“Welcome Back. You’re in Good Hands” ©
A program to help #RestartTourism
with CONFIDENCE, REASSURANCE +
NEW STANDARDS.
OBJECTIVE 1: EMPOWER STAFF

Proper hand hygiene impacts all employees on the front line. Ensuring that your staff is properly trained to provide travelers and themselves a safe experience is the #1 priority in travel reactivation.

WHO recognizes need for stronger hand hygiene practices:
“Hand hygiene is the most effective single measure to reduce the spread of infections”.

Source: WHO website / 1 APRIL 2020, Publication
TELLING SOMEONE TO WASH THEIR HANDS DOESN’T ENSURE THEY WILL DO IT EFFECTIVELY.

- Training is important.
- Risk exposure is not limited to the workplace.
- Complacency or false sense of security without measurement.

Even in medical field (based on over 15,000 assessments) Clinicians and medical students fail the first Semmelweis hand hygiene scan test 93% of the time.
SCIENTIFICALLY DEMONSTRATE PREVENTION

FOR DESTINATIONS. FOR AIRLINES. FOR AIRPORTS. FOR TOURISM ORGANIZATIONS REPRESENTING +1500 PEOPLE

How Does This Patented System Work?

- Subscription Model
- Less than $2.50/employee per month
- Can be shared across locations
OBJECTIVE 2: COMPLIANCE TRACKING REPORTS


Semmelweis Score for:
• Individuals
• Entire Organization
• Location(s)
• Divisions / Departments
• Member Companies
• Crew or Team
• Destination
• Brand(s)

Raise the bar with scientific assessments and automatic reports for compliance and risk mitigation tracking. Potential savings via Insurance (e.g. Zurich NA Risk Management Services 5% discount).
OBJECTIVE 3: MARKETING
CHAMELEON DIGITAL MEDIA’S UNIQUE MOBILE INTELLIGENCE

To effectively reassure guests and reactivate tourism and travel, Marketing Communication is important to share the “In Good Hands” initiative. Chameleon Digital Media:

- Adds unique, location-based marketing to digital communications.
- Full-service digital agency and Google Partner.
- Digital marketing solutions and Data Specialists.
- Advertising Representative of UberMedia Inc.

Chameleon can ethically understand the movements of mobile devices after they’ve entered a specific location (polygon) or have been exposed to an ad. 5-year lookback window for visits.
POTENTIAL IMPLEMENTATION IDEAS

✓ Destinations:
   • Tourism Destination secures the Hand-in-Scan.
   • Partners contribute to sponsor employee training/certification.
   • Chameleon promotes Destination as a Clean Hands choice. Optional individual DMO partner promotions.

✓ Airlines:
   • Airline secures the Hand-in-Scan unit(s).
   • Position in staff areas for 24/7 access.
   • Chameleon promotes Airline Clean Hands participation.

✓ Airports:
   • Airport secures Hand-in-Scan unit(s).
   • Airport personnel invited to Scan and certify. Optional for travelers to use if unit is positioned in a public area.
   • Chameleon welcomes travelers to Airport as a Clean Hands travel provider.
THE BUSINESS MODEL / SCALABILITY

How it works

1. Sign up for Semmelweis system subscription (SaaS):
   • Recommendation: 1 machine per 3,000 - 5,000 users.
   • Hardware and software included with standard reports.
   • Optional custom reporting and analytics.
   • Hand Hygiene Certification (Fall 2020).

2. Target(s) for communications identified to Chameleon:
   • Locations to polygon. Time frame.
   • Priced based on volume/ impressions requested.
   • Analytics / results reporting included.
   • Optional destination data reports are available.

* scalable to include both employees and travelers
POTENTIAL SOCIAL IMPACT

✓ Restoring Confidence in Travel and Destinations:
  • Revenues returned. Economies flourish.
  • Tourism employment restored.

✓ Mitigating future Outbreaks / Pandemics:
  • Business interruption avoided.
  • Economic stability for all.
  • Healthy Destinations. Lives are saved.

✓ Enhanced enjoyment of Travel Experience:
  • Consumers encourage other travelers.
  • Confidence to repeat travel.
  • Quicker recovery of industry.
WELCOME BACK.
YOU’RE IN GOOD HANDS.

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