

Responding to pandemics: The phases of disruption

To mitigate disruptions caused by new and emerging diseases, focus on specific issues in a phased approach.



PHASE 1: RESPOND

Situational awareness. Assess situation, understand what's happening, collect data.

- **Approach:** Access and organize data, use visual analytics.
- **Results:** Better decisions and downstream communications, common understanding.

Mitigate disruption. What can I control, and how?

- **Approach:** Test, model, evaluate potential costs and benefits.
- **Results:** Informed choices guide actions, policies.

Optimize supply chains. Get what's needed to keep doors open, lights on.

- **Approach:** Identify and locate the most essential goods, anticipate future surges.
- **Results:** Be prepared to manage large/future outbreaks.

Maximize resource capacity. Adapt to doing more with less to meet critical needs.

- **Approach:** Use data analytics to guide optimal use of people, infrastructure, assets.
- **Results:** Best possible use of limited resources – food, medical services, consumer goods.

PHASE 2: RECOVER

Plan for recovery. With an eye on the future, take steps now to strengthen your business.

- **Approach:** Use data analytics to evaluate long-term effects of disease on patients while planning for economic and social recovery.
- **Results:** Better health outcomes, improved forecasting and management of future impacts on cost and resources.



PHASE 3: REIMAGINE

Future-proof the business. Prepare for the next crisis.

- **Approach:** Use analytics to identify and understand risks for vulnerable populations – and develop an incident response plan.
- **Results:** Be ready at any time for threats to human health.

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