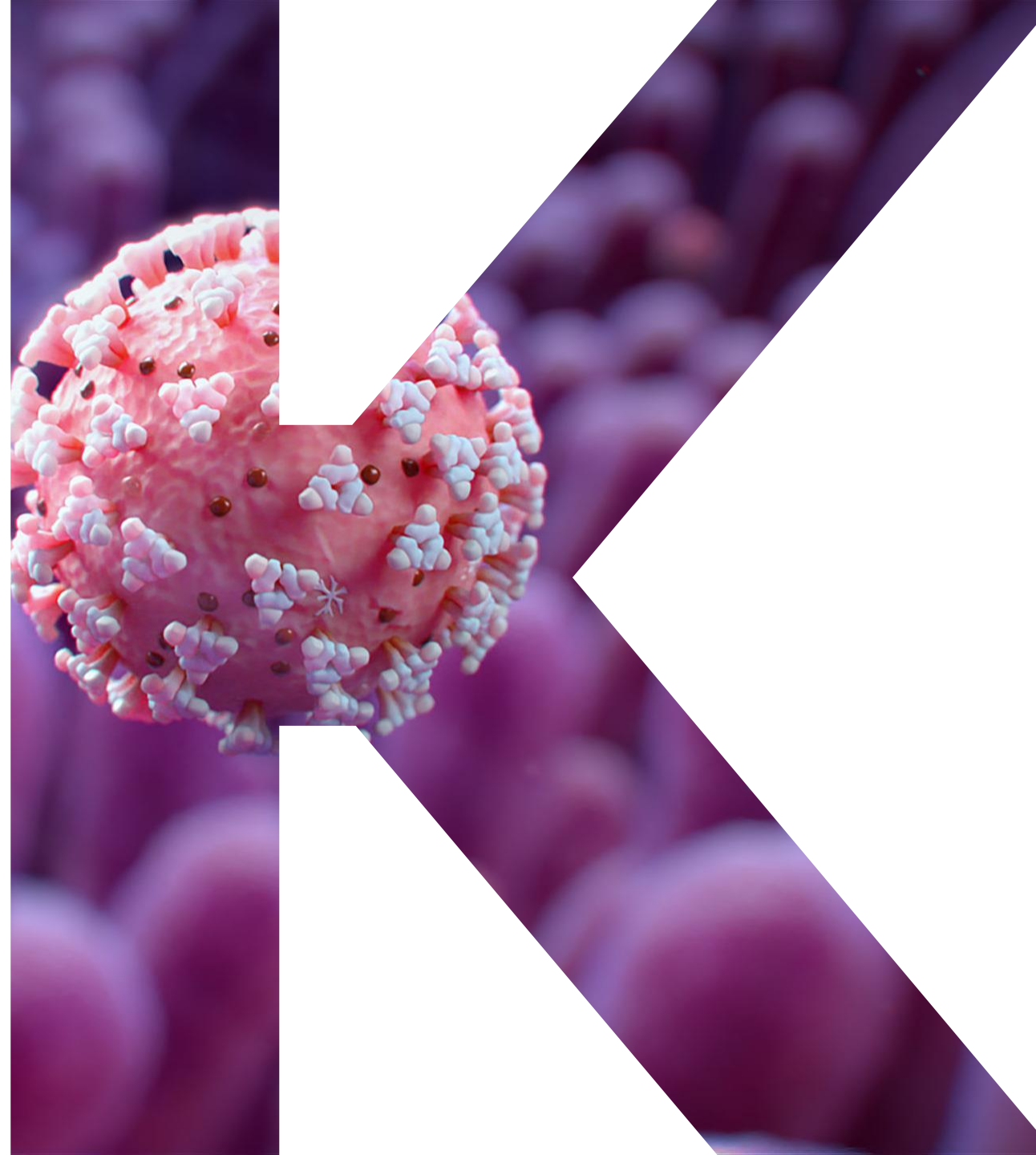


# Protecting People Everywhere — enabled by HealthEquip

**A Covid-19 initiative by healthcare industry  
leaders that connects donors of PPE to  
hospitals in severe need**

Jun 2020



Healthcare Industry is facing a severe shortage of PPE, while potential donors struggle to find the appropriate donation channels

Medical Teams are scrambling to source effective and safe PPEs



*“We do not have access to masks and gloves”*

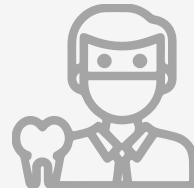
*“We are reusing our masks for 5 days in a row”*

*“Everyday I go to war – without protection”*

Meanwhile, latent sources & alternate manufacturers of PPE are eager to help out



Construction companies are ready to donate multiple pallets of PPE from on-hold construction projects



Dental Associations are ready to donate masks and other PPE after many services deemed non-essential



Small and medium scale manufacturers have taken up the challenge and repurposed facilities and equipment to produce PPEs

A coalition of like-minded partners came together to launch **Protecting People Everywhere**, across the United States on April 14<sup>th</sup>, 2020

**Kaiser Permanente**  
Vision



**Kearney**  
Program &  
Analytics

KEARNEY

**AHA**  
Voice of Hospitals



**Microsoft**  
Technology



**UPS**  
Logistics



**Merit Solutions**  
Technology



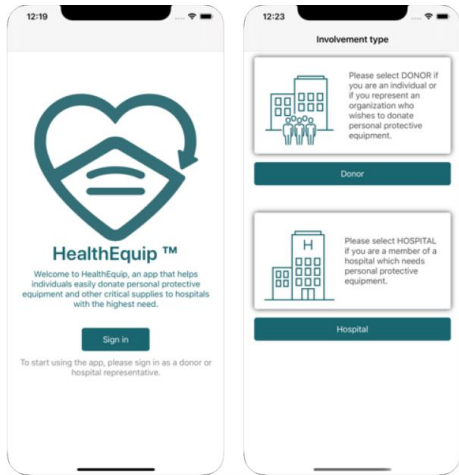
**Weber**  
PR / Communications



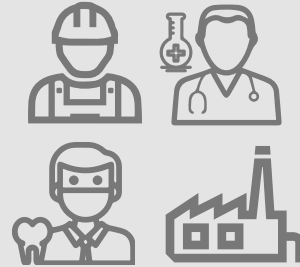
**REI**  
Donor Outreach



# HealthEquip is a donation platform that connects donors of PPE to recipient hospitals in need



Pictured here: HealthEquip [iOS](#) app; Also available on [\(Web\)](#), and [\(Android\)](#)



## Donors

- Individual and institutional donors such as construction companies, dental clinics and research labs
- Small to medium scale manufacturers

## Integrated Technology Platform

- Website, Mobile App (Android/iOS)
- Logistics API integration to handle pallets & small parcels

## Recipients

- Hospitals, medical centers, and other healthcare organizations like SNFs and Clinics that are fighting COVID-19

## Key Differentiators:



### 1 Fact-based Allocation Algorithm

Allocation without people-bias to hospitals in most severe need



### 2 Physical Logistics Network

Convenient for donor both offline & online; free shipping for donors, hassle-free delivery for hospitals



### 3 Backed by Industry Leaders

Insights from the ground, expertise and thought leadership from industry leaders

We received significant traction in media

## Explosive Media Coverage

~400M

Unique impressions created by **15+ original coverage** and **100+ syndication**

The New York Times  
The Washington Post  
San Francisco Chronicle



## Media Mentions



"Protecting People Everywhere a coalition of private and nonprofit organizations .... to let people donate masks ... directly to hospitals more efficiently."

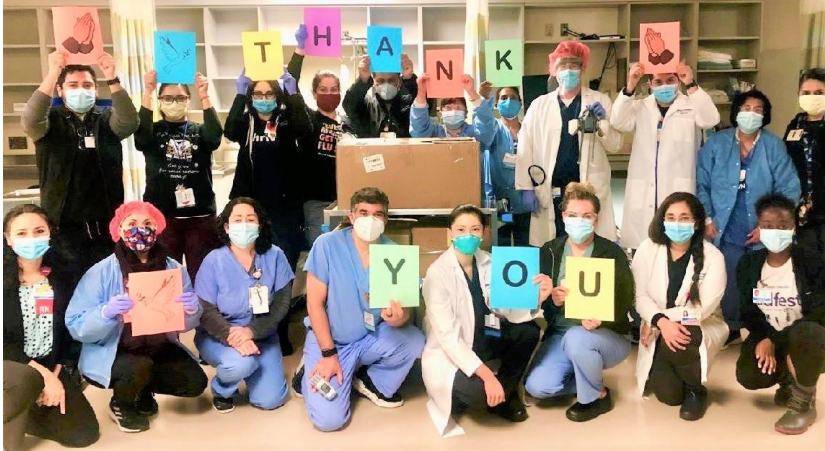


"Health Equip - an app linking .. unused protective gear ... and matching it to the hospitals closest and most in need."



"nonprofit organizations and private companies to roll out the Protecting People Everywhere initiative .... to combat the shortage of PPEs by matching donors with potential recipients."

# We achieved immediate and tangible impact



“Thank you very much for the generous #PPE equipment donations through @Health\_Equip. We will get through this together! Love from the team at @kpbaldwinpark”



“Partners like @ahahospitals and the generous donation of #PPE through the @HealthEquip platform have had a tremendous impact on the lives of those entrusted to us. On behalf of Southeast Texas, simply but sincerely, thank you.”



“We appreciate @Health\_Equip connecting @kpsandiego’s frontline workers with #PPE donations while we continue the fight against COVID-19.”



“@HealthEquip efforts to provide Kaiser Permanente with thousands of donated masks, gloves and face shields are helping protect our essential workers during the COVID-19 pandemic.”

“Donations of #PPE masks, gloves and shields are helping keep @kpsandiego frontline workers safe during the COVID-19 pandemic. Thank you, @Health\_Equip!”



We are seeking monetary and PPE donations along with other ways to collaborate

1

## Cash Donations



2

## PPE Donations



3

## Other ways to collaborate

