

# Access Our Deep Knowledge of COVID-19, ITS TRANSMISSION AND FACE MASK EFFICACY

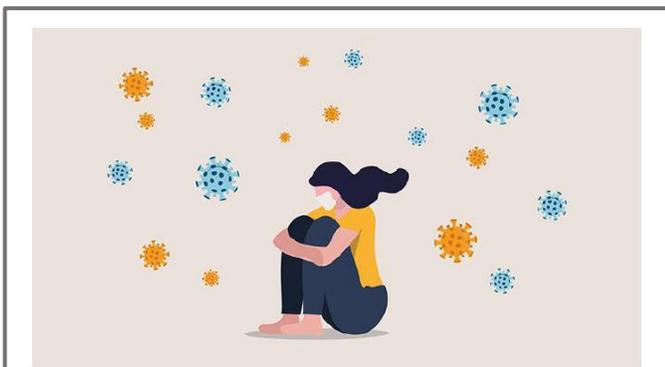
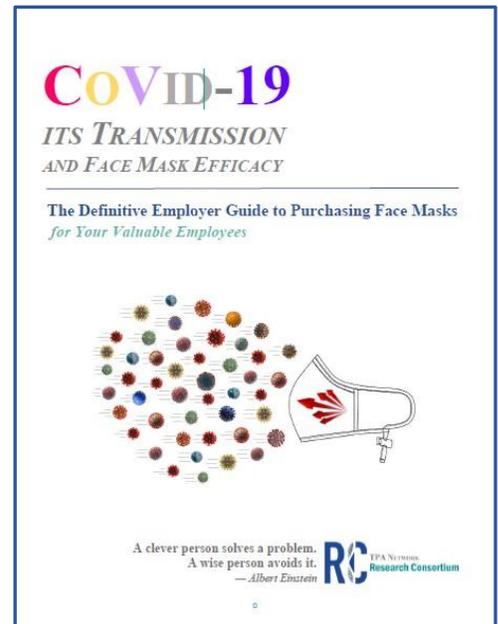
*...and Learn How It Came About It*

The **Research Consortium** was created by a group of healthcare industry veterans to assess new medical technologies and health innovations for health plan sponsors and to guide them on their plan’s adoption. *As it turns out, we found ourselves becoming amateur face mask “experts”.*

When COVID-19 emerged, we refocused our efforts on sourcing a premium-quality reusable face mask for non-healthcare employees. Our 75-page comprehensive study: COVID-19, ITS TRANSMISSION AND FACE MASKS EFFICACY has 176 cited references and has been downloaded thousands of times (to read or download it click on the cover at right).

We continue to author short informative articles on a variety of coronavirus-related topics that are discussed in our study in greater detail. They are available on **Medium**. *Click [here](#) to access all our articles or on the specific article’s graphic.*

Each piece details our understanding about the topic or articulates our unique insight or perspective. →



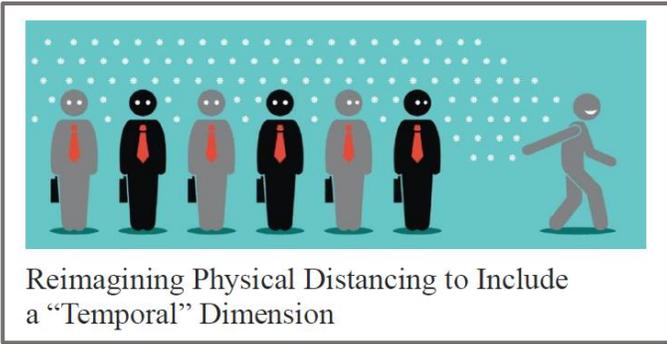
**It’s not if you will become infected with COVID-19...it’s when and by how much!**

*The ease and speed by which COVID-19 can be spread cannot be overstated.* The primary transmission route is through droplets (rain) and tiny aerosol particles (fog) emitted into the air, not just by coughing and sneezing, but also by ← talking and simply breathing.

The airborne transmission of COVID-19 is enhanced by being outside in a slight breeze. *A cough or sneeze can launch 1 - 6 billion aerosol particles: experts believe less than 1,000 need to be inhaled to get infected.* Also, they can travel a long way. →

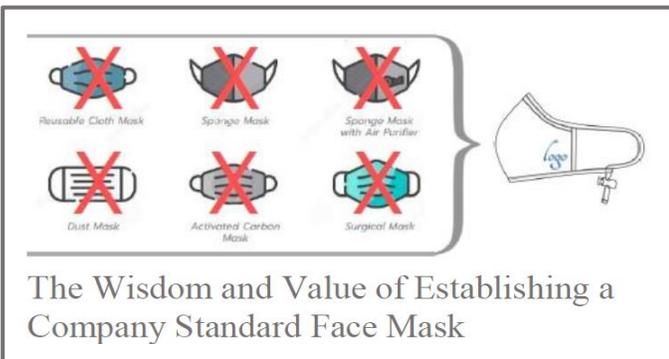


**Nope—You’re Not (Entirely) Safe from COVID-19 Outside Either!**



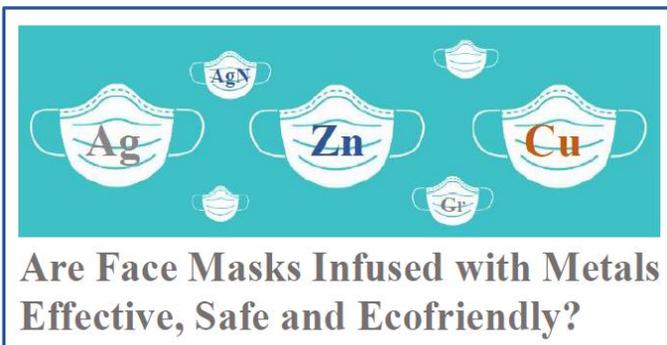
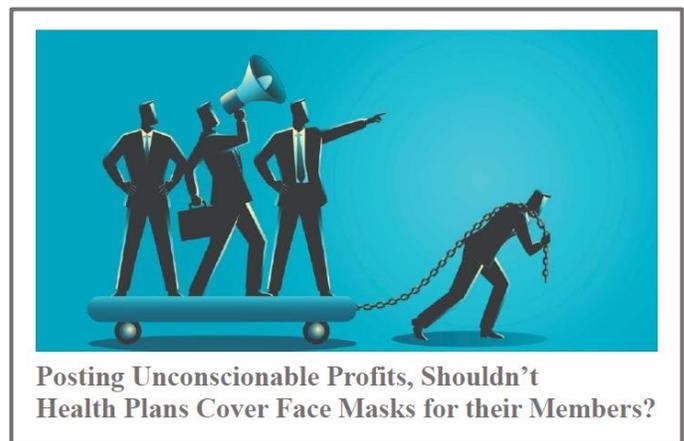
COVID-19 aerosols are light enough to remain suspended in the air for long periods. It is possible that a man could leave an active viral cloud in a room and infect a woman who enters the room long after the man left it. *Is there a need to add a third temporal dimension to the ← physical distancing construct?*

This article discusses the many reasons why face masks should do a lot more than just act as a simple barrier for outbound particles from an infected wearer. While we support their use as a means by which to inhibit community spread, *we also hear buyers who believe that masks should offer the wearer a meaningful degree of protection against pathogenic transmission.* →



Allowing employees to wear different types of face masks to work is potentially dangerous for the wearer and other workers. It could also carry with it unnecessary OSHA exposure. To be safe *employers would be wise to establish, and clearly communicate, a comprehensive face mask policy and use a company-standard ← face mask.*

The largest publicly-traded health insurers posted a \$17 billion profit *in the last quarter*, up 79% from 2019. *Learn why the ACA (aka Obamacare) incentivizes health plans to buy face masks for your company!!!* →



*Silver- and copper-based antimicrobial agents have many inherent problems and offer little.* ← We believe face masks should be toxin free.

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Reimagining Physical Distancing to Include a "Temporal" Dimension

Should We Demand More from Our Face Masks...Like Wearer Protection?

Are Face Masks Infused with Metals Effective, Safe and Ecofriendly?

The Wisdom and Value of Establishing a Company Standard Face Mask

Posting Unconscionable Profits, Shouldn't Health Plans Cover Face Masks for their Members?

*"The bitterness of poor quality remains... long after the sweetness of low price is forgotten"*  
 — Benjamin Franklin  
 On the Virtue of Buying American