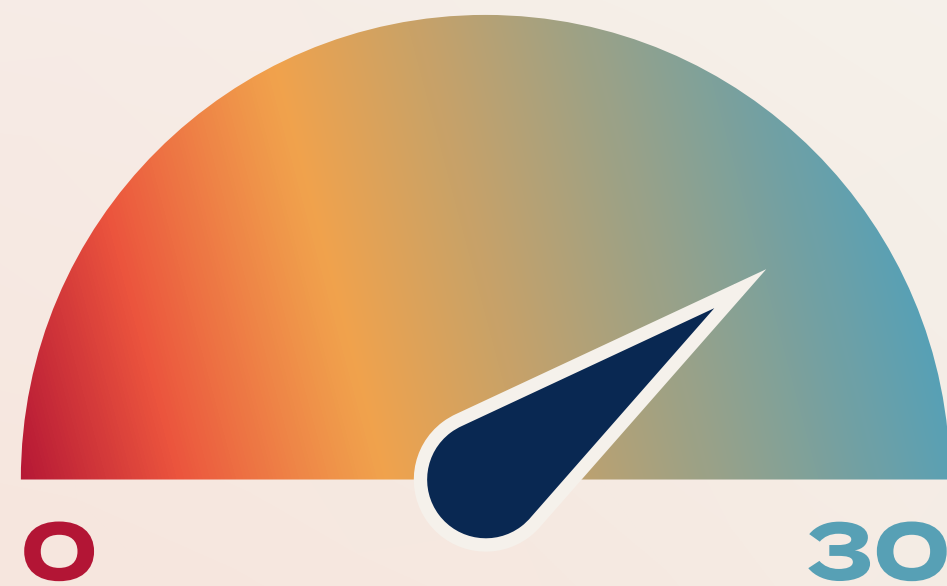
**Based on your
area's healthcare
system burden**

5 MEASURED RESPONSE LEVELS



RESPONSE METRICS

Days Until
Overrun



Hospital
Utilization %



COVID-19
Utilization %

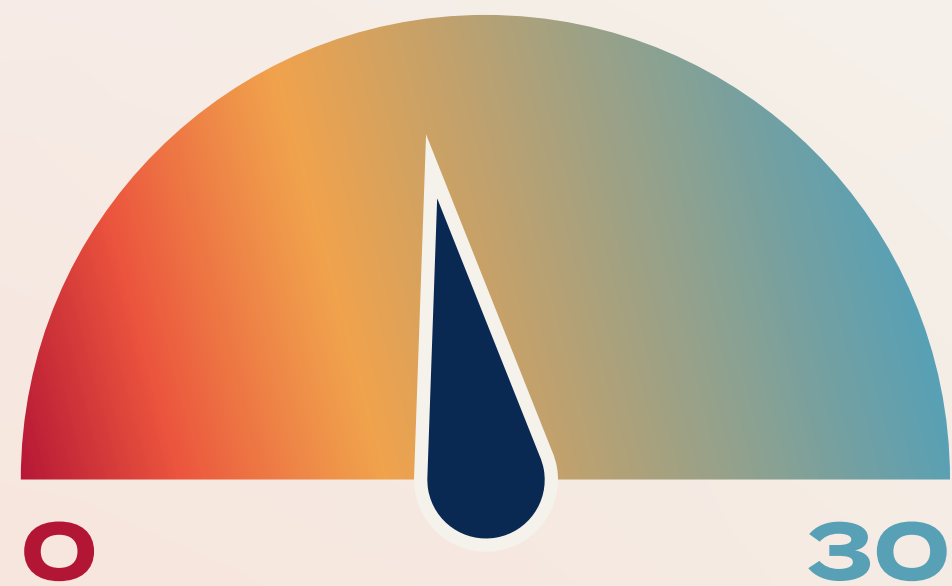


RESPONSE
LEVEL
1



RESPONSE METRICS

Days Until
Overrun



Hospital
Utilization %



COVID-19
Utilization %

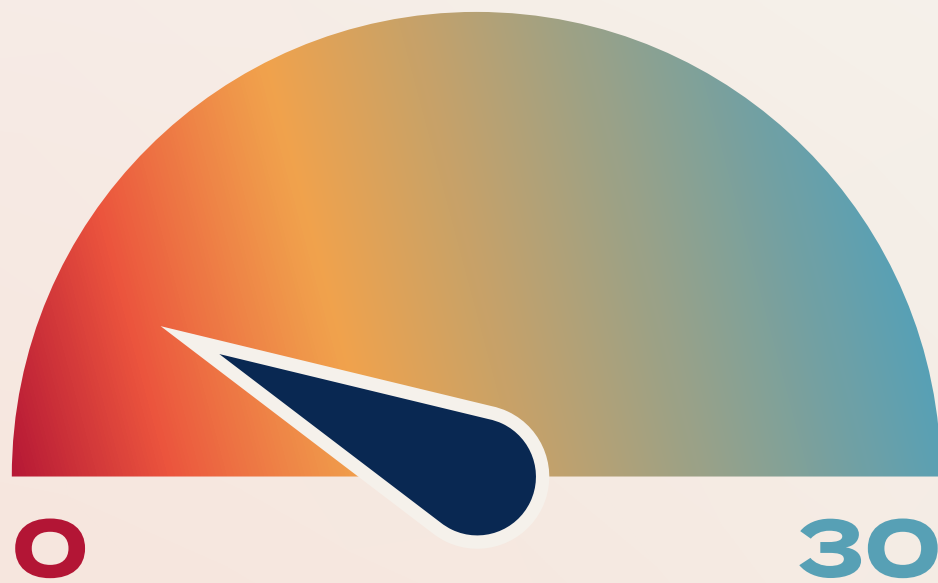


RESPONSE
LEVEL
3



RESPONSE METRICS

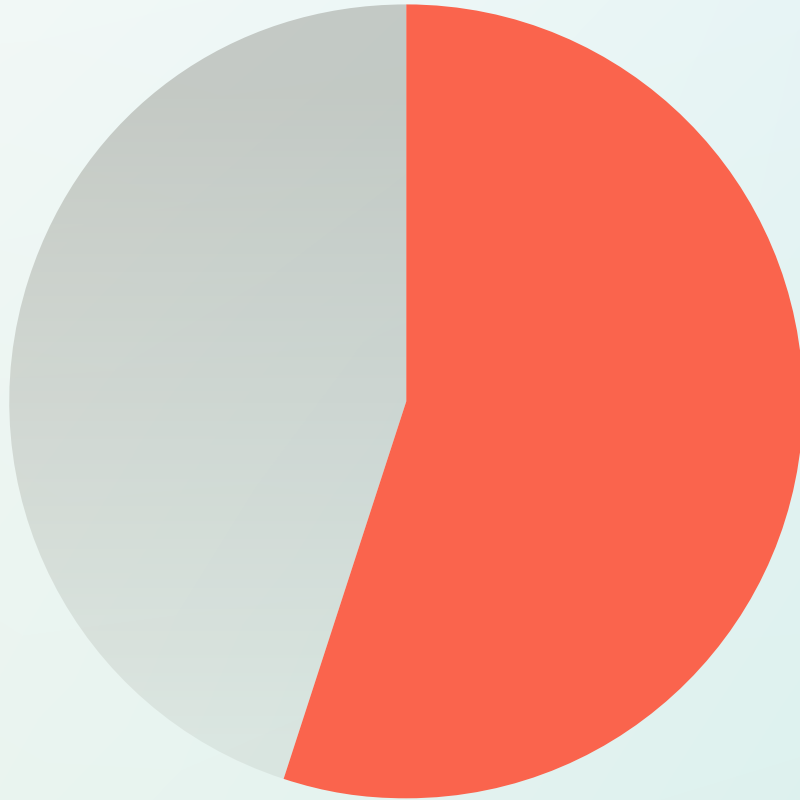
Days Until
Overrun



Hospital
Utilization %



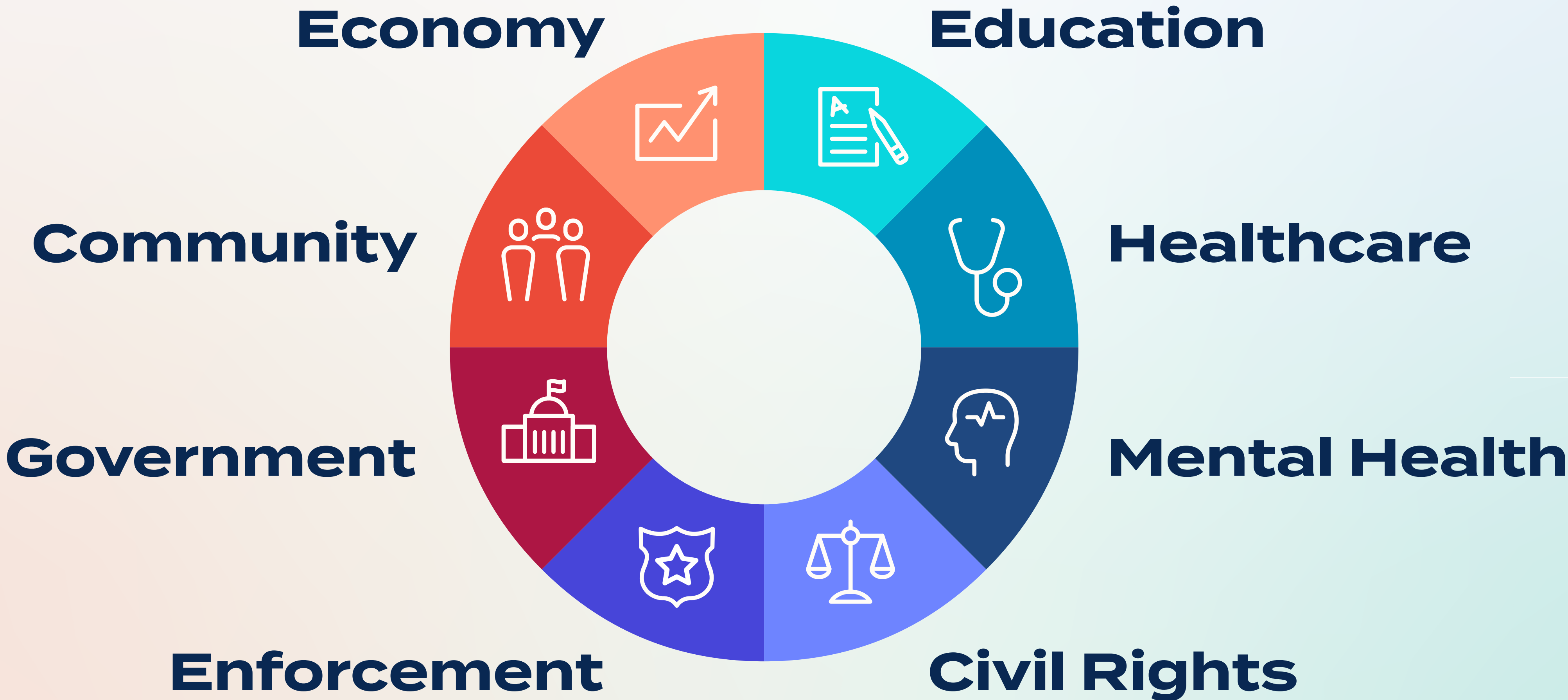
COVID-19
Utilization %



RESPONSE
LEVEL
5



RESPONSE DESIGN BOARD



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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