



Rx Response Report:

Spring/Summer 2011 Update

Rx Response Plays Role in National Level Exercise for Third Year in a Row

Rx Response Director Erin Mullen is once again providing valued support to the National Level Exercise, the most important annual disaster preparedness exercise sponsored by the Department of Homeland Security.

Each year, the National Level Exercise develops a major disaster scenario to test the country's disaster response capabilities. Many private sector organizations participate in this exercise to test their own effectiveness in responding on behalf of their industry sector.

The 2011 National Level Exercise, which took place in May, reflected recent deadly events overseas in its simulation of a major earthquake striking the central United States along the New Madrid fault line.

"Preparedness for any catastrophic event requires cooperation between the public and private sectors and one of the few ways to practice working together is through the National Level Exercise," said Mullen. "Through the participation of **Rx Response**, we're ensuring that the bio-pharmaceutical supply chain is ready to meet its obligations to help ensure the continued flow of medicine to patients in a disaster."



Natural Disasters Keep Rx Response Busy and On Alert

From the tornadoes that ripped through the Southeast and Central United States to the Japan earthquake and tsunami, the 2011 winter snowstorm and recent flooding along the Mississippi River, **Rx Response** officials have been busy tracking potential disruptions to the bio-pharmaceutical supply system.

In response to these challenges, **Rx Response** has taken the following actions:

Southeast and Midwest Tornadoes

In the Southeast, **Rx Response** elevated its engagement from "Standby" to "Alert" and, at the request of state health officials, activated its Pharmacy Status Reporting Tool for use in the tornado-ravaged areas of Alabama, Tennessee and Mississippi. The Pharmacy Status Reporting Tool is a free online service that provides the public and emergency management officials with important information on the status of open pharmacies (available at www.rxresponse.org).

In Alabama — the state hardest hit by the tornadoes — **Rx Response** stepped up to assist emergency management agencies when tapped for assistance. The Alabama State Health Department released a

voucher to qualifying prescription holders for paid medication, and **Rx Response** helped advise pharmacies and the public about the voucher on its website (www.rxresponse.org). **Rx Response** also fielded a request from the American Red Cross regarding the stationing of a relief vehicle in Alabama. The request was carried out quickly and successfully with the help of **Rx Response** Coordinating Body member, the Healthcare Distribution Management Association (HDMA).

The more recent tornadoes that struck Joplin, MO and surrounding communities also triggered **Rx Response** action, which included fielding questions from the Department of Health and Human Services and reporting on the status of pharmacy operations in the impacted areas.

Monitoring Japan

A month prior to the U.S. tornadoes, **Rx Response**'s focus was overseas during the earthquake and tsunami in Japan. While **Rx Response** is focused solely on U.S. events, the coalition monitors global disasters that could impact the U.S. bio-pharmaceutical supply chain. Though no disruptions to the U.S. supply chain occurred, **Rx Response** closely monitored the situation in Japan while it also acted as a reference for member organizations. During peak disaster management following the quake, **Rx Response** Director Erin Mullen and her staff interfaced daily with PhRMA's Japan office, relaying their valuable knowledge of emergency management to their overseas counterparts.

2011 Winter Storm Response

Back home, crippling winter storms swept across the Midwest and Northeast in February. States ranging from Texas to Maine were blasted with high winds, dangerous icing and record-breaking amounts of snow. The storm caused Government agencies and private businesses alike to close their doors due to roadblocks and public transportation cancellations.

In responding to the storm, **Rx Response** activated its Pharmacy Status Reporting Tool (available at www.rxresponse.org) to show the public and emergency management officials the locations of open pharmacies in the areas hardest hit by ice and snowfall. The broad geographic reach of the storm offered a valuable lesson learned about the Reporting Tool. Because of the broad scope of the potentially impacted area, the Reporting Tool did not operate effectively. Moving forward, the tool will provide smaller maps of localized areas so online users will have faster access to the information. Another enhancement being evaluated is automating more aspects of the tool to bring its reporting as close to real time as possible.



Mississippi River Floods

In Early May, the Mississippi River rose to the highest level ever recorded in Memphis, TN, deluging low-lying towns and forcing more than 1,000 people to evacuate their homes. The swelling river, which was expected to also flood areas south of Tennessee, was of particular concern in Louisiana, an area that has a long history of severe flooding. Louisiana Governor Bobby Jindal responded to the flood threats quickly, giving daily briefings on the status of the river's movements. Among his recommendations to Louisianans was that they write down their prescriptions in the event of an evacuation so they could more easily re-fill them if the flooding forced them to use an unfamiliar pharmacy. To assist in following that recommendation, **Rx Response** makes available a Prescription Medication Card, which can be downloaded from the **Rx Response** website (www.rxresponse.org). The Prescription Medication Card can also be very helpful if a person is in an accident as they can enable either the accident victim or emergency responders to review medications being taken.

Regardless of the disaster risks facing a community, **Rx Response** encourages all emergency management professionals to encourage citizens to visit www.rxresponse.org and fill out a prescription card that they can take with them in times of emergency.

PERSONAL INFORMATION	
Name:	Jane Doe
Address:	123 45th Street Smithville, OH 55555
Phone:	555-555-5555
Age:	12
Sex:	M X F
Height:	4' 11"
Weight:	95
Blood-type:	<input type="checkbox"/> O- <input type="checkbox"/> O+ <input type="checkbox"/> A- <input type="checkbox"/> A+ <input type="checkbox"/> B- <input type="checkbox"/> B+ <input type="checkbox"/> AB- <input type="checkbox"/> AB+

DOCTOR CONTACTS	
Primary Care:	Dr. Jill Physician 555-555-5555
Specialists:	Dr. Specialist 555-555-5555
Hospital:	Memorial Hospital 555-555-5555
Pharmacy/Pharmacy:	Rx Pharmacy 555-555-5555

EMERGENCY CONTACT	
Name:	
Address:	
Phone:	

Medication	
Medication	Frequency
10050	1- twice a day
1-3 puffs	2- as needed
	3- _____
	4- _____
	5- _____
	6- _____

Medical Conditions
Asthma

Atlantic Hurricane Season Predicted To Be Busy

As if 2011 hasn't seen enough natural disasters, experts are predicting a busy 2011 Atlantic Hurricane Season. The National Oceanic and Atmospheric Administration (NOAA) has released its predictions for the upcoming season, which includes:

- 12 – 18 named storms
- 6 – 10 hurricanes
- 3 – 6 major hurricanes

In comparison, 2010 saw 19 named storms, 12 of which were hurricanes with 5 becoming major hurricanes.

Pharmacies can also take a proactive stance in guarding themselves against interruptions brought on by severe weather. The high winds and rain that accompany a tropical storm and hurricanes can disrupt business-as-usual — particularly for small-scale community pharmacies.

Rx Response reminds pharmacy managers that they should have equipment on hand for power outages or computer connection problems, and that their pharmacy team should have a business continuity or disaster response plan in place for times of emergency.

New Rx Response Video Now Available on www.rxresponse.org Website

Rx Response has released a video highlighting the program and featuring interviews from key federal officials who underscore the importance of **Rx Response** as a vital national security asset. The brief video can be seen on YouTube and at www.rxresponse.org. The core message of the video is consistent with the message of President Obama's recent Presidential Policy Directive on Natural Disasters (PPD-8) in which the president highlighted the critical need for public private partnerships to bolster America's disaster preparedness.



Register Now for the HDMA/Rx Response Emergency Preparedness — Supply Chain Coordination Seminar

Thursday, July 28–Friday, July 29, 2011
Gaylord National Resort & Convention Center
National Harbor, MD

An essential step in the bio-pharmaceutical supply chain that enables pharmacies to dispense medicine to patients is the delivery of medicine from manufacturers and distributors to the pharmacy. Members of the Healthcare Distribution Management Association (HDMA), a key member of **Rx Response's** Coordinating Body, do this every day across the country. HDMA is teaming up with **Rx Response** to bolster pre-disaster planning within the supply chain through its 2nd Annual Emergency Preparedness — Supply Chain Coordination Seminar, set to take place July 28–29 at the Gaylord National Resort and Convention Center in National Harbor, Maryland.

The seminar will be a valuable networking and knowledge-sharing event for anyone in the pharmaceutical industry who is responsible for logistics, inventory management, warehouse operations, business continuity, risk management or crisis communication, and should not be missed by public officials responsible for emergency preparedness. A highlight of the seminar is a keynote address to be delivered by Craig Vanderwagen, MD, RADM USPHS (retired), former Assistant Secretary for Preparedness and Response for the US Department of Health and Human Services.

At this seminar, participants will:

- Understand the role of logistics and communications in supply chain collaboration and how it's evolving to increase resilience in planning for and responding to emergencies;
- Explore potential solutions to increase resilience in the event of emergencies or other risks to the healthcare supply chain;
- Learn about the external framework and context that could impact private sector planning and response, including current and potential government initiatives, communications and technology advancements, and other outside forces;
- Understand issues related to credentialing for facility or logistical access, drug product shortages, supply chain security, logistics for relief efforts and waste management;
- Gain practical insights through case studies and learn about preparedness in the commercial supply chain;
- And much more!

Don't miss out on what's sure to be a collaborative and informative 2-day event. Space is limited. For further details on the Emergency Preparedness — Supply Chain Coordination Seminar, or to register to attend, please visit <http://www.healthcaredistribution.org/meetings/seminars/2011/pandemic/info.asp>

PhRMA Executive Receives Patriotic Employer Certificate in Recognition of Rx Response Director Erin Mullen's Service with National Disaster Medical System



Del Persinger, center, PhRMA Senior Vice President and CFO, receives the Patriotic Employer Certificate in recognition of the support he and PhRMA have provided to employees serving in the military reserve and federal disaster support systems. Presenting the award is Rx Response Director Erin Mullen (left) and PhRMA's Chief Medical Officer Dr. Paul Antony, M.D. (right), who has supported combat operations in Iraq and Afghanistan.

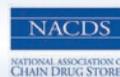
Del Persinger, the CFO and Senior Vice President of PhRMA, and the architect of **Rx Response**, was honored recently for the support he and PhRMA have provided to employees serving in the military reserve and federal disaster support systems.

Persinger received a "Patriotic Employer Certificate", awarded by the Employer Support of the Guard and Reserve (ESGR) organization. The award recognizes PhRMA's continuous encouragement and support of employee participation in national defense and relief programs.

In honoring PhRMA and Persinger, ESGR highlighted the support of PhRMA Assistant Vice President and **Rx Response** director Dr. Erin Mullen, whose work with the National Disaster Medical System included a deployment to Haiti to assist with relief efforts following the 2010 earthquake. PhRMA was also lauded for its support of PhRMA Chief Medical Officer Dr. Paul Antony, M.D., M.P.H. who has been deployed to Iraq and Afghanistan with the U.S. Navy Reserve to support combat operations.

"We are so proud of Del Persinger and Doctors Antony and Mullen," said PhRMA's President and CEO John J. Castellani. "Del's longstanding support for our employees and for their continuing service to our country inspires us all as does Dr. Mullen's work with the National Disaster Medical System providing earthquake relief in Haiti, and Dr. Antony's combat service in Iraq and Afghanistan."

Rx Response Coalition Partners:



For more information about Rx Response, please visit www.RxResponse.org or call (202) 715-7200. To order additional copies of this publication please email ContactUs@RxResponse.org.

Rx Response Director Erin Mullen Receives Professional Achievement, is now Certified Emergency Manager

Rx Response Director Erin Mullen, R.Ph., Ph.D., can now tack on CEM to her list of achievements. In the company of just 61 other candidates, Dr. Mullen was approved by the International Association of Emergency Managers (IAEM) to receive the Certified Emergency Manager (C.E.M.) credential in March 2011. IAEM and the Federal Emergency Management Agency (FEMA) developed the emergency management certification program in 1993. A Commission of highly respected emergency management and public safety professionals award the credential to qualified candidates after a thorough application review process. The CEM application includes a credentials review (including experience, references, education, training, and professional contributions), a management essay, and a written examination. Dr. Mullen's essay on the role local pharmacies can play in responding to a disaster provided a detailed look at how pharmacy managers can mitigate supply shortages and respond to community crises properly and effectively.

The highest honor of professional achievement bestowed by IAEM, the CEM has been awarded to just 1,578 other emergency managers since its inception more than 15 years ago. Dr. Mullen and her 61 contemporaries bring that number to just 1,640 Certified Emergency Managers in the world today.

Rx Response's Value as National Security Asset Boosted by Crisis Management Exercise

As **Rx Response** addresses disasters, a key to its success is maintaining a well-trained and ready team of emergency responders. **Rx Response** is made up of function groups, the Coordinating Body and Support Team, each of which need to know their roles and be familiar with the tools the program has developed. To help ensure that this team functions with high efficiency, **Rx Response** conducts periodic exercises. The most recent exercise took place in November of last year, focusing on the newest Coordinating Body members and used a table top exercise to help these new members better understand the responsibilities they would have in an actual emergency.