

# Health & Safety MATURITY MODEL™

**A PROPOSED AND LIVING FRAMEWORK DESIGNED TO ASSIST CRUISE LINES** in planning their adoption of new policies, procedures, technology and approaches to increase the health and safety of all souls on board. Created in response to the COVID-19 crisis and its effects on our industry, this model endeavors to guide approaches focused on group environments in the cruise industry.



*A common set of criteria binds industries who leverage the HSMM™. A manifest of all parties to be cared for, the ability to secure entry and exit, and a clear boundary to the environment in which a business's "duty of care" should be elevated are our starting point. By framing the model this way, customers can engage in an explicit exchange of trust with the business for a predefined period of time which can lead to increased health and safety for all parties involved.*

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