The Untold Story of COVID-19 and what government can learn from it

Kristen Cox
The Government Response Matrix (GRM)
The Government Response Matrix (GRM)
GRM COVID-19 Example

When to Act

<table>
<thead>
<tr>
<th>Mitigate Before</th>
<th>React After</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implement a quarantine standard people can comply with</td>
<td>Create incentives to increase quarantine compliance</td>
</tr>
</tbody>
</table>

Level of Action

- Policy and Messaging
- Operations
GRM COVID-19 Example

When to Act

Mitigate Before

Policy and Messaging

Operations

Pay for broad and aggressive asymptomatic testing

React After

Only conduct symptomatic testing
GRM Social Security Example

When to Act

Mitigate Before

Invest in people keeping their job

React After

Enroll people after they lose their job

Level of Action

Policy and Messaging

Operations
GRM Social Security Example

When to Act

Mitigate Before

React After

Policy and Messaging

Operations

Redeterminations happen in weeks vs months or years

Status quo
Operational Concepts

Four key concepts to help government mitigate problems and improve operations:

• Buffer Management
• Speed
• Dosage
• Lead Measures
1. Cases spike and overwhelm the system

2. Workers cannot stay on top of their work and backlogs grow

3. Turnaround time on testing and contact tracing grows

4. Public health officials begin to abandon contact tracing

5. Secondary spread cases increase

Vicious Cycle
Current State

Michael

Geetha

Bob

Charlie

Alice

Future State

Michael

Geetha

Bob

Charlie

Alice

Day 1  Day 2  Day 3  Day 4  Day 5  Day 6  Day 7  Day 8  Day 9  Day 10  Day 11  Day 12  Day 13  Day 14  Day 15  Day 16
Dosage requires a target which includes time and volume
I count him braver who overcomes his desires than him who conquers his enemies; for the hardest victory is over self.

-Aristotle
Operational Concepts

Four key concepts to help government mitigate problems and improve operations:

- Buffer Management
- Speed
- Dosage
- Lead Measures
All proceeds go directly to the National Federation of the Blind
Stop Decorating the Fish highlights common and ineffective tactics organizations often use when responding to problems. We refer to these actions as the Seductive 7. We deliberately chose the word seductive. The things that often seduce us away from focusing on the core problem are shiny, alluring, and ubiquitous. They often promise an easy fix or immediate gratification while the real problem isn’t quite as obvious. They are as follows:
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