APEX Health Safety
Powered by SimpliFlying

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APEX Advantage

483 Member International Airline Association able to Pivot Quickly

APEX tackled our industry's central problem: encouraging "real" air travel return

Relationship with SimpliFlying gave APEX's airlines a completely developed "safety toolkit" with a major international airline pandemic roadmap in March 2020

Obstacles to Overcome

- Fear of air travel
- Airlines competing against one another on travel safety
- Lack of coherent industry standard for health safety

- Travel blockades
- Quarantines
- Business travel liabilities
- Maze of personal travel insurance understanding

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Providing peer-reviewed medical doctor review scientifically based quarterly updates to assure passengers of the highest standards

Airlines should not compete on safety as we should instead center ourselves around the best standards

Provide global certainty on the quality of airlines at the "Gold Standard" of health safety and higher

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End of Travel Blockades / Quarantine

APEX believes that passengers are willing to pay for increased safety, testing, and receive vaccinations at the first available opportunity.

APEX endorses a strategy of test, verify, contact trace, and retest over arbitrary blockades and quarantine periods

Every "pop up" blockade and quarantine builds distrust amongst air travelers; we will not recover without greater certainty

Upcoming peer-reviewed studies indicate that fully vaccinated travelers do not have COVID-19 viral load needed for transmission.

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Why is APEX Health Safety needed?

The global pandemic has greatly impacted global passenger air traffic. To bring aircraft back to the place where they belong, APEX and SimpliFlying have teamed up to create a Health Safety Standard for airlines, which aims to help the industry by:

Giving airlines a proactive role in resumption of global travel centered around their customer safety

Creating a common standard for airlines of health safety for their passengers

Highlighting successful industry practices

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APEX Health Safety — The Audit
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Screenshot taken from the form

Online form

'Yes/No' & **'Single Choice'** questions regarding health safety initiatives across 10 categories

Questions based on SimpliFlying '75 touchpoints' spelled out in Sanitization Report (March 2020).

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Health Safety — Questions

Online check-in
Section 1/10

Do you require passengers to provide you a wellness declaration (like DGR) during the online check-in process?

- ☑ Yes
- ○ No

Please, describe your wellness declaration process during online check-in

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Please, add a relevant file if you have one

[Browse Files]

Screenshot taken from the form

- Online Check-in
  ↓
- Testing and Tracing
  ↓
- Airport Curbside
  ↓
- Security
  ↓
- Lounge
  ↓
- Boarding Gate
  ↓
- In-flight, before take-off
  ↓
- In-flight experience
  ↓
- Upon arrival
  ↓
- Brand-level clean initiatives

Questions are split in 10 sections based on the customer journey;

Each question is weighted: your preliminary result is provided upon submission;

For each positive Q, you are prompted to provide evidence of the measure being implemented (as links & file attachments)

Initiatives around 9 stages of customer journey + 1 brand-2level clean initiatives

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Health Safety — Save & Submit
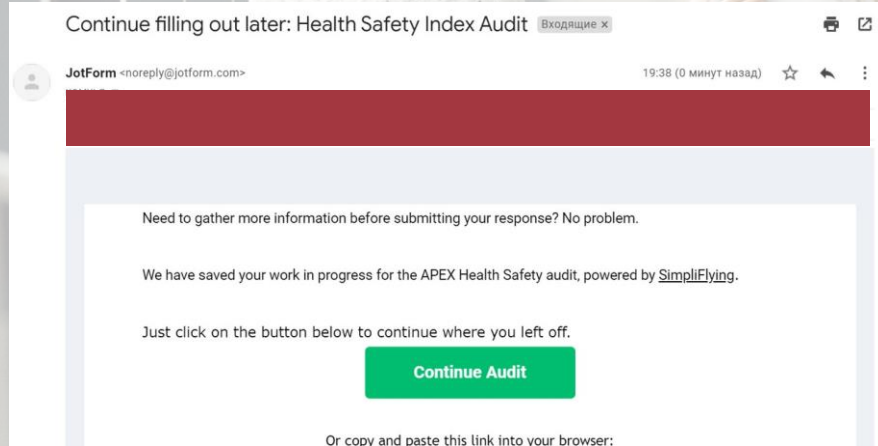
Screenshot of the reminder e-mail

You can save your progress at any stage and continue filling it out later by clicking the "Save" button

Once saved, you will receive a reminder email with a unique link for your audit

Upon submission, you'll receive an email with a link inside – use it to update your answers whenever needed.

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Health Safety — Tiers

We advise there is only one responsible person from the airline filling out the form

Your audit answers will be accessible at any time through the unique link provided - modify and finish the submission at your convenience

SimpliFlying Team personally assesses all airlines initiatives and awards tiers of different levels: Gold, Platinum and Diamond

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SimpliFlying
GOLD
2021

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The most current standard

We understand that the global pandemic makes the industry change quickly. Sometimes it is hard to foresee the changes.

That's why **Health Safety Board meeting**s take place **quarterly**. Airlines decide themselves what an airline should look like and keep the Health Safety standard up-to-date.

This requires participating airlines to update their audit forms every 3 months to highlight their most recent initiatives around measures against COVID-19.

Every time the airline updates its efforts, it has a chance to enter a higher tier of Health Safety excellence and become a better example for the whole industry.

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Examples of Evolving Standards

APEX Health Safety Medical Board added airline changes in Q2 centered around mask utilization in restrooms based on peer-reviewed article showing it as a point of contamination

GOOD HAND WASHING TAKES 20 SECONDS.

Or the time it takes to sing Happy Birthday twice.

Use water to rinse your hands before and after 20 seconds of vigorous scrubbing.

11-1126-576

Dispose of trash below sink

KEEP MASK ON

WARNING: DO NOT REMOVE MASK in any public restroom including this one. COVID-19 lives up to 14 days longer in the digestive system. Removing your mask in ANY public restroom may create accidental exposure. Close toilet lid before flushing and keep your mask on at all times in public restrooms.

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Q1 2021 Launch Airlines

Almost airlines have already contributed to APEX Health Safety project, showcasing their stunning efforts during the global pandemic

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"When it comes to safety, airlines do not compete. We all support one another in working to keep customers as safe as possible in their travels. With APEX Health Safety powered by SimpliFlying, we look forward to openly sharing best practices to advance customer care."

Mike Medeiros
VP Global Cleanliness, Delta Air Lines

The Airline Passenger Experience Association's leadership on COVID-19

APEX HEALTH SAFETY
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RECONNECT
Our world by encouraging aligned health safety standards for airlines

CREATE
Solutions to align our industry in care for our customers

LEAD
The future of passenger experience by purposeful design

START YOUR AUDIT NOW **bit.ly/AirlineHealthSafety**

CONTACT: info@apex.aero

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