

COVID-19 Resource Guide: Government Official

WORKING TOGETHER TO HELP THOSE IMPACTED BY COVID-19

As the outbreak of COVID-19 evolves in the United States and around the globe, both the private and public sectors are joining forces to find solutions and fill gaps in the system to address this global public health crisis. Healthcare organizations across the supply chain are tirelessly working to develop ways to diagnose, prevent, and treat those affected by the novel coronavirus. Healthcare Ready has joined forces with the Pharmaceutical Research and Manufacturers of America (PhRMA), the Biotechnology Innovation Organization (BIO), the Healthcare Distribution Alliance (HDA), and the National Association of Chain Drug Stores (NACDS) to ensure the financial support and in-kind donations of personal protective equipment, medicines and critical medical supplies are provided to communities in need, including communities of color and those with marginalized populations.

Healthcare Ready is a nonprofit organization established in 2006 by trade associations representing the biopharmaceutical supply chain and the American Red Cross in the aftermath of Hurricane Katrina to serve as a central coordination point between the healthcare supply chain and government agencies. The organization works to build and enhance the resilience of communities before, during, and after disasters.

This time is no different -- Healthcare Ready is closely monitoring the following efforts around the COVID-19 global health pandemic and leveraging its relationships with the healthcare supply chain, patient organizations, and providers to address current needs to fill gaps in the system by:



ENSURING SUPPLY CHAIN INTEGRITY: Proactively engaging with organizations throughout the supply chain to facilitate access to needed pharmaceuticals, personal protective equipment, and other critical medical supplies to areas of critical need during this crisis.



STRENGTHENING PARTNERSHIPS WITH US HEALTH SYSTEM PARTNERS: Coordinating with federal partners at the US Department of Health and Human Services (HHS) and the Federal Emergency Management Agency (FEMA) to understand healthcare and public health impacts and needs while monitoring the response and concerns of the US health system to mitigate the outbreak domestically.



TRACKING GLOBAL RESPONSE EFFORTS: Monitoring global response efforts to contain the outbreak, including tracking the impacts of travel advisories, quarantines, and other actions that have implications for the healthcare capacity and response across the US. These tools inform recommendations to government partners to reduce the potential for disruptions in the supply chain.



COORDINATING MONETARY & IN-KIND SUPPORT: Maintaining a close pulse on humanitarian assistance efforts, including monetary and in-kind support, to prioritize and coordinate donations and supplies to the hardest hit areas in need.



DIRECT SUPPORT TO COMMUNITIES AND PATIENTS: Providing technical assistance and response support to communities, especially those with a high number of COVID-19 cases and a high proportion of patients diagnosed with chronic diseases. Healthcare Ready is focused on disseminating resource on preparedness, emergency prescription measures, and other healthcare access information.

HEALTHCARE READY PROGRAMS & SERVICES

HOW CAN YOUR OFFICE WORK WITH HEALTHCARE READY?

Healthcare Ready is creating a streamlined donation process to allow companies across the healthcare industry to work directly with our organization to provide in-kind and monetary support while continuing to prioritize requests for these critical needs.

Examples of requests that Healthcare Ready can support include:

- **Procuring personal protective equipment**
- **Facilitating the delivery of medical supplies to healthcare groups and community organizations**
- **Providing assistance to help patients navigate their healthcare needs such as informing them about how they can refill their prescription medications during a crisis**

These requests and donations can be made by contacting alerts@healthcareready.org or calling 1-866-247-2694.

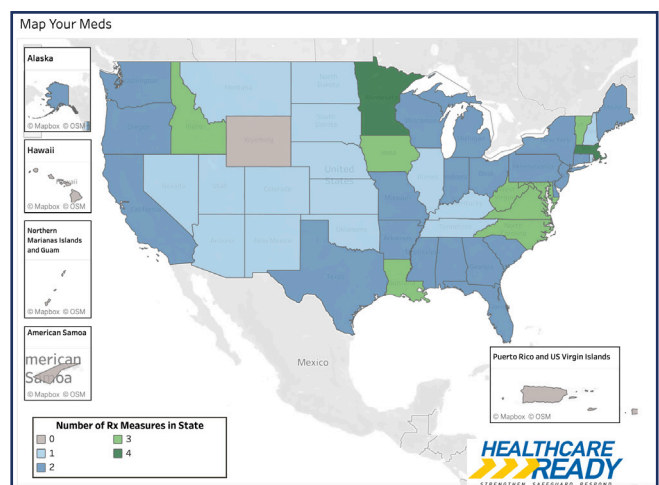
WHAT PROGRAMS AND SERVICES DOES HEALTHCARE READY PROVIDE THAT CAN BENEFIT MY CONSTITUENTS?

- **Map Your Meds:** This map allows constituents to find information on changes to prescription medication rules and laws in your state due to the COVID-19 outbreak. Use this resource by visiting www.healthcareready.org/covid19-patient-resources/meds/.
- **Rx Open:** Rx Open helps patients get access to medicine in an emergency by mapping the location of open and closed pharmacies in a disaster-stricken area on the free www.RxOpen.org and www.HealthcareReady.org websites. Government officials and first responders use Rx Open to coordinate response and recovery efforts. Relief agencies rely on Rx Open to ensure people in shelters have access to pharmacies. It also shows open American Red Cross shelters.
- **Rx On the Run:** Are your constituents prepared if a disaster strikes? Many people stock up on water, bread and canned goods, but forget about their medicines. Your constituents can use Rx on the Run at www.HealthcareReady.org/rx-on-the-run to print a personalized wallet card that documents their prescriptions and other important medical information.
- **COVID-19 Resource Hub:** As response efforts continue, Healthcare Ready continues to monitor and track resources for constituents. Resources and toolkits for individuals and patients include [state-level insurance emergency orders on prescription refills, tips to protect yourself from COVID-19, and telehealth coverage policies for COVID-19](#). The resources hub also includes relevant [pandemic business continuity resources](#) for workforce protection, including preparedness resources and toolkits. Feel free to contact Healthcare Ready with any inquiries about additional resources or unmet needs in your communities.

ADDITIONAL RESOURCES THAT CAN BENEFIT CONSTITUENTS:

- **Medicine Assistance Tool (MAT), created by PhRMA:** MAT is a search engine that contains information on more than 900 public and private assistance programs that can help people access their medicines. Constituents can use this search engine and get more information about medicine costs by visiting www.mat.org.

You may also call 2-1-1 – available across several localities in the US – to ask about local services that may help you pay for your medications.



INFORM YOUR CONSTITUENTS

We encourage you to share or repost Healthcare Ready information on your social media channels, as well as in your constituent newsletters or through public service announcements. If you wish to create your own content surrounding Healthcare Ready resources that are available to your constituents, below are suggested messaging and graphics.

SOCIAL MEDIA CONTENT SAMPLE

- **Example 1:** We are all working to find credible, factual information around COVID-19. The team at @HC_Ready has created a COVID-19 hub of information including emergency prescription refills, tips to protect yourself, and telehealth coverage. Learn more here: bit.ly/COVID19-patient-resources
- **Example 2:** Wondering how you can prepare your medications during emergencies like #coronavirus? @HC_Ready developed the #RxOpen map to find open pharmacies near you: bit.ly/Rx-Open
- **Example 3:** With many communities around the nation experiencing shortages in life-saving #ppe, @HC_Ready is here to help our #healthcareheroes to identify needs and strengthen the #supplychain. Learn more here: <https://bit.ly/2XzcVyi>
- **Example 4:** We remain in this together during these unprecedented times. That's why strong partnerships like those between @PhRMA and @HC_Ready are so critical to ensuring our healthcare workers on the #covid19 frontlines get the supplies that they need. Learn more here: <https://bit.ly/2XzcVyi>

NEWSLETTER CONTENT SAMPLE

As COVID-19 continues to impact the US and [state] / [our district], concerned residents have been stocking up on food and supplies. While you plan for the unexpected, have you included your prescription medications as an essential part of your preparedness routine? Use these five helpful resources by [Healthcare Ready](#) to help you prepare:

- **Rx OPEN:** Rx Open helps patients get access to medicine in an emergency by mapping the location of open and closed pharmacies in a disaster stricken area on the free www.RxOpen.org and www.HealthcareReady.org websites.
- **Rx ON THE RUN:** You can use Rx on the Run to print a personalized wallet card that documents their prescriptions and other important medical information. Print your personalized wallet card here: <https://healthcareready.org/rx-on-the-run/>.
- **Map Your Meds:** This map allows constituents to find information on changes to prescription medication rules and laws in your state due to the current outbreak of COVID-19. Use this resource by visiting www.healthcareready.org/covid19-patient-resources/meds/.
- **Medicine Assistance Tool created by PhRMA:** This dedicated search engine allows users to search for financial assistance resources available to them, their loved ones or patients in their lives through the various biopharmaceutical industry programs available for patients who are eligible. Constituents can use this search engine by visiting www.mat.org.
- **COVID-19 Resource Hub:** As response efforts continue, Healthcare Ready continues to monitor and track resources for constituents. Resources for individuals and patients include [state-level insurance emergency orders on prescription refills, tips to protect yourself from COVID-19, and telehealth coverage policies for COVID-19](#). The Resource Hub also includes relevant pandemic business continuity resources for the healthcare supply chain including best practices for disinfection and infection control and guidance for workforce protection.

Use healthcare experts and providers as your first source of information. Always check with your healthcare provider, pharmacist and insurance provider first to determine a plan for upkeeping your health during a disaster. Check out [Healthcare Ready's COVID-19 Patient Resource Center](#) for steps you can take today to prepare your health for disasters.

PUBLIC SERVICE ANNOUNCEMENT SCRIPT

During a disaster, many people stock up on water, bread and canned goods, but forget about their medicines. Remember to include your prescription medications as an essential part of your preparedness routine! Learn more about Healthcare Ready's Rx Open and Rx on the Run prescription resources by visiting www.HealthcareReady.org.

WEB BANNER

Download this web banner to include on your website to direct constituents to Healthcare Ready resources at [Healthcare Ready's COVID-19 Patient Resource Center](http://HealthcareReady.org).

300x100






STAY CONNECTED WITH HEALTHCARE READY

CONTACT HEALTHCARE READY

Questions about our services and resources, including requests for information, assistance or additional resources can be sent to Healthcare Ready via:

- Email:
 - Response-related questions or assistance: Alerts@HealthcareReady.org
 - General outreach to Healthcare Ready: ContactUs@HealthcareReady.org
- Hotline: 1-866-247-2694
- Sign up for Healthcare Ready's weekly "Situation Reports" that provide routine overviews on the response and critical information that can help you protect your communities. Request to be added to the email list here: <http://www.healthcareready.org/contact-us>

SUBSCRIBE TO OUR SOCIAL MEDIA CHANNELS

- Twitter:  [@HC_Ready](https://twitter.com/HC_Ready)
- Facebook:  fb.com/HealthcareReady
- LinkedIn:  linkedin.com/company/healthcare-ready