

WMC

WISCONSIN MANUFACTURERS & COMMERCE

BACK TO 
BUSINESS

WMC
Wisconsin's Chamber

A Plan to Save Lives and Livelihoods

April 23, 2020

1. Conceptual Summary
2. Working Demonstration of the Plan
3. Explanation of Data Used for Risk Scoring
4. Model Advantages

Guiding Principles & Desired Stakeholder Impact



Government



Business



Employees



Public

Be Transparent

“It’s based on objective data sources, familiar to stakeholders”

“I understand the factors affecting my score & the right mitigation actions”

“It’s easy to see my employer’s rating and actions”

“It helps me understand how to safely begin going out”

Instill Confidence

“It’s proactive and leverages trusted data sources”

“It’s a great way to rebuild confidence with my customers”

“I feel confident going to work because my employer is following guidelines”

“I feel confident my store understands the risk and is taking actions to make it safer”

Be Simple & Intuitive

“It’s easy to roll-out & administer”

“I like that that there are only a few basic inputs from me”

“It’s easy to see my employer’s rating and actions”

“Consistent signage makes it easy to make decisions”

Achieve transparency, instill confidence and be easy and intuitive for all stakeholders

Executive Summary



1. Organization Name
2. County
3. NAICS Code

**Business Enters
Information on DHS
Web Site**



Risk Model

A risk score is assigned to each factor and then multiplied together to form an overall risk score



**Risk Score & Mitigation
Recommendations
Generated**

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Working Demonstration

Data Input

Last updated: 4/20/2020

Please enter the following data

Who am I? →

Where am I? →

What do I do? →

Organization Name:

WMC

What county are you in:

Dane

NAICS code:

813910

Business Associations

Business enters three pieces of information:

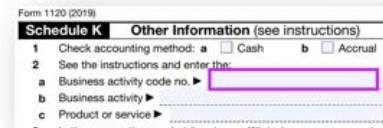
Look up your NAICS code:

<https://www.census.gov/eos/www/naics/>

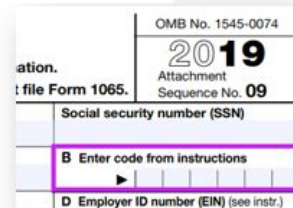


NAICS code can also be found on your IRS forms

1120 Schedule K line 2a



1040 line B



Model Assigns Risk Level for that Business

Community Transmission Scoring

Treatment Risk:

Healthcare Capacity ¹	2
----------------------------------	---

Spread Risk:

Interactive Concentration ²	1
Infection Rate ³	1
Population Density ⁴	2

Calculated Level⁵ 4

Risk Scoring Legend

Individual	Total
Minimal = 1	<10
Moderate = 2	10-25
Substantial = 3	>25

[Click Here for Mitigation Activities](#)

How is this calculated? ↓

1. Based on regional availability (by HERC region) of ICU beds, ventilators, and PPE to incentive collaboration
2. The density of people-interaction within that organization if operating under normal course-of-business as determined by NAICS code
3. Positive cases per capita by county
4. People per square mile for respective county per US Census
5. Product of the four factors

*Calculation is based on county and industry data does not represent physical location

COVID-19 Risk Level

LOW

*Calculation is based on county and industry data does not represent physical location

NAICS: Business Associations

County: Dane Business: WMC

<https://www.dhs.wisconsin.gov> Valid Through: 5/3/2020

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Mitigation Requirement

Mitigation Activities

[Back to Output](#)

Factor	Mitigation Activity According to Level of Transmission	Notes
All Businesses	Level 1 - Minimal	
	<ul style="list-style-type: none"> • Actively encourage sick employees to stay home. • Encourage those employees who can work from home to do so. • Employee Training on COVID-19 awareness, personal responsibility, and social distancing. • Perform workplace assessment and modify as necessary to maintain 6 foot social distancing among employees. • Perform workplace assessment for social distancing with non-employee or customer interactions. Limit capacities as needed. • Implement routine environmental cleaning and disinfection program. • Have conversations with employees about their concerns. • Have a response plan developed to be used in the case of an employee becoming sick while at work. • Limit access or close employee common areas (break rooms) 	<p>CDC Fact Sheets</p> <p>Links to CDC recommendations</p>

Mitigation requirements are specific to Risk Level, and become more intensive for higher levels of risk

Mitigation Requirements

Factor	Mitigation Activity According to Level of Transmission
	Level 2 - Moderate
All Businesses	<ul style="list-style-type: none"> • Perform all Level 1 Activities • Perform a personal protective equipment (PPE) assessment focused on shared tools, equipment, supplies, and non-employee or customer interactions.
	<ul style="list-style-type: none"> • Expand routine cleaning and disinfection program with focus on shared work surfaces, equipment, and tools. • Limit the number of non-employee or customers in the business at one time to 75% of fire code capacities. • Mandate a higher degree of work from home or modified work hours to minimize interaction. • Establish lines to regulate entry and exit for employees and patrons to stand at least six feet apart from one another.

Notes

From current Safe at Home Order

from current Safe at Home Order

from current Safe at Home Order

Mitigation requirements for a Moderate Risk business

Mitigation Requirements

Factor	Mitigation Activity According to Level of Transmission
	Level 3 - Substantial
All Businesses	<ul style="list-style-type: none"> • Perform a II Level 1 and 2 Activities • Mandatory PPE Guidelines for employees to prevent spread.
	<ul style="list-style-type: none"> • Conduct employee entrance screenings if possible. • Develop a response plan for positive employee cases • Limit the number of non-employee or customers in the business at one time to 50% of fire code capacities.

Notes

From current Safer at Home Order

Mitigation requirements for a Substantial Risk Business

Mitigation Requirements

Factor	Mitigation Activity According to Level of Transmission
	Level 2 - Moderate
NAICS Codes 7224	<ul style="list-style-type: none"> • All employees required to wear masks and gloves • Practice social distancing of 6 feet
Drinking Places (Alcoholic Beverages)	<ul style="list-style-type: none"> • All tables 6 feet apart • No tables of more than 6 people • Reduce on premise capacity by 50% • Outdoor eating and drinking with 6 feet distancing permitted • No salad bars or self-serve buffets • Eliminate paper menus • Eliminate all table condiments

Mitigation requirements are customizable to address the unique circumstances and risks associated with specific industry sectors by NAICS code

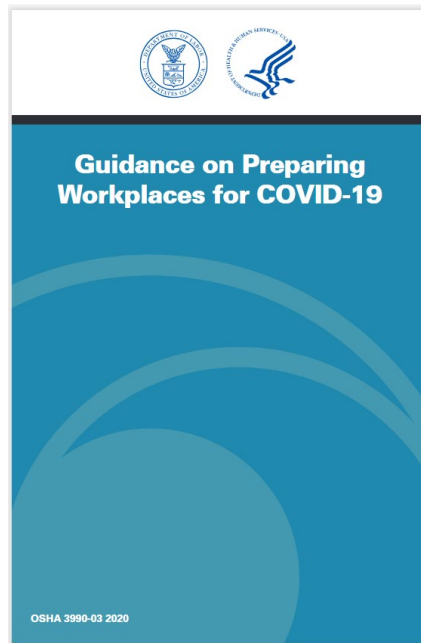
Note: These are ****DRAFT**** factors from the Tavern League of Wisconsin

How Risk Scores Are Calculated:

- (1) Business Sector Transmission Risk (NAICS Code)**
- (2) Local Population Density
- (3) Local Infection Rates
- (4) Local Hospital Utilization/Capabilities

Interactive Concentration based on classification of NAICS Codes

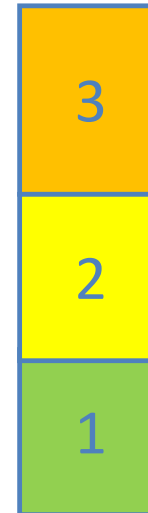
Leveraged OSHA's guidelines with input from medical community to generate a risk score



OSHA



Medical
Community Input



Interactive
Concentration Ranking

Risk scores were based on interaction between employees & public

The risk categories were defined with the highest reserved for health care workers.

Substantial Risk -- Individuals in this category tend to be in significant groups and close proximity (i.e., within 6 feet) of each other for significant periods of time and/or actively sharing of common areas and surfaces (e.g., public transit situations, health clubs).

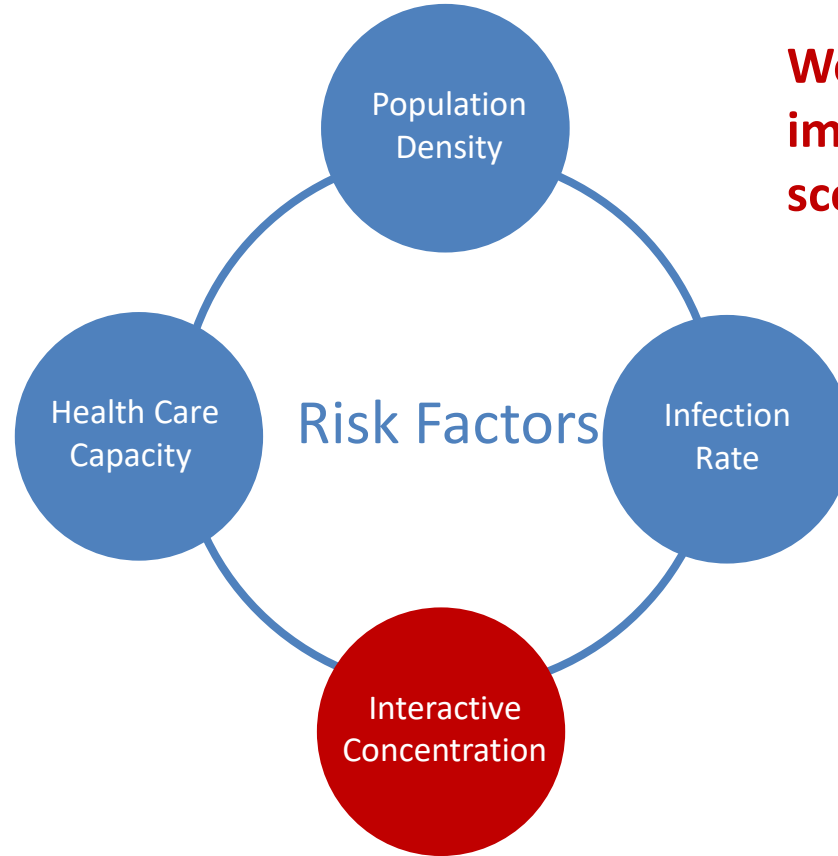
Moderate Risk -- When individuals in this category are in close proximity (i.e., within 6 feet) with each other it is only for short periods of time in small groups and there is little or no sharing of common areas or surfaces.

Lower Risk -- Individuals in this category have minimal contact with the public and other coworkers.

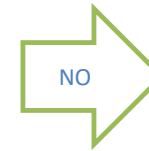
Appeals Process



Do you want to appeal?



Would a change impact the total score?



**APPEAL
PROCESS**

NO APPEAL

Business receives score and wants to appeal

Business only eligible to appeal their assigned Interactive Concentration score for their specific NAICS code

How Risk Scores Are Calculated:

- (1) Business Sector Transmission Risk (NAICS Code)
- (2) Local Population Density**
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- (4) Local Hospital Utilization/Capabilities

Local Population Density

- Calculated based upon US Census Bureau population data
- Based upon each county's density, they were given a score:
 - 1 = Less than 250 people per square mile
 - 2 = 251 – 750 people per square mile
 - 3 = more than 750 per square mile

How Risk Scores Are Calculated:

- (1) Business Sector Transmission Risk (NAICS Code)
- (2) Local Population Density
- (3) Local Infection Rates**
- (4) Local Hospital Utilization/Capabilities

Local Infection Rates

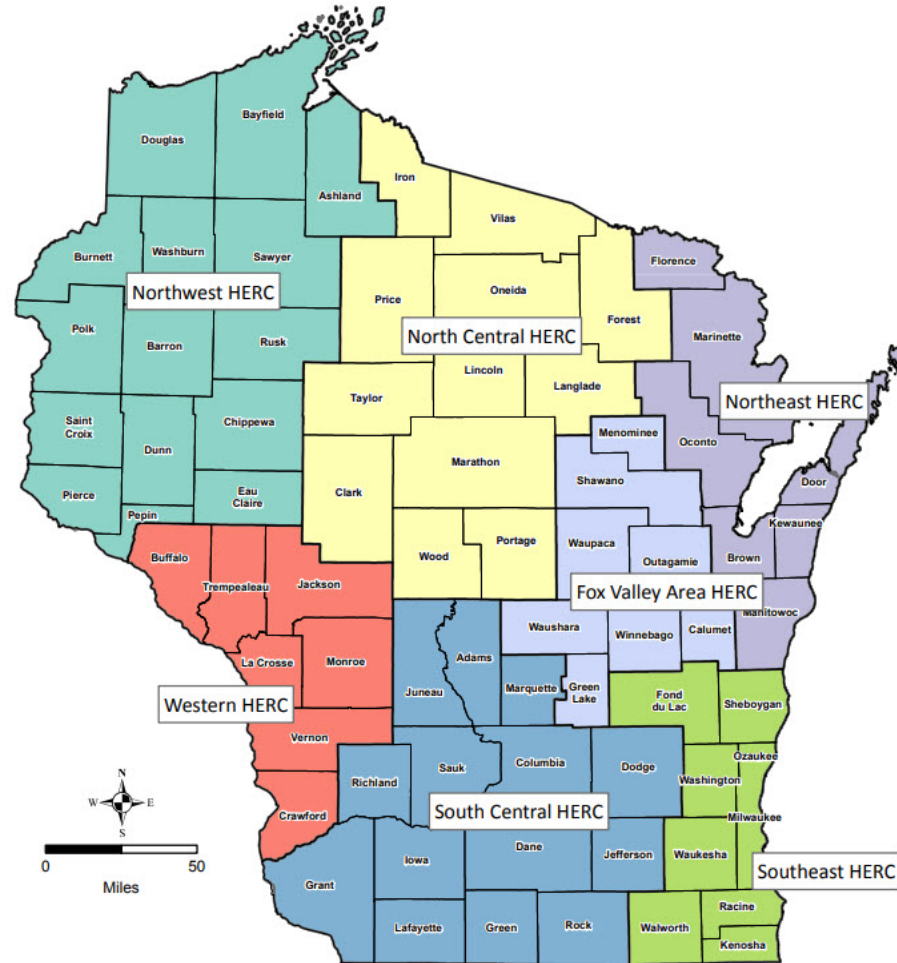
- Based upon Wisconsin Department of Health Services (DHS) data.
- New data reported daily on number of total tests, and number of positive tests.
- Model calculates percentage of positive tests each day.
- Score is based upon a seven-day average of daily scores:
 - 1 = less than 10% infection rate
 - 2 = 10% to 20% infection rate
 - 3 = greater than 20% infection rate

How Risk Scores Are Calculated:

- (1) Business Sector Transmission Risk (NAICS Code)
- (2) Local Population Density
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- (4) Local Hospital Utilization/Capabilities**

Local Hospital Factors

Wisconsin Healthcare Emergency Readiness Coalitions (HERC)



Local Hospital Factors

- Each county is scored based on hospital utilization and readiness for its corresponding HERC region for data sourced from the Wisconsin Hospital Association (WHA) COVID-19 Dashboard
- Each HERC region is given a score of 1-3 for each of five factors:
 - Percentage of ICU beds available
 - PPE gowns in stock
 - N95 PPE masks in stock
 - Paper PPE masks in stock
 - Availability of ventilators
- Final score is the **highest** of any of these five factors

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Model Advantages

Model Advantages

- **Tactical**: Provides businesses with steps they can take to protect employees and customers
- **Granular**: Assigns industry-specific risk factors to businesses based upon 311 different NAICS codes
- **Customized**: Assigns risk based upon circumstances unique to a local county or region, instead of a one-size-fits all approach statewide
- **Data Driven**: Utilizes trusted data from public health regulators and medical professionals
- **Simple**: Easy to understand for employers, employees, and customers alike

Model Advantages

- **Credible**: Risk and mitigation factors are based upon CDC and OSHA guidelines, with additional input from the medical community
- **Responsive**: Adjusts risk factors and mitigation requirements in real-time based upon current public health data
- **Protective**: Gives workers and customers the confidence to safely reengage in the economy
- **Forward-Looking**: Assigns risk factors based upon current hospital capacity, medical supply inventory, and resources to prevent overwhelming systems locally