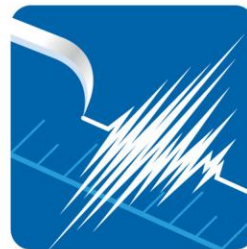


HEALTHCARE READY

STRENGTHEN. SAFEGUARD. RESPOND.



5.22.2017

Rx Open: Mapping Pharmacies During Disasters

Speakers



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Agenda

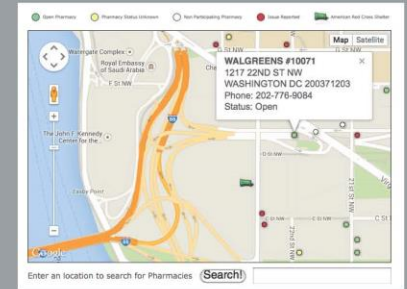
- Healthcare Ready Disaster Response
- What is Rx Open?
 - Why is it unique?
- Founding Rx Open
- How it Works
- Lessons Learned
- Case Studies
- Questions

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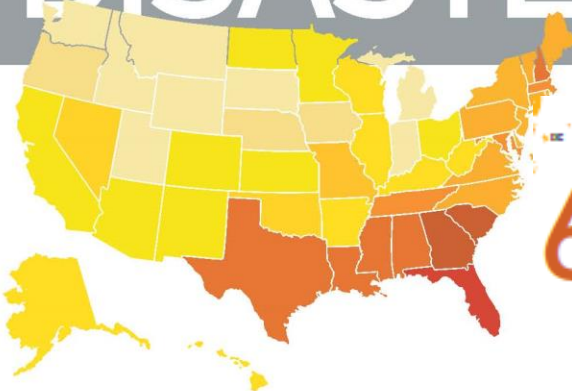
STRENGTHEN. SAFEGUARD. RESPOND.

TYPES OF ASSISTANCE

- Pharmacy Operating Status
- Transportation/Fuel/Power
- Credentialing
- Emergency Orders
- Patient Assistance Programs



DISASTER RESPONSES



OUR PROGRAMS ARE BASED
ON EXPERIENCE RESPONDING TO

60+EVENTS

ACROSS THE NATION. SITUATION REPORTS
AND INFORMATION SHARING HAS
INVOLVED EVERY STATE.

3 15



EARTHQUAKE
2%



TSUNAMI
2%



VOLCANO
2%



DERECHO
2%



INFECTIOUS
DISEASE
5%



WILDFIRE
5%



TORNADO
11%



BLIZZARD/
WINTER STORM
14%



FLOOD
15%



HURRICANE
42%

Disaster Response Support

Information Sharing

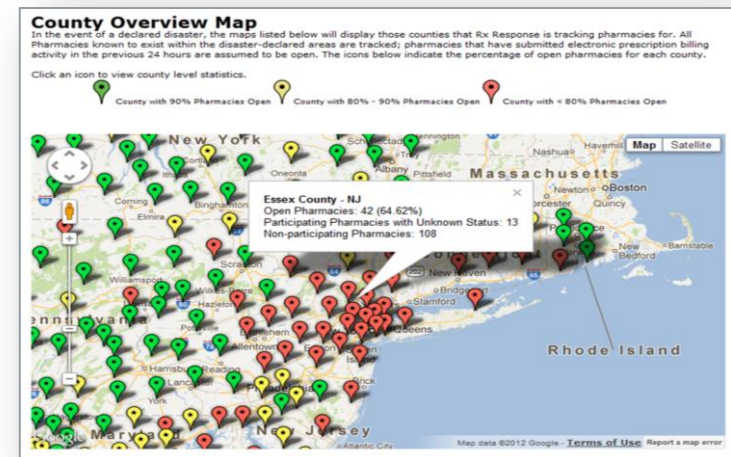
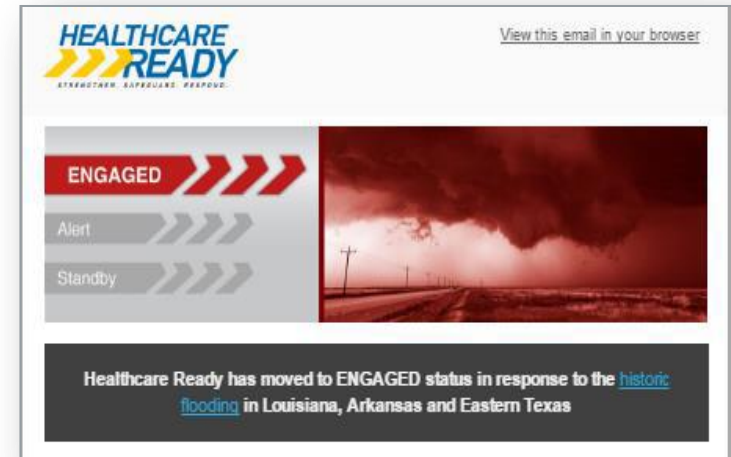
- Coordinate with elected officials, HHS, FEMA, state agencies, and private sector companies
- Provide rapid access to the right contacts in the private sector or government

Donation Assistance

- Coordinate and facilitate donation and shelter needs
- Share information on and promoting the use of medicine assistance programs

Real-time Solutions

- [RxOpen.org](https://rxopen.org) free map displaying open pharmacies in affected areas
- Facilitate private sector access to disaster sites and assist credentialing efforts
- Solve any other issues that arise



What is Rx Open?

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Rx Open – Mapping Pharmacies During Disasters

What makes a disaster worse?

When people don't know where to get their medicines.

Rx Open maps the operating status of pharmacies in areas impacted by a disaster.

USED BY MANY DIFFERENT PEOPLE FOR MANY DIFFERENT PURPOSES



The public to locate open pharmacies



Government officials and first responders to coordinate response and recovery efforts



The American Red Cross to ensure people in shelters have access to pharmacies

Rx Open – Mapping Pharmacies During Disasters

RX OPEN



Rx Open has activated for Hurricane Matthew. The maps were updated at 9:45 pm, October 10, 2016.

About Rx Open
Rx Open helps patients find nearby open pharmacies in areas impacted by disaster. Combining multiple data feeds from the pharmaceutical industry, Rx Open displays the precise location on Google Maps of open pharmacies, closed pharmacies, and those whose status is unknown. This critical information assists government officials in assessing an emergency's impact on public health in a disaster area.

Healthcare Ready provides Rx Open to the public at no cost during a disaster through the generous support of our leadership and from the NCPDP Foundation, who provides grant support and the dataQ® pharmacy data file.


To enroll your pharmacy email ContactUs@HealthcareReady.org. Participation in Rx Open is free. If the status of your pharmacy is not consistent with what is shown on the Rx Open maps, please contact us at ContactUs@HealthcareReady.org.


For more information, click here for the Rx Open FAQs.




a Product of NCPDP™


Open Pharmacies Map
This map is used to provide pharmacy status in a region when Healthcare Ready activates for a response (or is requested to activate the map by a local government). When active, you can search or zoom to find open pharmacies or Red Cross shelters in your area.


This map reflects the pharmacies enrolled in Rx Open. If you would like to enroll your pharmacy, please email Admin@healthcareready.org.


 Open Pharmacy

 Pharmacy Status Unknown

 Non Participating Pharmacy

 Issue Reported

 American Red Cross Shelter



Map data ©2016 Google, INEGI Terms of Use

Enter a location to search for pharmacies (click search):

Why Knowing Pharmacy Status Is Important

Pharmacy is Community Healthcare

- 93%: Americans living within 5 miles of a pharmacy
- >60,000 Community pharmacies in the US
- 75%: Percent of people rating the honesty & ethics of pharmacists as high or very high
- 12: Average number prescriptions filled per person per year in the US

Emergency Rooms Often Turned to as Alternate

- Don't have the inventory or personnel to meet the needs

Knowing Open Pharmacies Helps Protect Patients

- **Patient's** needs for chronic and acute healthcare issues are met
- Identifies areas of greatest need for intervention by **emergency management** and **public health**
- Maintains employment, tax base, and business continuity in a community

Pharmacy Provides Direct Support after Disasters

- 29% of households have identified access to pharmacy services as an unmet need

Situational Awareness: Reporting of Open Pharmacies



Patients

- Access to needed refill prescriptions, etc.
- Access to medication that is time-sensitive
- Acute/ chronic care needs met in pharmacies (refills)



Pharmacies

- Maintain business continuity
- Ensure prescription refills during an event



Public Health

- Concentrate response where needed
- Vulnerable populations need access to care
- Gauge impact of event

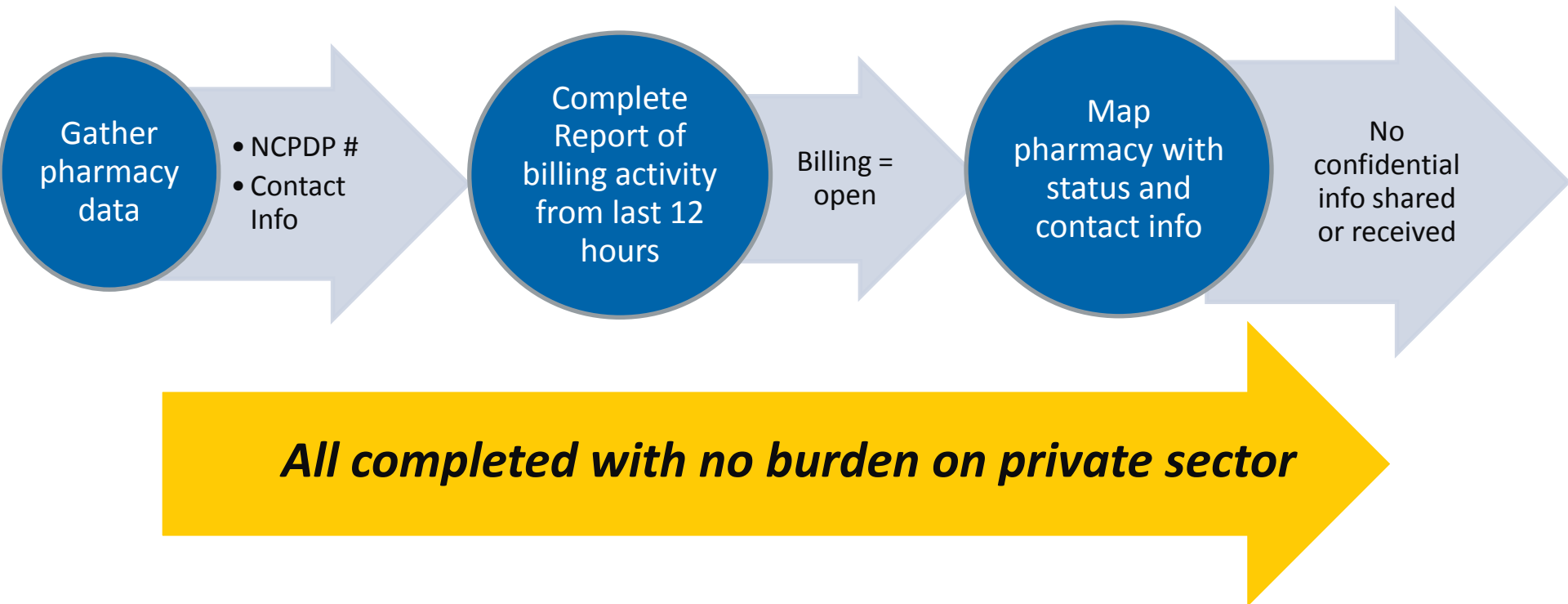


What Makes Rx Open Unique

- Searchable map available to the public
- Available to all states and counties for all types of events
- Provides near real-time awareness during crises
 - Individual Pharmacy Map and County Overview Map
- Provided to all users **for free**
- Helps continue employment, tax base, and business continuity
- Uses normal business processes to collect and share data
 - No reporting burden on private sector operators
 - Works across companies and operators



How it works




From an Idea to a Resource

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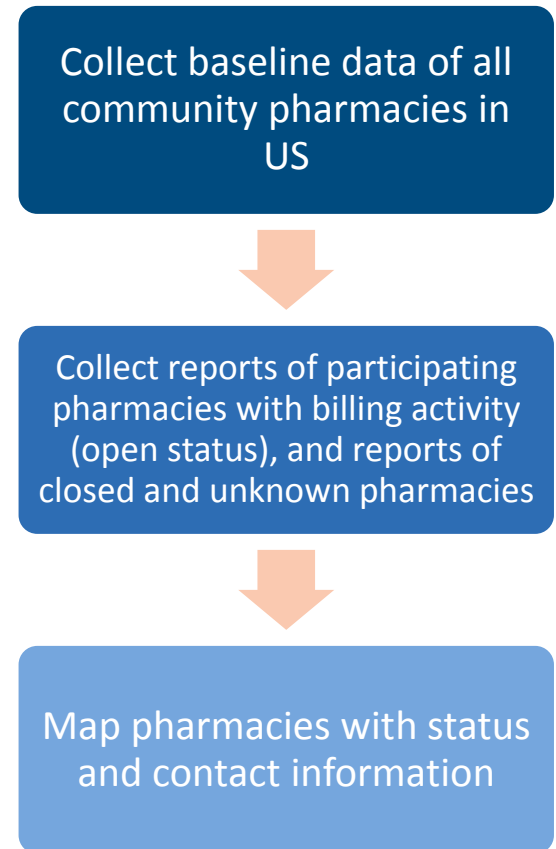
Founding Rx Open

- 
- Pharmacy status was an identified information gap
 - “Knowing what is open is more helpful than what is closed”
 - Status of drug stores vs. pharmacy
 - 2008: Collaboration between National Council for Prescription Drug Programs (NCPDP) and Rx Response
 - Joined by pharmacy switches responsible for processing majority of pharmacy payments
 - Originally the Pharmacy Status Reporting Tool



How it works- Mapping Process

- During a disaster, list of pharmacies that bill to insurance companies (provided by NCPDP) is compared against a list of pharmacies that have billed to insurance companies in the impacted area (provided by pharmacy switches)
 - Pharmacies determined to be actively billing in the area are presumed open
- NCPDP list allows map to provide contact information for all pharmacies
- Individual maps color coded based on operational status

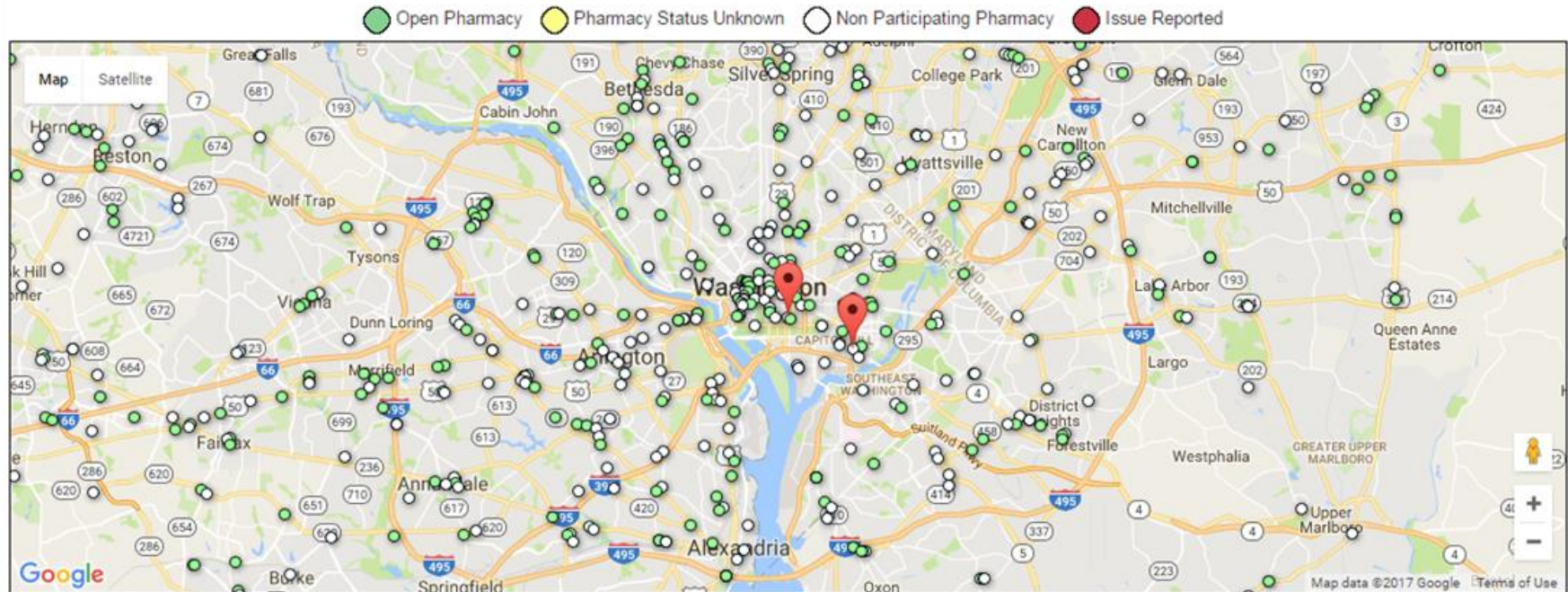


Pharmacy Map

Open Pharmacies Map

This map is used to provide pharmacy status in a region when Healthcare Ready activates for a response (or is requested to activate the map by a local government). When active, you can search or zoom to find open pharmacies or Red Cross shelters in your area.

This map reflects the pharmacies enrolled in Rx Open. If you would like to enroll your pharmacy, please email Admin@healthcareready.org.



Enter a location to search for pharmacies (click search):

Pharmacy

Address

Phone

Status

CVS PHARMACY

435 8TH ST NW
WASHINGTON DC 20004

202-783-4293 Status Unknown: Not Currently Participating

Walgreens

801 7th St NW
Washington DC 20004

202-789-5345 Status: Open

More than 66,000 community pharmacies participating (90% coverage)

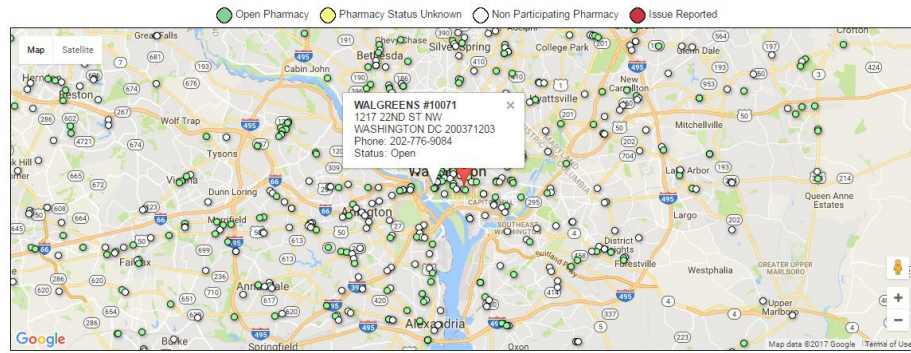
Individual Pharmacy and County Overview Maps

Individual Pharmacy Map

Open Pharmacies Map

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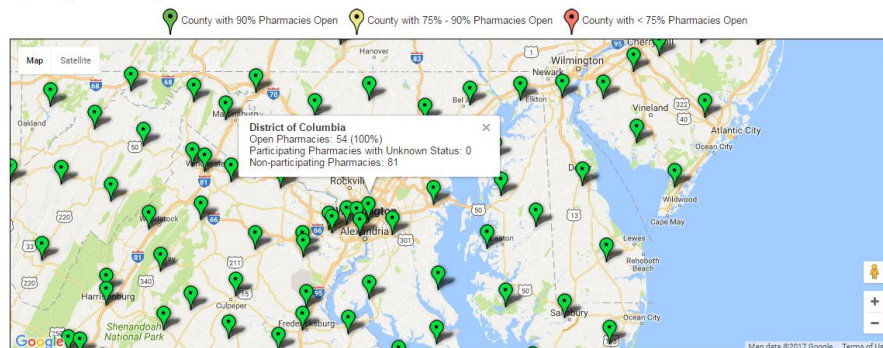


Clicking on a pharmacy provides contact information

County Overview Map

County Overview

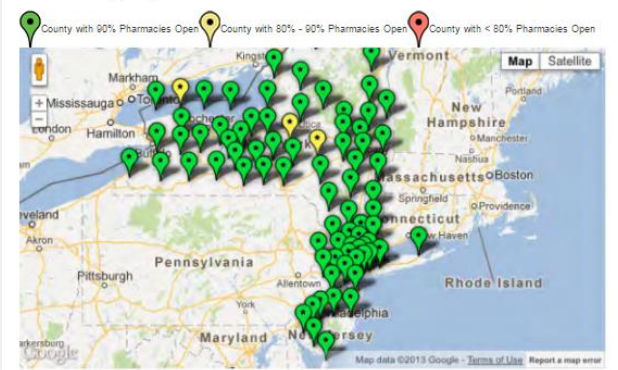
The overview map displays a high level view of how each county within an affected region's pharmacies are impacted by an emergency. Click on a county to see a pharmacy status summary.



Click [here](#) for a downloadable Excel file which lists all of the pharmacies in the affected area, their address, and their operational status. (Choose download from the file menu on the page)

Clicking on a county provides a summary of pharmacy status in the county

County Overview Map: This map provides a high level view of how a region is impacted by a health emergency.



Creating Rx Open: Lessons Learned

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Lessons Learned and Takeaways

- Role of a champion
 - Can be hard to see the value of sharing information – having a champion for the cause or adopting the system is important
- Utilize normal business processes (or a surrogate measure)
 - Biggest strength of Rx Open – no burden is placed on owners and operators who are already dealing with a crisis
 - Easily accessible information for emergency responders and the public
 - ‘Set it and forget it’
- Continuous data collection
 - Not realistic – accuracy of the map is improved with periodic reporting
- Periodic reporting not as helpful for rapidly evolving situations
 - E.g. Civil unrest
- Requires routine testing and verifying of addresses and GPS coordinates

Real World Uses

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Hurricane Sandy

- Over 10,000 pharmacies mapped
 - 555 Counties
 - 11 states plus D.C.
- Facilitated priority fuel deliveries for healthcare deliveries and power restoration for pharmacies
- At request by HHS Assistant Secretary for Preparedness and Response coordinated with pharmacies on relaxed co-pay restrictions

Hurricane Sandy Activation Solidifies Rx Response Status as Vital Homeland Security Asset

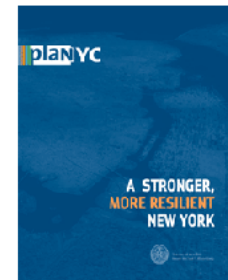


A home destroyed by Hurricane Sandy is covered with debris at Breezy Point, Queens, N.Y. (U.S. Army photo by Sgt. William Adams)



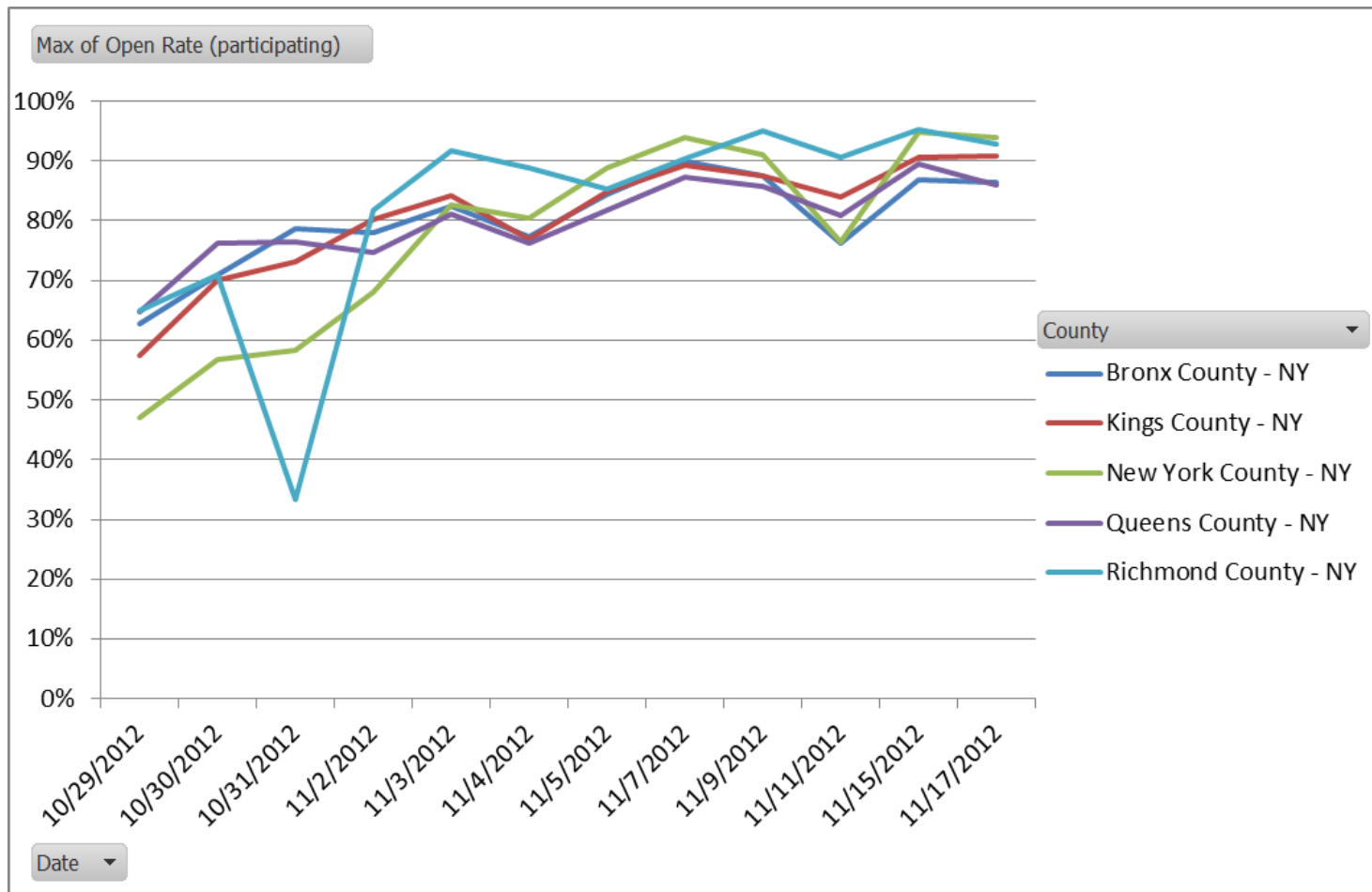
"Thank you for your help in setting up assistance in the aftermath of Sandy. I think we've all learned after Katrina that getting access to medication and information about where to get medicines is an important part of the emergency response and we couldn't do it without you"

Janet Napolitano
Former Homeland Security Secretary

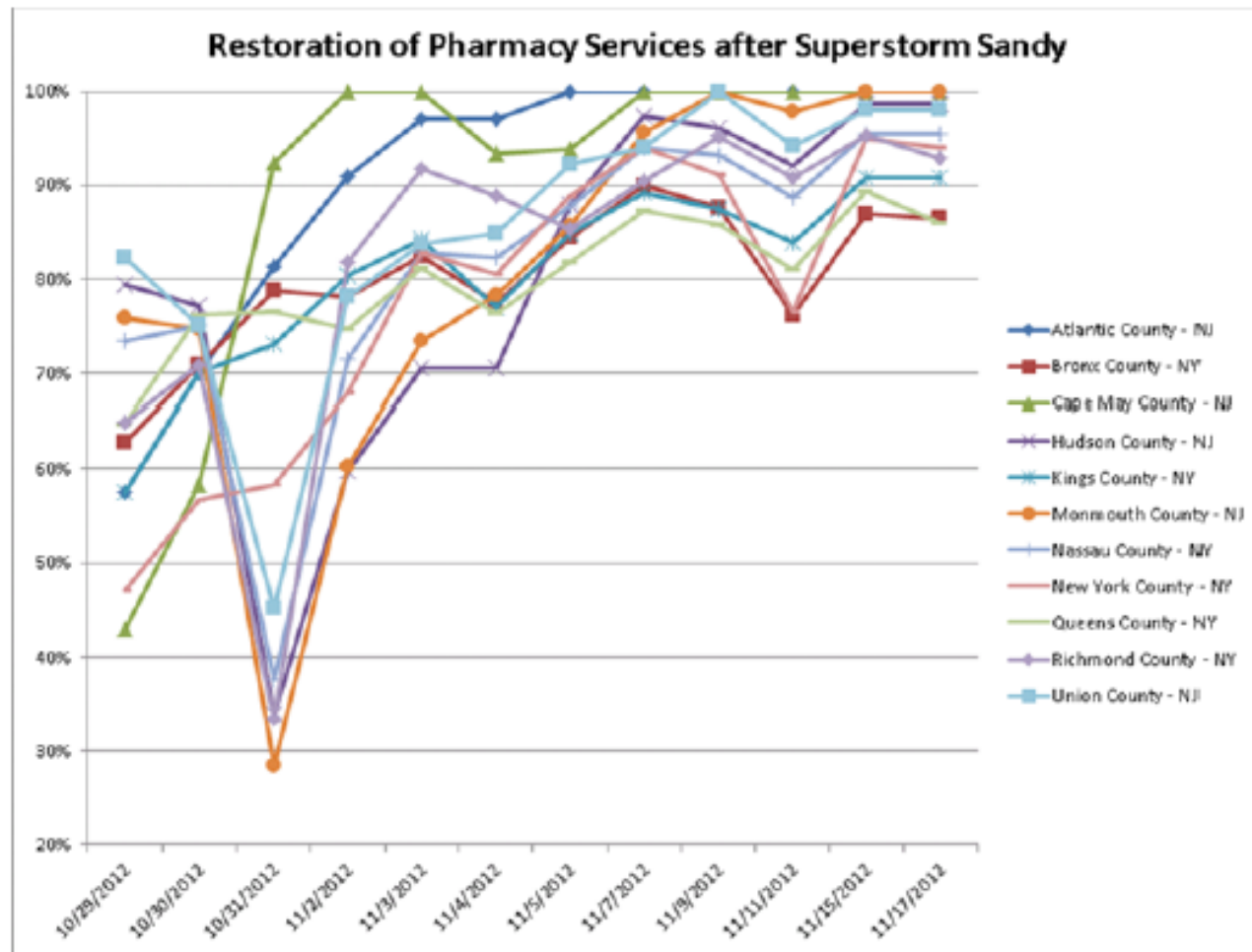


In the aftermath of Hurricane Sandy, Rx Response provided recommendations to NYC Mayor Michael Bloomberg at the request of city officials to help increase the city's pre-disaster engagement with community pharmacies in order to boost post-disaster resiliency. **The recommendations were incorporated as Initiative # 10** of "A Stronger, More Resilient New York," the Mayor's post-Sandy action plan.

Hurricane Sandy Pharmacy Enrollment



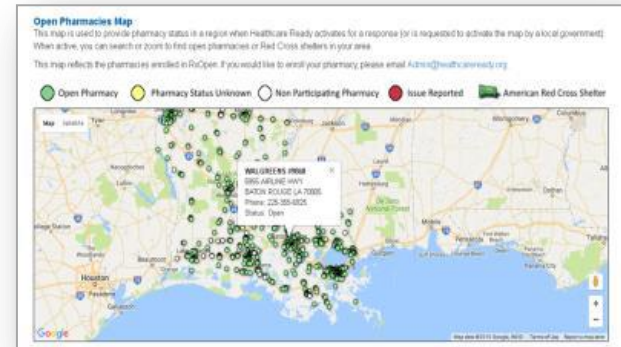
Hurricane Sandy Restoration of Pharmacy Services



Recent activations

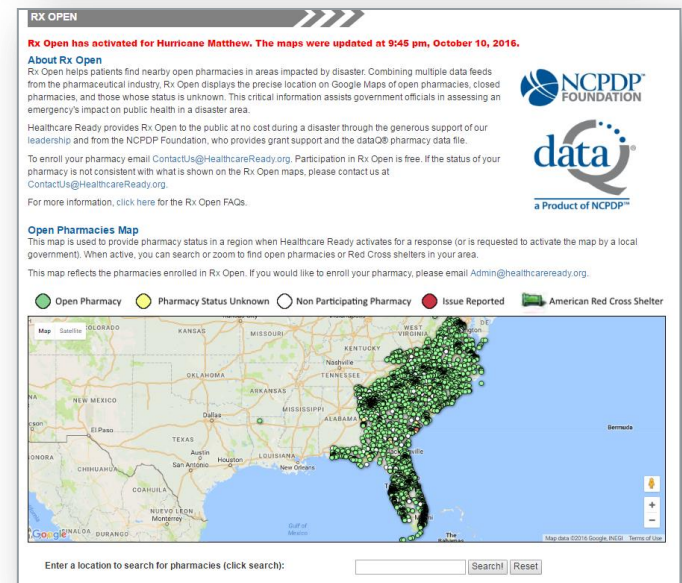
Baton Rouge Flooding

- Used Rx Open to locate nearest pharmacy to fill shelter needs
- Advocated for and promoted activation of assistance programs



Hurricane Matthew

- Worked with shelters to identify pharmacies able to fill meet refill needs
 - Saved responders from setting up a more costly mobile pharmacy that would have taken longer to be established



Questions

Questions?

Learn more – <https://www.healthcareready.org/rxopen/faq>

Let's Connect!

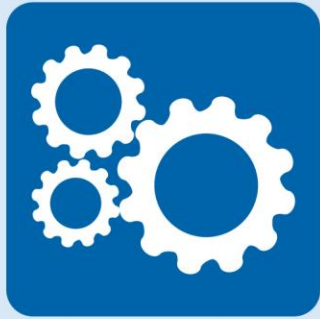
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