

RX RESPONSE NAMES EMILY LORD EXECUTIVE DIRECTOR

*Disaster preparedness and response nonprofit
expands research, policy analysis and response capabilities*

WASHINGTON, D.C. – March 12, 2015 – Rx Response, a nonprofit organization that helps ensure that the delivery of medicines and medical supplies is not disrupted during disasters, today announced that Emily Lord has been named executive director.

As executive director, Lord will manage strategic planning, day-to-operations, fundraising and membership recruitment for the organization. She also will direct an expansion of the organization’s focus to include research on the challenges and successes that states and industry have experienced in planning and responding to disasters, a policy education program to help states and industry partners implement best practices, and increase the organization’s capacity for responding to disasters.

“Rx Response has proven to be a leader in helping the private and public sectors respond to disasters, and we’re ready for tremendous growth,” Lord said. “I look forward to guiding our dedicated team as we build upon past successes and ensure that all patients are never without the life-saving medicines and supplies they need when a disaster strikes.”

Ms. Lord was previously director of operations, directing non-emergency program activities and leading the Rx Response team in its response to multiple disasters, most recently during Hurricane Sandy. Prior to joining Rx Response, Ms. Lord consulted with various government agencies including the Department of Homeland Security, Health and Human Services, and the Federal Bureau of Investigations.

Erin Mullen, who served as Rx Response’s executive director for the past seven years, will remain with the organization as director of programs. She will oversee the research and advocacy programs and coordinate Rx Response’s activations during disasters.

“This leadership change marks an exciting new chapter for our organization,” Mullen said. “I look forward to our organization evolving to a proactive stance while we are still prepared for and responding to large-scale disasters.”

Rx Response has developed several proprietary online tools to assist the public before and during disasters. [Rx On The Run](#) enables patients to print personalized medication wallet cards that carry prescriptions, medication dosages, and other important medical information they may need. [Rx Open](#) is a customized map that locates pharmacies and American Red Cross shelters operating in an area affected by an emergency. It is continuously updated during disasters so people can locate the nearest open store or shelter.

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