

FOR IMMEDIATE RELEASE  
August 24, 2011

Contact: Grady Forrer  
202-835-3474

## **Hurricane Irene Prescription Medication Alert** **Citizens Urged to Document Existing Prescriptions Prior to Evacuation using Online Tool at [www.RxResponse.org](http://www.RxResponse.org)**

Washington, D.C. – With Hurricane Irene upgraded to a Category 3 hurricane and threatening the U.S. east coast, Rx Response, a program that helps ensure the continued flow of medicine in severe public health emergencies, is urging citizens who may need to evacuate to document their existing prescriptions using the downloadable Medication Card available at [www.RxResponse.org](http://www.RxResponse.org).

Rx Response is a no-cost initiative of America’s bio-pharmaceutical supply system and the American Red Cross that works with federal, state and local governments to share information about the status of the pharmaceutical supply chain and help resolve obstacles to the flow of medicine.

“Anyone in Hurricane Irene’s path subject to evacuation should take the time to fill out and download the Rx Response Medication Card,” urged Erin Mullen, R.Ph., Ph.D., Director of the Rx Response program. “One of the greatest challenges for people evacuated in a disaster is refilling prescriptions for critically needed medicines. By filling out the Medication Card, and bringing their medications with them, people will have all of the information they’ll need to refill a prescription regardless of where they end up after evacuating.”

Completing and downloading the Rx Response Medication Card is easy. Simply log onto [www.RxResponse.org](http://www.RxResponse.org) and click on the Public Resources link and then click the “Print Medication Card” link. 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)

[END]