



CORONAVIRUS: 2 MORE REASONS TO KEEP CALM

by Kathy Graham

A projection of 100,000 to 200,000 U.S. deaths in total U.S. population of 331 million is a 0.03%-0.06% death rate.

- That's a maximum death rate of 2/3 of 1% of the entire U.S. population.

The **Flu of 1918** resulted in 675,000 U.S. deaths in a total U.S. population of 103 million, a 0.7% death rate.

- More U.S. WWI soldiers died of The Flu of 1918 (63,114 from disease, mostly The Flu) than from combat (53,402).

Yes, my utmost condolences to those who have family/friends impacted by this pandemic. We absolutely acknowledge the tragic loss of life. This loss of life deserves a pragmatic examination because of its seriousness.

REASON #1 FOR CALM: THE DEATH RATE IN PERSPECTIVE

Confirmed cases info is sketchy. Comparing "the number of deaths" to the "total population" provides an accurate current death rate. Note that **THE WORLD IS NOWHERE NEAR THE LOSSES IT INCURRED IN THE 1918 FLU**.

WHEN/WHAT/WHERE	TOTAL DEATHS as of 3/30/20	TOTAL POPULATION	DEATH RATE NOW
1918 Flu Global	20 million to 40 million	1.8 billion	#1 EVER: 1.1% to 2.2%
2020 All Cancer Global	14 million	7.7 billion	#2 EVER: 0.2000%
2020 COVID-19 Global	35,114	7.7 billion	C19 GLOBAL: 0.0005%
2020 COVID-19 Italy	10,779	61 million	C19 #1 TIE: 0.0200%
2020 COVID-19 Spain	7,340	47 million	C19 #1 TIE: 0.0200%
2020 COVID-19 France	2,606	70 million	C19 #3: 0.0040%
2020 COVID-19 Iran	2,757	83 million	C19 #4: 0.0030%
2020 COVID-19 U.K.	1,228	67 million	C19 #5: 0.0020%
2020 COVID-19 U.S.	2,572	331 million	C19 #6: 0.0008%
2020 COVID-19 S. Korea	158	51 million	C19 #7: 0.0003%
2020 COVID-19 China	3,186	1.5 billion	C19 #8: 0.0002%

REASON #2 FOR CALM: INGENUITY OF COMPANIES

Companies are inventing rapid feedback testing kits for in-home/corporate use; others are pivoting quickly to produce ventilators, masks, gloves, sanitizers, etc.—all the elements needed for economies to start producing again ASAP.

- With the new testing deployed, the individuals least likely to spread the virus can get back to work—yeah!
- Remote work forces anytime/anywhere and digital/social communication/planning/sales are operational—yeah! Innovative companies are selling, hiring, and closing deals online now. If in doubt, call me at 630.466.7095 so we can discuss the data in more detail. I am in contact with those firms and with many more now in process—their success is truly due to their innovation (carpe diem!), remote work forces, and operational digital/social systems.