



FOR IMMEDIATE RELEASE
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Pharmaceutical Supply System Activates Rx Response to Provide Single Point of Contact for Resolution of Pharmaceutical Supply Obstacles Associated with Hurricane Gustav

Washington, D.C. – Rx Response, an unprecedented initiative of America’s pharmaceutical supply system to help ensure the continued flow of medicine to patients in a severe public health emergency, has been officially activated due to Hurricane Gustav.

Rx Response was developed nearly 2 years ago in response to Hurricane Katrina and the threat of pandemic influenza. Today’s activation represents the first time Rx Response has been formally engaged to respond to a disaster. Rx Response members include:

- 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)
- Pharmaceutical Research and Manufacturers of America (PhRMA)

Rx Response is a single point of contact for the entire pharmaceutical supply system and relies on a robust network that allows federal and state emergency management officials to communicate with Rx Response regarding pharmaceutical needs and other issues which may impact the supply system. The communications are actively monitored by all segments of the pharmaceutical supply system to ensure the fastest possible resolution.

As Rx Response developed its operational capability over the past 18 months, architects of the initiative met with emergency management officials in disaster prone states to seek input on the pharmaceutical needs state and local officials might face following a major disaster. Louisiana was among the handful of states whose experience helped shape the Rx Response program.

Rx Response representatives have already contacted public health officials in Texas, Louisiana, Mississippi and Alabama to assess any early needs. Public health officials in Louisiana and Alabama have

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asked for a list of post-landfall pharmacy closures so that hospital patients and evacuees can be directed to operating pharmacies. In addition, the Louisiana Department of Health has requested that an Rx Response representative work out of the Louisiana Emergency Operation Center (EOC) to facilitate communications between the State of Louisiana and Rx Response.

Erin Mullen, R.Ph., Ph.D, Assistant Vice President of PhRMA, and the Rx Response Coordinator, will travel to Baton Rouge to represent Rx Response at the Baton Rouge EOC. Mullen is no stranger to post-disaster deployment, having served as the chief pharmacist of a federal Disaster Medical Assistance Team (DMAT) that was deployed to Louisiana following Hurricane Katrina three years ago.

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