



October 2008

## Media Coverage of Rx Response Activations

Rx Response issued a press release announcing its Engaged status for both Hurricane Gustav and Hurricane Ike. Both releases were distributed through national wire services and generated extensive media coverage, including hits on over two hundred media websites. Highlights of this coverage follows:



### Rx Response Coalition Partners:



## Pharmaceutical Warehouse in Texas Assisted by Rx Response Program



After Hurricane Ike knocked out power in much of its path through Texas, several hospitals and the pharmaceutical warehouses that serve them had to

rely on their automatic back-up systems to continue operations. With power outages expected to last ten days or longer in some areas, keeping supplies stocked and sorted for deliveries as customers reopened became the first priority for Healthcare Distribution Management Association (HDMA) members. Staff from HDMA (the national association representing primary, full-service healthcare distributors and a member of the Rx Response Coordinating Body) reached out to members in the affected area for status reports and information sharing, to support efforts to resupply hospitals and pharmacies.

At one healthcare distributor's warehouse facility in the affected zone, maintaining power from back-up generators was critical to ensure the safety of key medicines such as insulin and vaccines that require constant temperature control. "We immediately alerted Rx Response to the request, which facilitated a valuable series of connections with emergency response officials," explained Perry Fri, Senior Vice President of Industry Relations for HDMA. The protection of critical medicines in an area already dealing with widespread pharmacy closures prompted quick action by Rx Response officials. Rx Response Director Erin Mullen immediately notified Texas and federal officials and sought expedited assistance, allowing continued delivery of critical medicines and healthcare products to an area hospital in time for it to reopen to serve patients in need.

# Rx Response Report:

## A successful response to hurricanes Gustav, Hanna, and Ike

### Rx Response Product Request on behalf of Baton Rouge Health Clinic Triggers Much-Needed Assistance



As evacuees dislocated from their own community pharmacies sought treatment in the aftermath of Hurricane Gustav. Pharmacy resources were quickly overwhelmed and the clinic began turning away people needing assistance.

When St. Vincent de Paul Health Center Director Michael Acaldo was made aware of Rx Response, he asked for immediate assistance. Acaldo's request triggered the Rx Response Product Request process in which the request was posted on InfoCenter, Rx Response's private communications portal that links the entire pharmaceutical supply system into a single communications channel. The request drew a swift and generous response.

"Thanks to Rx Response, we got wonderful assistance from pharmaceutical manufacturers. We have shipments of insulin and one group sent \$32,000 in medicine. There are people today that have their high blood pressure medicine and insulin and other life sustaining medicines because of what Rx Response did. I can't thank you enough," wrote Acaldo.

### Rx Response Earns Praise from Federal and State Emergency Management and Public Health Officials for Swift Response to Hurricanes Gustav, Hanna and Ike

Two years ago, in response to Hurricane Katrina and the threat of pandemic influenza, PhRMA worked with other members of the pharmaceutical supply system to give the pharmaceutical industry and America's emergency management officials a powerful new tool to help ensure the continued flow of medicine to patients in a severe public health emergency.

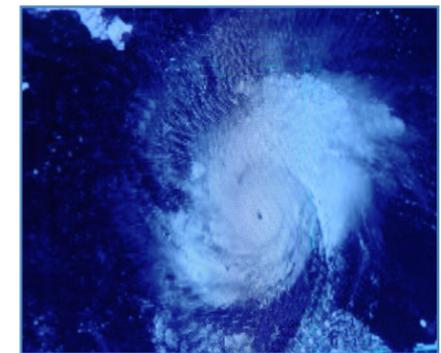
This groundbreaking effort led to the creation of Rx Response which got its first full-scale test in September as powerful hurricanes lashed the Gulf Coast. Rx Response passed with flying colors, earning accolades from industry leaders and praise from federal and state emergency managers.

The early test Rx Response successfully tackled was set in motion as Hurricane Gustav tracked across the Caribbean, the second in a line of four tropical systems. Rx Response officials in Washington, D.C. were keeping a close watch as Erin Mullen, Rx Response Director, began making preparations for what would become the first full scale activation of Rx Response.

On Sunday, August 31st, as Hurricane Gustav grew into a powerful Category 4 hurricane, the Rx Response Coordinating Body, which includes PhRMA representatives, made the decision to elevate Rx Response to 'Engaged' status, its highest level of activation.

In addition to PhRMA, the Rx Response Coordinating Body, which is the official governing arm of Rx Response, includes:

- American Hospital Association (AHA)
- American Red Cross
- Biotechnology Industry Organization (BIO)
- Generic Pharmaceutical Association (GPhA)
- Healthcare Distribution Management Association (HDMA)
- National Association of Chain Drug Stores (NACDS)
- National Community Pharmacists Association (NCPA)



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With Hurricane Gustav inching closer to a Louisiana landfall, officials at the Louisiana Department of Health and Hospitals made the official request for an Rx Response representative to be stationed in their



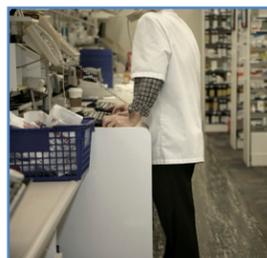
Baton Rouge Emergency Operation Center. Rx Response Director Erin Mullen was dispatched one day prior to landfall. Deploying to assist a hurricane-impacted area was nothing new for Mullen -- she was deployed to provide medical care after several hurricanes, including Katrina, as a Pharmacy Unit Leader for a Federal

Disaster Medical Assistance Team (DMAT).

As Mullen flew into the Gulf region, the Rx Response Operations Center (located within the offices of the Pharmaceutical Research and Manufacturers of America in Washington D.C.) was officially activated. The Rx Response Coordinating Body met each morning via conference call.

Rx Response initiated direct contact with several federal agencies including the Department of Homeland Security's (DHS) Critical Infrastructure and Key Resource Protection Program, the DHS Private Sector Office and the Department of Health and Human Services (HHS) Critical Infrastructure Program. Rx Response also worked with federal officials overseeing the work of direct responders to Gustav, providing updates on the status of the pharmaceutical supply system.

The status of pharmacy openings and closures would become one of the most valued pieces of information in the aftermath of Gustav. Thanks to information provided to Rx Response by the National Association of Chain Drug Stores (NACDS) and the National Community Pharmacists Association (NCPA), federal and state officials were kept apprised as pharmacies began reopening in the days after landfall. In addition to providing valuable information to government responders, Rx Response also facilitated communication to the greater pharmacy community on such essential matters as temporary licensing provisions



for out-of-state healthcare workers, access to impacted areas, emergency prescription rule changes, and relief programs available to help disaster victims in need of medications. A key focus for Rx Response was helping to ensure that normal pharmacy operations resumed as quickly as possible, an important step in advancing Louisiana's recovery from Gustav.

"Having Rx Response standing by to assist us in our recovery from Hurricane Gustav was very helpful," said Philip McCrory, Director of Pharmacy Operations for the Louisiana Department of Health and Hospitals. McCrory knew first hand of Rx Response thanks to a briefing he and other Louisiana public health officials had in Baton Rouge earlier this year led by Mullen and Del Persinger, PhRMA's Senior Vice President, CFO and a chief architect of the Rx Response program.

In addition to deploying Erin Mullen to Louisiana, the Rx Response leadership team remained in contact with public health officials in Texas, Mississippi and Alabama, advising them that Rx Response was standing by to provide assistance if needed.

### Hurricanes Hanna and Ike Keep Rx Response Fully Activated in Engaged Mode

With recovery from Hurricane Gustav beginning, Hurricane Hanna kept Rx Response officials on alert. The tropical system was losing and regaining hurricane strength as it approached the Southeastern United States. When it made landfall near the North Carolina – South Carolina border on September 6th, the Category 1 hurricane caused widespread power outages and flooding.



In advance of Hanna's landfall, Rx Response officials contacted emergency managers and public health officials in every state along the Eastern seaboard, advising them of Rx Response's readiness to provide support.

As Hanna made landfall, Hurricane Ike became the third tropical menace to get the attention of emergency management officials along the Southeastern U.S. and Gulf Coast. Ike's storm track was uncertain, with some computer models showing a potential East Coast impact while others pointed to a second hurricane for the Gulf Coast in as many weeks.

Florida's emergency management officials were taking no chances. On Sunday, September 7th, Rx Response Director Erin Mullen was deployed to the Florida Department of Health's Emergency Operations Center in Tallahassee, Florida at the request of Ray Runo, leader for Florida's Emergency Support Function (ESF) for public health and medical threats.

### Hurricane Ike Takes Direct Aim at Louisiana and Texas

With Florida spared, Hurricane Ike began its march towards Western Louisiana and Texas. Once again, Rx Response representatives contacted emergency management officials throughout the Gulf Coast to assure these officials that the pharmaceutical supply system was standing by to provide support.

As Hurricane Ike made landfall near Galveston, Texas, Rx Response intensified its activities.

Key actions included:

- Facilitating information flow about pharmacy re-openings to federal and state officials.
- Facilitating communication between a distribution center and federal emergency officials to support back up power plans. (See sidebar story in this publication about this helpful connection.)
- Sharing information widely across the pharmacy community regarding:
  - Protocols for credentialing and providing access to impacted areas for workers supporting critical infrastructure restoration.
  - Temporary licensing provisions for out-of-state healthcare providers responding to the disaster.
  - Emergency prescription authorizations for evacuees and others impacted by disasters.
  - State and federal relief programs to alleviate the costs of prescription medications for disaster survivors, including the federal Emergency Prescription Assistance Program (EPAP).

With massive damage from Hurricane Ike and widespread power outages, Texas emergency management and public health officials had their hands full. Ray Runo, Florida's public health official, dispatched a quick email to his counterpart at the Texas Department of Health, Johnna Cantrall. In addition to offering any assistance he could provide, Runo advised Cantrall to tap Rx Response if the need arose.



"Should your department run into any problems with the pharmaceutical supply system as a result of Ike, Erin Mullen and her team can definitely be of assistance," wrote Runo. "One of their greatest contributions is giving you status information on pharmacy closures and openings."

As the 2008 hurricane season draws to a close, Rx Response will remain vigilant in addressing threats posed by late season storms as well as new threats caused by man-made or natural disasters. ■