

**STRENGTHEN.
SAFEGUARD.
RESPOND.**

A 501c(3) non-profit organization

**HEALTHCARE
READY**
STRENGTHEN. SAFEGUARD. RESPOND.

During disasters, logistics, and coordination can be the difference between healthcare operating smoothly or patients facing massive challenges accessing care. **The challenges can be large or small but, to a patient, it can be the difference between life and death.**

Who We Are

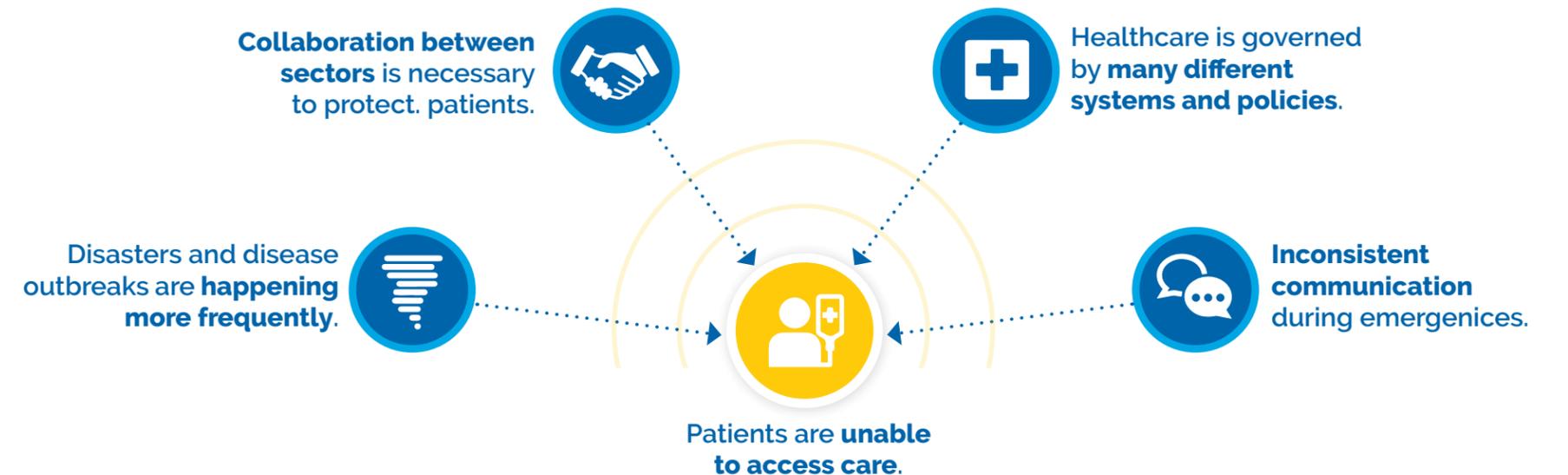
Healthcare Ready is a nonprofit organization that serves as a public-private partnership to avoid patient disruptions amid crisis. By forging partnerships between the healthcare supply chain and government (federal, state, local), Healthcare Ready minimizes the impact of disruptions on community health and wellbeing. The organization supports private sector stakeholders within the healthcare supply chain and US government agencies to sustain the flow of lifesaving products during a crisis.

Mission

Healthcare Ready leverages unique relationships with government, nonprofit and medical supply chains to build and enhance the resilience of communities before, during and after disasters.



> Healthcare Ready **works to close that gap**, making sure that patients are able to access the life-saving or life-sustaining healthcare needed during a crisis.



We face the challenge every day.

Disaster preparedness and response is our top priority.



- + **We help the helpers**, supporting local responders with timely information.
- + **We identify and act** on lessons learned.
- + **We maintain a nationwide network** of relationships to assist during moments of crisis
- + **We translate** priorities by convening and joining with experts.
- + **We Represent, Convene, and Solve** – We are in the room and actively seeking solutions.

We are the implementers.



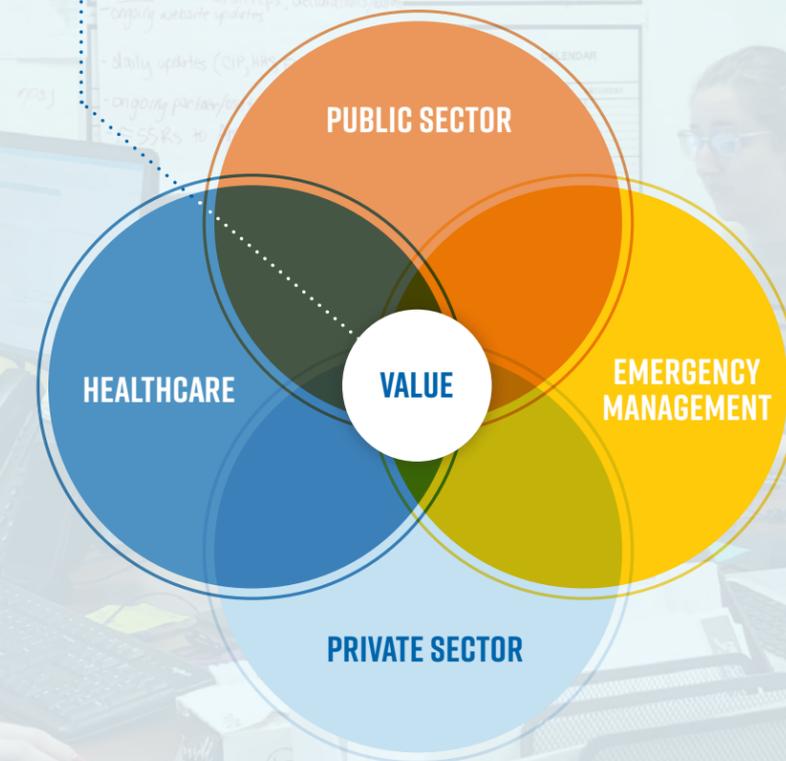
We sit as the bridge between the public and private sectors – providing trainings, sharing best practices and translating lessons learned.

92% Of critical U.S. healthcare infrastructure is in the private sector.

Source: Progress Coordinating Government and Private Sector Efforts Varies by Sectors' Characteristics, <http://www.gao.gov/products/GAO-07-39>

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THE VALUE THAT HEALTHCARE READY BRINGS TO THE INTERSECTION OF DISASTER MANAGEMENT.



our work | STRENGTHEN

Our preparedness programs, policy advocacy, and research are anchored by a desire to make sure patients and providers have what they need, **especially in a crisis.**



What we do to help

Building Community Resilience

- + Convene roundtable discussions on preparedness needs of distinct patient groups
- + Conduct annual nationwide poll and analysis of preparedness attitudes

Developing & Delivering Relevant Trainings

- + Supply chain operations
- + CMS Emergency Preparedness rule
- + Healthcare funding
- + Access to disaster sites

Reports and Issue Briefs

- + Resilient and Ready: Healthcare's Impact in Emergency Preparedness
- + Access Denied: Delivery of Critical Healthcare Products and Personnel to Disaster Sites

High-level Working Groups & Councils

- + National Council of ISACs
- + Healthcare and Public Health Sector
- + Prescription Medication Preparedness Initiative
- + Informal Coalition on Biodefense
- + National Academies Health
- + Medical Preparedness Forum

IMPACT

Annual domestic preparedness polls

Partnerships for information-sharing with dozens of councils and organizations

Several white papers and reports published

Hundreds of convenings since our inception

HEALTHCARE READY

Telehealth in Emergency Preparedness and Response

Technology continues to revolutionize our daily lives and healthcare delivery. From the ability to share health information in real-time to making healthcare providers and expertise available virtually, technology has the ability to help strengthen healthcare and public health preparedness and response in transformative ways.

Telehealth, or using technology to support healthcare activities from a distance, has become an essential tool for providers, planners, and responders in protecting patient access to care. The risks of disaster and disease outbreak persist while demands on healthcare increase and public health funding is variable, making telehealth an important trend in healthcare for resilience.

WHAT IS TELEHEALTH?
Telehealth is the "use of electronic information and telecommunications technologies to support healthcare delivery, health education, public health, and health administration."
Telehealth then encompasses a wide array of health services such as home health care, patient education, and chronic disease management.

WHAT DOES TELEHEALTH LOOK LIKE?

	Examples of Telehealth
Live Videoconferencing or 'Synchronous': Real-time interaction between a patient or caregiver and healthcare provider using audio-visual technology.	Direct-to-consumer consults via mobile app; telepsychiatric evaluations; provider-to-provider consults
Store-and-Forward or 'Asynchronous': Transmission of health and medical information and data (such as images, pre-recorded videos, and other forms of data) through a secure electronic communications system to a practitioner.	X-rays, CT/MRI scans, EEG printouts transmitted for interpretation
Remote Patient Monitoring (RPM): Collection of personal health and medical data from a patient in one location transmitted to a provider in a different location.	Home monitors, wearable wristbands to collect vital signs for information
Mobile Health (mHealth): Provision of healthcare and public health education and practice through mobile devices such as smart phones.	Mobile phone apps for collecting health data, entered manually or automatically

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HEALTHCARE READY

Polling and Analysis

In a data-driven world, information is invaluable, especially in policy arenas. Information on public opinions, attitudes, and behaviors is vital in shaping and informing effective policies, developing plans, and bringing needed visibility to issues.

Healthcare Ready develops custom polls designed to collect data and information that can be used to bring visibility to your issues.

From writing survey questions and tailoring polling methodology to analyzing data and pitching findings, we have experience in using and communicating data to support critical topics. By working with a highly regarded international polling firm to execute/conduct polls, we can obtain and analyze data vital to your issues.

Polling is an invaluable tool that can provide data to build strategy and tactics.

Healthcare Ready is an independent voice. From our position as a non-profit located at the nexus of the public and private sectors, our polling and analysis can lend an objective voice - backed up with data - to issues important to your organization.

Polls can be customized to fit specific parameters or needs.

- Specific Audience
- Nationwide
- Targeted locations
- Specific demographics

Data and findings can generate visibility.

- Media Through
- Op-eds & articles
- Interviews
- Media mentions

We distill results into key findings and policy implications, and turning findings into media that can generate awareness and bring visibility to your issues.

POLLING EXAMPLE: 2016 Hurricane Analysis

Poll of over 1,100 adults representative of U.S. on their attitudes towards preparedness in advance of hurricane season.

Revealed important information on Americans attitudes towards disasters, and where they turn for information.

Healthcare Ready analyzed data for preparedness policy implications. Results formed the basis of a op-eds and commentary was covered by numerous outlets, including *The New Orleans Times-Picayune*, *FierceHealthcare*, and *Modern Healthcare*.

Disasters Most Concerning to Americans

Disaster Type	Percentage
Natural disaster	32%
Not concerned	21%
Terrorist attack	14%
Other	14%
Disease	12%
Do Not Know	7%

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our work | SAFEGUARD

We focus on **building resilience** by supporting community-led efforts to build systems and plans that allow patients, **and their communities**, to bounce back stronger after disasters.

What we do to help

- + Convene **patient groups**, public health, and emergency management
- + **Educate** on needs of vulnerable populations during disasters
- + **Improve ability to identify and respond** to patient and community needs
- + **Awareness** of prescription assistance programs

How we do it

- + **Trainings**
- + **Exercises**
- + **Guidance** to patient and community groups
- + **Building and reviewing** plans
- + **Building and creating** partnerships
- + **Support** state and local initiatives
- + **Integrate** health equity into preparedness



IMPACT

Dozens
of trainings each year

Several
local and national
exercises



Hundreds
of partnerships with
public sector, private
sector, NGO, and
community partners



of Americans could only **be away from their medications or medical equipment for two to three days** before they began to experience serious effects

MORE THAN HALF of Americans do not have any emergency preparation plans in place,

yet 44% are **concerned** about an emergency happening



of Americans report being most **concerned about a natural disaster** affecting their community



Surpassing

15% terrorism

6% cyber-attacks



LESS THAN TWO IN FIVE AMERICANS (38 percent) could list their prescriptions including dosage if they had to evacuate their homes without their medications or medical supplies



our work | RESPOND

Healthcare Ready focuses on supporting patients impacted by disaster by **coordinating partners** in healthcare, public health, and emergency response **to connect patients with medicines and healthcare.**

What we do to help

- + **Help ensure deliveries** of critically needed healthcare supplies.
- + **Coordinate donations** and resources between public and private sector and direct them to areas of greatest need.
- + **Provide access** to needed contacts between sectors.
- + **Build relationships** in advance of events.
- + **Connect patients** to healthcare facilities and supplies during emergencies.
- + **Serve as a trusted information-sharing forum** before and after emergencies

Our work during disasters



1 Phase 1: Supply Chain

- Support **restoration of normal supply chain** operations
- Support **disaster supply chain operations** (with NGO partners)

2 Phase 2: Health Facilities

- Support health facilities with **supply needs** and information sharing

3 Phase 3: Communities

- **Connect patients and communities** to healthcare

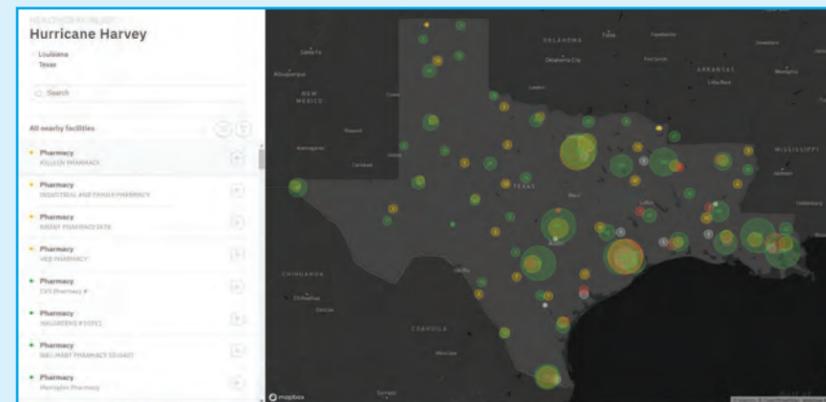
IMPACT

85
full-scale activations



1k+
fielded requests for assistance

13
years of emergency management



Sit-Reps



End of Day Reports



Event-specific Web Pages



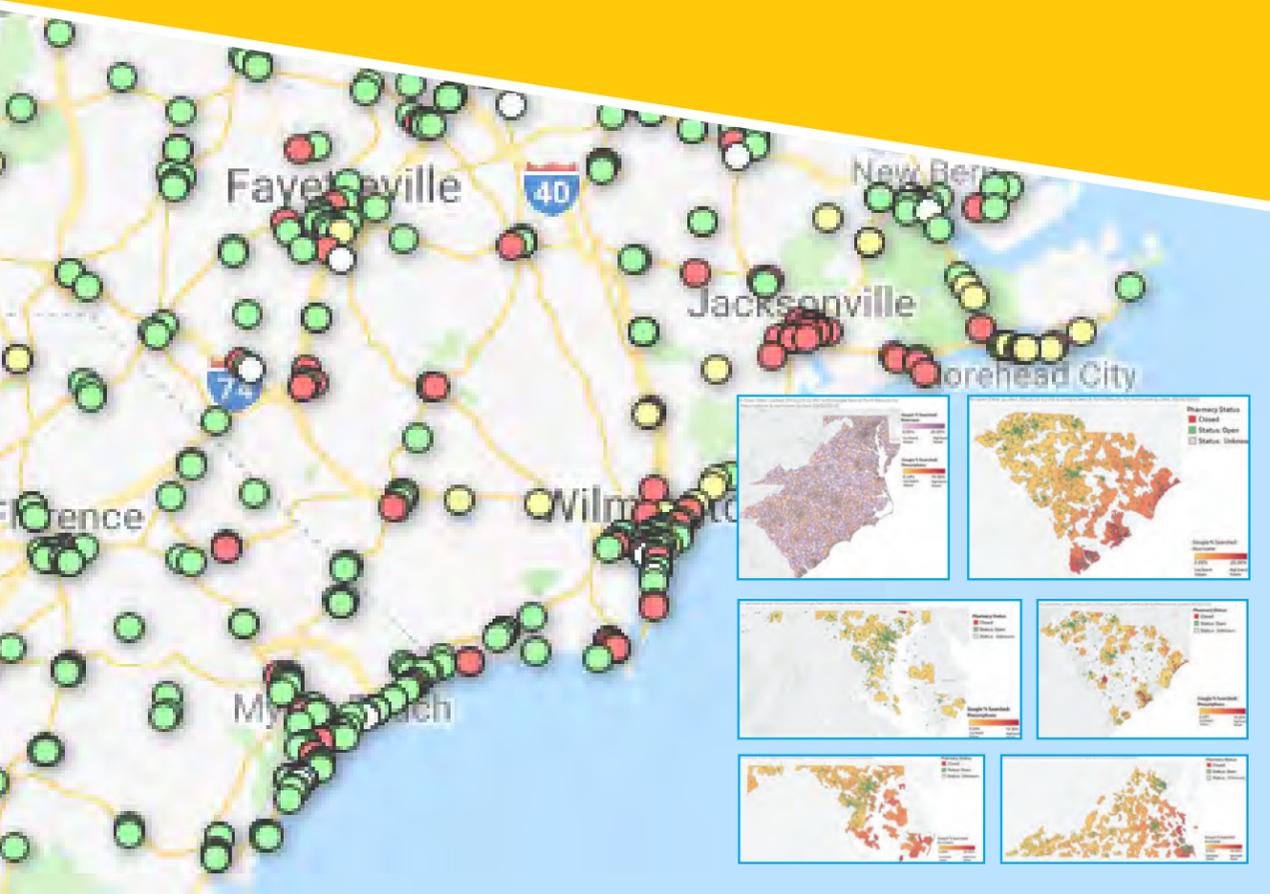
Coordination Calls



Social Media



Training & Convenings



Rx Open is our free, online, interactive map of open pharmacies in disaster areas.

Why pharmacies are critical to protecting community health.

- 12** Average number of prescriptions per person in the U.S. per year
- 93%** of Americans living within 5 miles of a pharmacy
- 75%** of Americans trust pharmacists to provide critical information

Used by many different people for many different purposes.

-  **Government officials and first responders** to coordinate response/recovery efforts.
-  **The American Red Cross** relies on Rx Open to ensure people in shelters have access to pharmacies.
-  **The public** to locate open pharmacies.

“ Thank you for your help...We've all learned after Katrina that getting access to medication and information about where to get medicines is an important part of the emergency response and we couldn't do it without you.



Janet Napolitano Former Secretary, Department of Homeland Security



HEALTHCARE READY: Patient Impact

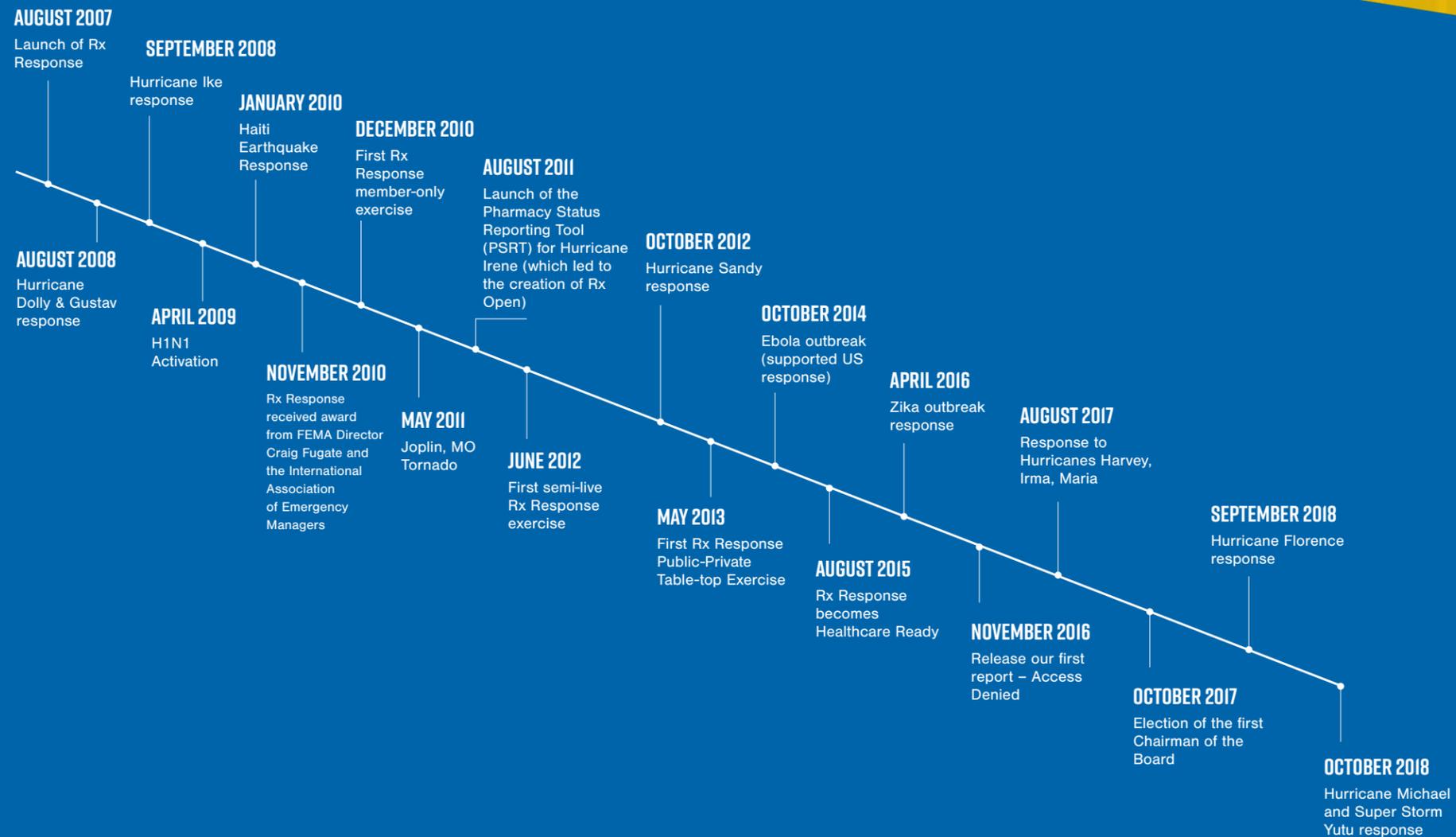
- Provided critical information on emergency refill laws, insurance information, prescription assistance programs and more
- Helped establish a mobile pharmacy outside a damaged hospital
- Restored communications capabilities for four hospitals within 24 hrs
- Arranged evacuation of dialysis patients from severely flooded and damaged areas to treatment
- Directed a patient needing a critical injection to a center that would administer the medication
- Provided dozens of patients guidance on how to acquire emergency prescription refills

HEALTHCARE READY: By the Numbers

- 24K+** Pharmacies mapped on Rx Open
- 25+** Major deliveries of critical medical supplies to shelters and medical facilities
- 300+** Patients directly assisted across the country
- 500+** Doses of naloxone donated to shelters
- 180+** Arranged evacuation of dialysis patients from severely flooded and damaged areas to treatment
- 6K+** Hygiene kits donated to affected communities

Our History

Featured In



Healthcare Ready is supported by the following members.



Healthcare Ready's board of directors includes emergency responders, former Federal officials, representatives from public health advocacy organizations, and representatives from the healthcare distribution and pharmaceutical manufacturing sectors.



To learn how you can connect with Healthcare Ready, email us at:

membership@healthcareready.org