



Rx Response Report:

Fall 2011 Update

CDC Looks to the Supply Chain as Potential Partner in Future Pandemic Responses

In another indication of **Rx Response's** growing importance as a key asset to the federal government in times of emergency, **Rx Response** leaders are working with senior officials from the Centers for Disease Control (CDC) on a potential pilot program that would enlist pharmaceutical distributors and community pharmacies to distribute and dispense government stocks of anti-viral medicines in the event of another influenza pandemic.

Lisa Koonin, a Senior Advisor at the CDC's Center for Infectious Diseases in Atlanta, is working with **Rx Response** and several Coordinating Body members on the program. The 18-month long initiative is nearing the six-month mark and to date **Rx Response** members HDMA, NACDS and NCPA have participated on two advisory panels as subject matter experts.

The driving force behind this public/private collaboration is the question of how to best get federal anti-viral medication supplies to citizens if the normal supply chain is depleted by the tremendous demand anticipated with pandemics. The answer to this question will be refined in the coming months as the participants work through various logistical issues.

"One of the key messages **Rx Response** consistently delivers to government leaders is that the most efficient processes to utilize in a crisis are those of the supply chain that deliver medicines across the country every day," said **Rx Response** Director Erin Mullen. "The private sector bio-pharmaceutical supply chain has repeatedly proven itself and I think our work with Lisa Koonin on this anti-viral project is a reflection of the government's confidence in the supply chain."



9/11: A Decade Later

Rx Response — One of Many New Homeland Security Assets in Place following 9/11

As America paused to recognize the ten year anniversary of the September 11th Attacks, **Rx Response** leaders reflected on the lessons learned and the important role **Rx Response** is today playing as one of America's newest homeland security assets.

The 9/11 attacks spawned a massive investment in homeland security that brought new capabilities to all levels of government and across a range of industries. The tragedy of Hurricane Katrina four years later highlighted additional needs and triggered even more changes, as well as sparking the founding of **Rx Response**.

"As we look back over the past ten years since 9/11, and also reflect on the lessons of Hurricane Katrina, the bio-pharmaceutical industry can take pride in the contributions we have made in enhancing disaster preparedness and bolstering public health," said **Rx Response** Director Erin Mullen, RPh, PhD, CEM. "**Rx Response** added entirely new capabilities to our nation's homeland security arsenal that have been widely recognized by a number of senior government officials."

Going forward, Mullen said **Rx Response** will continue to refine its operating model to offer continued support for emergency managers, public health officials and citizens. "The situational awareness we provide government officials and the *Pharmacy Status Reporting Tool* are two of our most important contributions. We will continue to enhance both of these critical components of **Rx Response**," said Mullen.

Mullen urged **Rx Response** members to seize the 10th anniversary of 9/11 as an opportunity to re-double efforts to make the bio-pharmaceutical industry one of the most prepared in America.

Rx Response Helps Commemorate 9/11 Anniversary

In conjunction with the 10th anniversary of the 9/11 attack on America, **Rx Response** joined with several other emergency management and public health organizations to co-sponsor the 9/11 Opinion Survey. Developed by **Rx Response's** communications consultant, Cote & D'Ambrosio, the 9/11 Opinion Survey sought to measure the attitudes of emergency managers and public health professionals on topics of terrorism, disaster preparedness and the challenges facing emergency managers and public health professionals. A parallel survey was also developed for consumers that included several common questions to enable researchers to assess whether consumers have significantly different views than professional emergency managers on key issues.



Some key findings of the survey of particular interest to the **Rx Response** community:

- When assessing the increase in preparedness post-9/11 across federal, state and local governments, only about a fifth of professionals believe government has become “much better prepared” for terrorist attacks or natural disasters in the past 5 years. There is broad agreement that all levels of government and the private sector are making progress in being “somewhat better prepared” over the past five years as evidenced by these ratings: Federal Government (67%), State Government (63%), Local Government (55%) and Private Sector (51%).
- Professionals want more private sector involvement to help with recovery from a disaster. 81% “strongly agree” that the private sector has capabilities that should be levered in partnership with government resources to help recover from disasters. 68% of professionals believe the private sector has an equally important obligation to be prepared to meet the public’s needs following a disaster and 61% believe states and major cities should have dedicated programs that engage the private sector in helping communities recover from a disaster.
- 92% of consumers “agreed” that it is the duty of every American to have enough food, water, medicine and supplies to take care of themselves or their families for a minimum of three days after a major disaster. However, only 39% of Professionals “agreed” that Americans are better prepared today to do this than they were five years ago.

These findings reinforce the importance of **Rx Response** — a resource to help ensure the flow of medicine to patients in an emergency. **Rx Response** also provides business continuity benchmarking for companies in the bio-pharmaceutical supply chain and serves as an information resource for government response officials seeking insight into the status of the bio-pharmaceutical supply chain during emergencies.

To view the 9/11 Opinion Survey Summary or full survey results, visit www.disastersafetystrategies.com/research.htm.

Hurricane Irene Triggers Rx Response Activation



On August 26th, **Rx Response** elevated to its highest alert status, *Engaged*, in response to Hurricane Irene and continued to take important steps to help ensure the flow of medicines to citizens in areas impacted by the storm. Prior to landfall, **Rx Response** issued a pre-storm message urging people in the storm’s path to document their existing prescriptions on a personalized, wallet-size medication card available at www.RxResponse.org. The card, which lists an individual’s prescriptions, dosage and critical medical information, can be a vital reference for citizens and health providers in times of emergency.

After Irene made landfall, **Rx Response** activated its unique *Pharmacy Status Reporting Tool* in the hardest hit areas, which included Puerto Rico and multiple states along the east coast. The *Pharmacy Status Reporting Tool* provides near real-time information on the operating status of pharmacies in disaster-stricken areas, letting the public know where open pharmacies are located and helping emergency managers better meet medical needs in times of disaster.

Within the bio-pharmaceutical industry, Hurricane Irene triggered the implementation of disaster readiness plans at many of the nation’s largest bio-pharmaceutical manufacturers, distributors and retailers, as well a major hospitals along the coast. After action reviews indicated that only minor disruptions occurred in



a handful of facilities that were in the hurricane's path, with the primary impact being partial closures at the height of the storm.

"Hurricane Irene presented many challenges but it also afforded an opportunity for members of the bio-pharmaceutical supply system to test their business continuity plans," said **Rx Response** Director Erin Mullen, RPh, PhD, CEM. "Fortunately there were no serious impacts on the industry. I can also say with confidence that this experience for our industry will make us that much more prepared for the next disaster."

Rx Response Coordinating Body Meeting Shakes, Rattles and Rolls During East Coast Earthquake

Discussions of disaster preparedness became tangible at the August 23rd **Rx Response** Coordinating Body meeting when the gathering was interrupted by the 5.8 magnitude East Coast Earthquake. The meeting took place at **Rx Response** Coordinating Body member HDMA's Arlington, VA office, an area that felt some of the quake's strongest impacts.

Shortly before 2 pm, the initial tremors were felt and within seconds, the more significant shaking left no doubt that the group was experiencing a significant earthquake. "I think there was an initial few seconds of disbelief, with people thinking, this couldn't possibly be happening," said **Rx Response** Coordinating Body member, Alex Adams, PharmD., NACDS's Pharmacy Program Director. "It was then obvious that we were experiencing a significant earthquake and at that point, everyone very calmly gathered their belongings and headed for the stairs."

Despite calm reactions, the unprecedented and strong earthquake left meeting attendees with an eerie sense of the potential danger as they walked down the ten flights of stairs. Once out of harm's way, meeting attendees were quickly trying to contact relatives as they shared their initial reactions after realizing they were in an earthquake. "My first thought was, 'Oh my gosh, I don't have a will,'" volunteered one attendee. This sobering reaction and others were understandable for those who had never felt an earthquake before and had no idea what to expect.

2nd Annual HDMA — Rx Response Conference Addressed Supply Chain Resiliency

HDMA and **Rx Response**'s 2nd Annual Conference entitled, "Emergency Preparedness — Supply Chain Coordination", convened July 28 and 29 in National Harbor, MD. The event provided an opportunity for supply chain professionals, risk management experts and public health officials to collaborate and discuss lessons learned from real-world emergency events.

The two-day schedule included expert speakers, a panel discussion and a business continuity management drill, all of which centered on enhancing coordination in all-hazard planning for the future.



Craig Vanderwagen, MD, RADM, USPHS (Retired), of Martin Blanck & Associates, who served as founding HHS Assistant Secretary for Preparedness and Response, kicked off the seminar with a candid keynote focused on emergency preparedness and recovery logistics in our national framework. A panel of government experts followed, offering remarks about how government agencies have engaged the private sector through their work.

In another session, global risk consulting agency Control Risks facilitated a crisis and business continuity management drill for seminar attendees. The drill was based on a hypothetical earthquake along the New Madrid Seismic Zone in the United States. Post-drill, attendees agreed that the exercise highlighted the bio-pharmaceutical industry's resilience while also identifying how the bio-pharmaceutical supply system can enhance their efforts during emergencies.

Ron Guido of Johnson & Johnson delivered the seminar's second keynote. Guido focused on a collective need for visibility, transparency and control of the pharmaceutical supply chain. He encouraged the audience to use such resources as **Rx Response** to capture and disseminate relevant and timely information to supply chain and public sector partners in times of disaster.

Speaker presentations from the seminar are available for download through HDMA's website at <http://www.healthcaredistribution.org/meetings/seminars/2011/pandemic/presentations.asp>.



Making the Rounds

In an effort to collaborate with industry professionals about advancing preparedness through the supply chain, **Rx Response** leaders are busy speaking at seminars and participating in governmental and private sector meetings across the country.

Recent Rx Response Engagements:

CEMPER Conference

May 2011 — The Veterans Health Administration Comprehensive Emergency Management Program Evaluation and Research (CEMPER) program held a May 10 conference in Washington, D.C. that brought together a number of VHA leaders charged with disaster planning for the VA system. **Rx Response** Crisis and Resilience Consultant Nadav Davidai delivered an afternoon presentation entitled “*Rx Response: Coordinating Private Sector Biopharmaceutical Resources in Disasters*”.

Biosecurity Conference

June 2011 — As part of its effort to bolster Business Continuity Management within the bio-pharmaceutical system, **Rx Response** officials took part in the June 29th 2011 Biosecurity Conference organized by **Rx Response** Coordinating Body member BIO. The conference featured high level panels and presentations involving Obama administration officials, scientific and security experts, and industry innovators. **Rx Response** staffed a booth during the conference that offered attendees advice on developing Business Continuity Management plans.

Women in Government Conference

July 2011 — **Rx Response** Director Erin Mullen spoke at Women In Government’s 18th Annual Midwestern Regional Conference, held this year in Minneapolis, Minnesota. The event brought together over 40 female legislators representing all 13 Midwestern states to discuss pressing public policy issues, with topics ranging from health care to energy policy. Erin Mullen led a discussion entitled “*Ensuring Emergency Access to Prescription Drugs*”, which provided an overview of the **Rx Response** program. Mullen also provided recommendations on what the legislators’ communities could do to enhance disaster resiliency.

NCPA Members Forum Webinar

September 2011 — In recognition of National Preparedness Month, **Rx Response** Director Erin Mullen presented a webinar to National Community Pharmacists Association (NCPA) members entitled “*Disaster Response Checklist for Community*

Pharmacy”. The presentation provided the steps and information needed in order for community pharmacists to prepare for an emergency in their communities.

Rx Response Upcoming Engagements:

CIPAC Annual Plenary

October 2011 — The Department of Homeland Security will hold its 2011 Plenary meeting for the Critical Infrastructure Partnership Advisory Council (CIPAC). The Council comprises the 18 critical infrastructure sectors that represent key private sector industries that work with a government counterpart to help ensure disaster resiliency. **Rx Response** Director Erin Mullen serves as one of the co-chairs for the Healthcare Sector Coordinating Council.

2nd Annual Pharmaceutical Supply Chain Summit

November 2011 — This year’s Pharmaceutical Supply Chain Summit, sponsored by Opal Financial Group, will feature industry perspectives and real-world strategies for addressing a number of serious challenges including protecting the supply chain in the face of major disasters, ensuring cold chain integrity across borders, and the impending deadlines for serialization. **Rx Response** Director Erin Mullen will deliver a presentation titled “*Business Continuity and Disaster Response: Pharmaceutical Supply as Critical Infrastructure for the Nation*”.

For more information about the summit, go to http://www.opalevents.org/conferencehtml/current/pharmaceutical_supply_chain_summit/pharmaceutical_supply_chain_summit.php.

IAEM Conference

November 2011 — The International Association of Emergency Managers (IAEM) will be hold its annual IAEM Conference in Las Vegas, Nevada in mid-November. **Rx Response** Director Erin Mullen, an IAEM member, will deliver a presentation entitled “*Critical Infrastructure Protection: The Role of Healthcare and Public Health*”. She will co-present with Stephen Curren, Program Manager at the Office of Preparedness and Emergency Operation in the U.S. Department of Health and Human Services. The session will provide an overview of the Healthcare Sector Coordinating Council, a public-private partnership within the health care and public health sector, highlighting its importance to the understanding of critical infrastructure threats.

For information about the event, go to <http://www.iaem.com/events/annual/intro.htm>.

Rx Response Coalition Partners:

