

FOR IMMEDIATE RELEASE  
October 29, 2009

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## **Pharmaceutical Supply System Activates Rx Response to Align with President's Declaration of H1N1 as a "National Emergency"**

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 to align with President Obama's declaration of the H1N1 pandemic as a "national emergency."

Rx Response was developed 3 years ago in response to Hurricane Katrina and the threat of pandemic influenza. Rx Response officials have been closely monitoring H1N1 since the first reported cases in the U.S. emerged in April of this year. Since that time, Rx Response has helped facilitate meetings between federal health officials and pharmaceutical supply system representatives to help coordinate the industry's response to the H1N1 pandemic. These meetings have focused on the logistics of response as well as expanding the role of community pharmacies in a public health emergency.

Rx Response officials have also played an active role in the Health Care Sector Coordinating Council (HSCC), a public-private partnership created by the Departments of Homeland Security and Health and Human Services to increase coordination between the government and the private sector in addressing protection of healthcare and public health as a part of the critical infrastructure of the United States.

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 serves as an information conduit 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.

# News Release



In its current Engaged status, Rx Response's highest alert level, Rx Response's Coordinating Body will communicate regularly to share reports from each sector of the industry and work to quickly help resolve any disruptions in the system caused by H1N1.

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