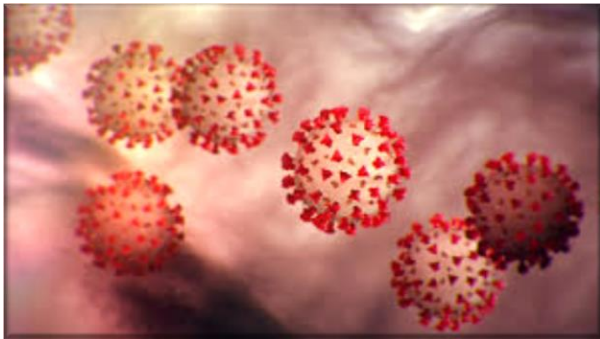


FifthTheory Shares Behavioral Health Mindset Tool to Reduce Rapid Spread of COVID-19

FifthTheory's self-assessment technology designed to prevent the rapid spread of coronavirus



Chicago, IL, March 23, 2020 – FifthTheory, LLC is sharing a new self-assessment tool that was developed to prevent the rapid spread of COVID-19. This brief online assessment, called the “Coronavirus Behavioral Health mindset” (CVBHM) tool, was created to promote increased self-awareness and responsible behaviors related to preventing the rapid spread of the coronavirus.

The CVBHM is a relatively simple tool designed to increase self-awareness around being responsible, keeping social distance, and engaging in preventive behaviors. In an effort to be a socially responsible minority owned business, FifthTheory is sharing the tool with members of its business network and beyond. It is a free tool and service. This tool can be emailed to any group of employees, students, or civilians that needs to engage in prescribed behaviors to prevent the rapid spread of the disease. The email link to take this self-assessment is: <http://www.quiz-maker.com/QJIL5WP>

“We designed this tool to serve as a simple self-awareness tool”, said John W. Jones, Ph.D., FifthTheory’s EVP of R&D. “It is not a clinical or medical test. The ultimate goal of this instrument is to make individuals more aware of their commitment to being responsible in terms of preventing the rapid spread of the virus, while also embracing social distancing in their efforts to ‘flatten the curve’ of the rapid spread of COVID-19.”

Andre Allen, MBA, FifthTheory's Managing Member, noted, "The online CVBHM tool was designed to provide individuals with a quick pulse check on their healthy behaviors. We are sharing an online tool that takes only a few minutes to complete. It can be completed on a smart phone or a tablet, and persons who are engaging in the most responsible and safest behaviors possible receive a certificate of mastery that reinforces their exemplary behavior. We hope this self-help tool assists, in a small way, all who complete it and that fewer infections and deaths are the ultimate outcome."

Preliminary results on a sample approaching 500 individuals completing the self-help tool suggests the following trends:

- 98% were very committed to preventing the rapid spread of the virus.
- 98% were committed to getting tested if they started to exhibit symptoms.
- 98% would accept being quarantined if they contracted COVID-19.
- 98% wash their hands regularly.
- 96% are not shaking hands anymore.
- 95% are practicing social distancing.
- 94% prefer to telecommute.
- 93% would get tested immediately if they thought they had the virus.
- 90% listen to the news to learn how to avoid getting COVID-19.
- 88% try to educate others about the virus.
- 79% are open to wearing protective facial masks.
- 77% have procured sufficient supplies (e.g., food, medicine and water).
- 70% are self-isolating even though they do not think they have the disease.
- 63% of respondents feel they have some degree of control over whether they get infected or not.
- 44% of the respondents said they are in a higher risk group due to either age or health status and needed to remain knowledgeable.
- 16% felt that people are exaggerating the seriousness of the disease
- 8% are prone to being around others even if they would increase their exposure risk to the coronavirus.
- 5% would not tell anyone if they got infected.

Eric Hutchison, MBA, FifthTheory's EVP of Strategic Marketing, says that early acceptance of the CVBHM tool is promising, but that FifthTheory is still at the early stages of introducing this resource. "Members of our business network are starting to share the online link to the CVBHM tool. The Loss Prevention Foundation in Matthews, NC shared the link with all of its retail members. Nearly 600 representatives of various organizations accessed the CVBHM tool via a LinkedIn offering. We are just beginning to share this link on a much broader basis."

About FifthTheory, LLC

FifthTheory, LLC is a Chicago-based minority owned business that is located in Chicago, IL (www.FifthTheory.com). FifthTheory provides online assessments and surveys to ensure that organizations and their employees engage in safe and responsible behaviors that always advance a strong customer experience. FifthTheory's leading brands include the Reid Report, the Employee Safety Inventory, and the Campbell Leadership Index, among others. A full copy of the coronavirus behavioral health report can be requested by e-mailing FifthTheory at: Info@FifthTheory.com.