



Rx Response Report:

Fall 2009 Update

Rx Response Launches Partnership with 2-1-1 and I&R Services Nationwide

Rx Response has launched a partnership with 2-1-1 programs and information and referral services to help promote their [Pharmacy Status Reporting Tool](#) during times of national disaster. 2-1-1 is an easy-to-remember telephone number that connects over 14 million callers a year to a full range of social, health and government services in their community. During times of disaster, 2-1-1 plays an instrumental role in disaster response by directing citizens in a disaster area to needed services. The Pharmacy Status Reporting Tool will provide 2-1-1 information and referral specialists with first-of-its-kind access to information on the closest open pharmacies in a disaster-stricken area. This tool will also be available to more than 1,000 members of the Alliance of Information and Referral Systems (AIRS) which provide specialized information lines for aging, persons with disabilities, child care, people in crisis and the military.

2-1-1 is a nationwide program largely funded by United Way, who has partnered with AIRS to provide this service and build community outreach. Linda Daily, Director, 2-1-1 for United Way Worldwide said, "United Way is really pleased to add the Rx Response Pharmacy Status Reporting Tool to our list of 2-1-1 resources to better assist people affected by a disaster."

Rx Response Director, Erin Mullen, R.Ph., Ph.D. called the Pharmacy Status Reporting Tool one of Rx Response's greatest contributions to community resiliency in the aftermath of a disaster. "We are very grateful to 2-1-1 for helping to increase awareness of this valuable tool."



H1N1 Pushes Rx Response into Highest Alert Mode – Widespread Response Mounted on Multiple Fronts



In late October, as President Obama declared the spreading H1N1 virus a "national emergency", Rx Response elevated its alert status to Engaged. The move was intended to align Rx Response's status with the President's emergency declaration. It is just the latest step by Rx Response officials to address the pandemic threat.



Since April 26, 2009, when the first reported case of H1N1 was confirmed in the U.S., Rx Response officials have been in Alert status and closely monitoring H1N1.

In addition to holding internal coalition meetings, Rx Response has facilitated several external meetings intended to help assist response to the H1N1 pandemic. One such meeting facilitation between state and federal health officials and community pharmacy representatives focused on expanding the role of community pharmacies in a public health emergency.

As a result of this meeting, the Association of State and Territorial Health Officials (ASTHO) released the "[Operational Framework for Partnering with Pharmacies for Administration of 2009 H1N1 Vaccine](#)" document that serves as a guide for state and territorial health officials to establish effective partnerships with pharmacies to administer the H1N1 vaccine. This was created to assist in bringing community pharmacies and the public health



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community together to help ensure the mass vaccination of the 2009 H1N1 influenza vaccine to the United States population.

In September 2009, **Rx Response** convened a meeting of biopharmaceutical manufacturers and distributors in Philadelphia for an information-sharing workshop designed to bolster their capabilities to maintain normal business operations and deliver critical medicines during the H1N1 pandemic. Participants in the workshop shared pandemic best-practices, engaged with the CDC on issues and concerns they have encountered, and discussed communication tips that could further enhance the biopharmaceutical supply system's ability to meet public health concerns.

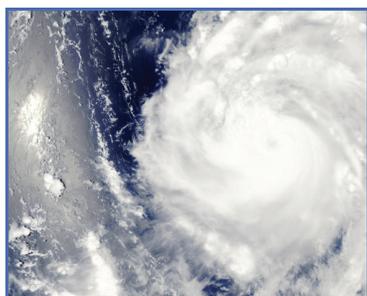
Rx Response has been working to keep the pharmacy community informed of industry-wide H1N1 initiatives through its website's H1N1 emergency page at infocenter.rxresponse.org, emailed situation reports, as well as interviews and articles in pharmaceutical industry trade publications that will be published at the end of this year.

Rx Response plays an active role in the Healthcare 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. Frequent HSCC conference calls have focused on the H1N1 pandemic and the healthcare sector's response to the public health threat.

Now in Engaged status, **Rx Response's** highest alert level, **Rx Response's** Coordinating Body will continue to communicate regularly to share reports across each sector of the industry, and work to help support the resiliency of the biopharmaceutical supply system.

Rx Response Seen by Feds as Valued Homeland Security Asset

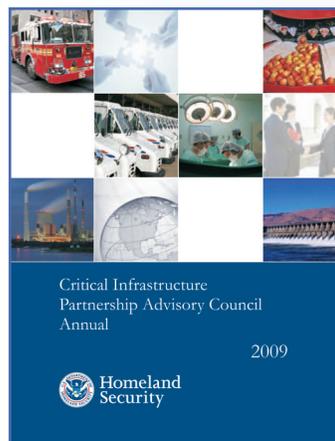
In 2008, when Hurricane Gustav slammed into Louisiana, **Rx Response** was still relatively untested in federal emergency management response. However, thanks to the active role played



by **Rx Response** in working with Louisiana's emergency management officials, federal officials quickly took notice. Officials from FEMA and the Department of Health and Human Services were impressed with **Rx Response's** one-stop

information sharing and problem-solving portal for the entire biopharmaceutical supply chain. For the first time, federal and state emergency management leaders had unprecedented visibility into the pharmaceutical supply system thanks to frequent situation reports from **Rx Response**.

From that point forward, **Rx Response** had a seat at the table in key federal emergency management circles. Today, **Rx Response** Director Erin Mullen, R.Ph., Ph.D. now serves as one of three private sector leaders of the Healthcare 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.



In the recent [2009 Critical Infrastructure Partnership Advisory Council \(CIPAC\) Annual](#) published by the Department of Homeland Security, **Rx Response** was cited as one of the significant private sector risk mitigation efforts occurring within the healthcare sector. The CIPAC report specifically noted **Rx Response's** progress over the past year

in increasing the number of states and metropolitan statistical areas (MSAs) that are working closely with **Rx Response** in pre-disaster planning.

"The recognition **Rx Response** received in this federal report shows just how far we have come in building important relationships between the biopharmaceutical supply system and key state and federal agencies," said Billy Tauzin, President and CEO of PhRMA.

Other important HSCC accomplishments this past year include keeping the far reaching private sector healthcare community apprised of crisis information through regular situation updates and through the online [Homeland Security Information Network](#) (HSIN).

Biopharmaceutical manufacturers, distributors and pharmacies interested in participating in the [National Infrastructure Protection Program](#) through Homeland Security Coordinating Council activities are encouraged to contact Erin Mullen at emullen@rxresponse.org.

Institute of Medicine (IOM) National Health Security Strategy Workshop Underscores Importance of Personal Preparation in Disaster Planning

While in the midst of responding to the H1N1 pandemic, public health experts gathered in Washington, D.C. in October to draft the quadrennial National Health Security Strategy (NHSS) being developed by the office of the Assistant Secretary for Preparedness and Response (ASPR) of the Department of Health and Human Services.

Rx Response Director Erin Mullen, R.Ph., Ph. D. participated in the two-day workshop. Mullen said a key message emerging from the workshop was the importance of individual Americans taking personal responsibility for disaster preparedness. "Government and the private healthcare sector can only do so much," said Mullen. "To be truly disaster resilient as a nation, we need individual citizens to take the responsibility to be prepared for any type of disaster that could be expected in their community."

Mullen urged all Americans to download the **Rx Response** Medication Wallet Card, available at www.rxresponse.org so that if disaster forced them to evacuate, they would have a list of all current medications with them at all times.

<p>PERSONAL INFORMATION</p> <p>Name Jane Doe</p> <p>Address 123 45th Street Smithville, OH 55555</p> <p>Phone 555-555-5555</p> <p>VITALS</p> <p>Age <u>12</u> Sex <input type="radio"/> M <input checked="" type="radio"/> F Height <u>4'11"</u> Weight <u>95</u></p> <p>Blood-type <input type="radio"/> O+ <input type="radio"/> A+ <input checked="" type="radio"/> B+ <input type="radio"/> AB+ <input type="radio"/> O- <input type="radio"/> A- <input type="radio"/> B- <input type="radio"/> AB-</p>	<p>DOCTOR CONTACTS</p> <p>Primary Care name: <u>Dr. JR Physician</u> phone: <u>555-555-5555</u></p> <p>Specialists name: <u>Dr. Specialist</u> phone: <u>555-555-5555</u></p> <p>Hospital name: <u>Memorial Hospital</u> phone: <u>555-555-5555</u></p> <p>Pharmacist/Pharmacy name: <u>Rx Pharmacy</u> phone: <u>555-555-5555</u></p> <p>EMERGENCY CONTACT name: <u>John and Mary Doe</u> phone: <u>555-555-5555</u></p>	<p>November 19, 2009</p> 
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CURRENT MEDICATIONS (Include over-the-counter medications)		
Name	Dosage	Frequency
1. <u>Advair</u>	1. <u>100/50</u>	1. <u>twice a day</u>
2. <u>Albuterol</u>	2. <u>1-2 puffs</u>	2. <u>as needed</u>
3. _____	3. _____	3. _____
4. _____	4. _____	4. _____
5. _____	5. _____	5. _____
6. _____	6. _____	6. _____
Allergies aspirin	Medical Conditions Asthma	

Late Season Hurricane Ida Triggers Requests for **Rx Response** Assistance

As the late season Hurricane Ida threatened the Gulf Coast, **Rx Response** moved to Alert status to begin carefully monitoring any impacts the storm might have on the biopharmaceutical supply system. Even prior to landfall, public health officials from Alabama requested assistance from **Rx Response** to provide the Pharmacy Status Reporting Tool post-landfall.

The Pharmacy Status Reporting Tool was borne out of the 2008 hurricane season after **Rx Response** officials learned how important their status reports detailing which pharmacies had re-opened after Hurricanes Gustav and Ike were to emergency management officials.

The new reports gave public health officials first-of-its kind status reports about a vital public health asset that had restored its service to the public. To learn more about the Pharmacy Status Reporting Tool, please visit www.rxresponse.org/em and click on the Pharmacy Status Reporting FAQs.

About Rx Response

Rx Response serves as an information conduit for the entire biopharmaceutical supply system to help ensure the continued flow of medicines during a severe natural disaster, large-scale terrorist attack or an influenza pandemic. This first-of-its kind program 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 biopharmaceutical supply system to ensure the fastest possible response to inquiries.



To learn more, visit www.rxresponse.org or call 866-247-2694.

Rx Response Coalition Partners:



For more information about Rx Response, please visit www.RxResponse.org or call (202) 715-7200. To order additional copies of this publication please email ContactUs@RxResponse.org.