



FOR IMMEDIATE RELEASE
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Rx Open Activated to Report on Status of Pharmacies in Boulder, CO **Rx Response Elevates to Alert Status to Address Potential Impact from the Colorado Floods** **on Supply Chain**

Washington, D.C... Responding to continuing flooding in Colorado, Rx Response elevated its status to Alert and has activated *Rx Open* (www.RxResponse.org). Rx Response and *Rx Open* are initiatives of America's bio-pharmaceutical supply system helping to ensure the continued flow of medicine to patients in a severe public health emergency.



Rx Open is an online program that allows emergency managers and the public to readily locate open pharmacies in communities that have been impacted by severe weather or other events (www.rxopen.org).

While the bio-pharmaceutical supply chain reports that they are operating as normal, reports of the effects from the Colorado floods include seven deaths, over 1,200 people missing, over 12,000 people evacuated from their homes and over 19,000 homes in Colorado that are either damaged or destroyed. Rx Response will continue to carefully monitor the impact of the flooding on the bio-pharmaceutical supply chain and notify officials if any issues arise.

Rx Response is a single point of contact for the entire bio-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 of any problems with the flow of medicine.

Rx Response was developed in response to Hurricane Katrina and the threat of pandemic influenza. Its 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)