

# LINKING MEDICINES TO COMMUNITIES WHEN DISASTER STRIKES: HURRICANE SANDY IN THE U.S.

Each link in a country's integrated supply chain plays a critical role in bringing medicines to as many people as possible. When Hurricane Sandy hit the Northeast region of the United States, challenges in transportation added complexity to getting medicines to the communities most affected. This created delays in patients receiving the medicines that they needed.



## THE JOURNEY

MEDICINE IS ALREADY MANUFACTURED, BUT NEEDS TO BE DISTRIBUTED.

### CHALLENGE

Medicine and medical supplies needed during an event have to get to the community in order to mount rapid response.



### SOLUTION

FedEx allows all Red Cross emergency supplies to be stored in FedEx warehouses. This pre-positioning of supplies helps make sure patients receive what they need as soon as possible.



THE MEDICINE IS DISTRIBUTED TO COMMUNITIES AFFECTED BY DISASTER.

### CHALLENGE

Because medical products are delivered in white, unmarked vans, drivers often have no way to verify to authorities that they are delivering needed supplies to restricted areas.



### SOLUTION

Healthcare Ready works with government agencies and other partners to ensure that distribution companies are able to get medical products and supplies delivered to healthcare facilities.

PROVIDERS DISPENSE THE PRODUCTS AT HOSPITALS AND CLINICS.



### CHALLENGE

Medical products are highly valuable and therefore provide a greater risk of being targeted for theft.



### SOLUTION

Partnerships like the Pharmaceutical Cargo Security Coalition and FreightWatch International coordinated and sent routine updates to alert members of suspicious activity.

PATIENTS MUST RECEIVE TREATMENTS FOR THEIR HEALTH NEEDS.



### CHALLENGE

Patients are not able to access a pharmacy or their pharmacy may be closed.



### SOLUTION

CVS Pharmacies initiated a program to send mobile alerts to remind patients to refill prescriptions before predicted severe weather events. Healthcare Ready's Rx Open map provided the public with a map of open and closed pharmacies in the disaster areas.



## FINDING SOLUTIONS

Integrated supply chains are necessary to bring medicines to the people who need them.

By partnering with experienced organizations, the U.S. can use these partnerships to strengthen each link in its supply chain:



STORAGE FOR EMERGENCY RESPONSE SUPPLIES



PRE-REGISTRATION OF DISTRIBUTION EMPLOYEES



MOBILE ALERTS TO REMIND PATIENTS TO REFILL PRESCRIPTIONS



GENERATORS TO ALLOW PHARMACIES TO REMAIN OPEN

