

EMERGENCY RESPONSES

Healthcare Ready (HcR) activated to respond to multiple events across the country in 2018. Events included the largest and deadliest fires to ever occur in California, multiple Atlantic hurricanes affecting states from Virginia down to Florida, and some of the strongest storms to ever affect Hawai'i and the Commonwealth of the Northern Mariana Islands in the Pacific.



90+

NUMBER OF DAYS
ACTIVATED (ENGAGED)



250+

REQUESTS FOR HcR
ASSISTANCE OR
INFORMATION



12

STATES AND
TERRITORIES
DIRECTLY SUPPORTED



24,109

Rx OPEN
PHARMACIES
MAPPED



300+

PATIENTS DIRECTLY
ASSISTED DURING
ACTIVATIONS

2018 ACTIVATION OVERVIEW

Healthcare Ready activated for over **fourteen** separate major disasters that affected **twelve** states and territories with a combined population of over **100 million people**. HcR's activations for these events totaled over **90 days** at **ENGAGED** status.

Over the course of these activations, **Healthcare Ready responded to over 250 requests for assistance** and information from the private sector, federal, state, and county emergency management agencies, and individual patients. These requests included:

- Coordinating close to **30 deliveries of critical medical supplies** to shelters and medical facilities in the affected areas
- Arranging **evacuation** for over **150 dialysis patients** to receive treatment
- Facilitating **donations** of over **6,000 donated hygiene kits**, **500 doses of naloxone**, and two deliveries of urgently needed **medical oxygen tanks** to medical needs shelters

The HcR team also represented private sector healthcare in **HHS's Secretary's Operations Center** (the only non-federal organization requested to sit in the operations center) and routinely briefed on the status of healthcare and public health operations on **FEMA's National Business Emergency Operations Center** coordination calls.

While the majority of requests for assistance and information occurred during activations for **Hurricanes Florence and Michael**, HcR also shared critical information on pharmacy status, emergency refill laws and policies, insurance information, prescription assistance programs (e.g. EPAP) and more for other events.

HEALTHCARE READY:
90+ DAYS AT ENGAGED STATUS

HEALTHCARE READY
ROUTINELY BRIEFED FEMA'S
NATIONAL BUSINESS
EMERGENCY OPERATIONS
CENTER ON THE STATUS OF
HEALTHCARE AND PUBLIC
HEALTH OPERATIONS.



THE HEALTHCARE READY TEAM WAS THE ONLY NON-FEDERAL ORGANIZATION INVITED TO REPRESENT PRIVATE SECTOR HEALTHCARE IN HHS'S SECRETARY'S OPERATIONS CENTER.

November – March
Flu Season

July 31 – August 10
Summer California Wildfires

August 21 – August 27
Hurricane Lane

September 5
Tropical Depression Gordon

September 12 – September 13
Hurricane Olivia

September 11 – September 14
Typhoon Mangkhut

September 12 – September 24
Hurricane Florence

October 9 – October 31
Hurricane Michael

October 24 – November 8
Super Typhoon Yutu

November 14 – December 4
Camp and Woolsey Fires

FLU SEASON
CALIFORNIA SUMMER
WILDFIRES
HURRICANE LANE
TROPICAL DEPRESSION
GORDON
HURRICANE OLIVIA
TYPHOON MANGKHUT
HURRICANE FLORENCE
HURRICANE MICHAEL
SUPER TYPHOON YUTU
CAMP AND WOOLSEY FIRES

FULL ACTIVATIONS

Summer California Wildfires

July 31 – August 10

While the activation was initially for the **Carr Fire** affecting the city of Redding, the **Mendocino Complex's Ranch Fire** and **River Fire** quickly became additional events of concern. The Mendocino Complex Fire became the largest recorded fire in California history at **459,123 acres**.

The HcR Emergency Operations Center (EOC) **tracked pharmacy status** through **Rx Open** and promoted **wildfire-specific preparedness messaging** on social media.



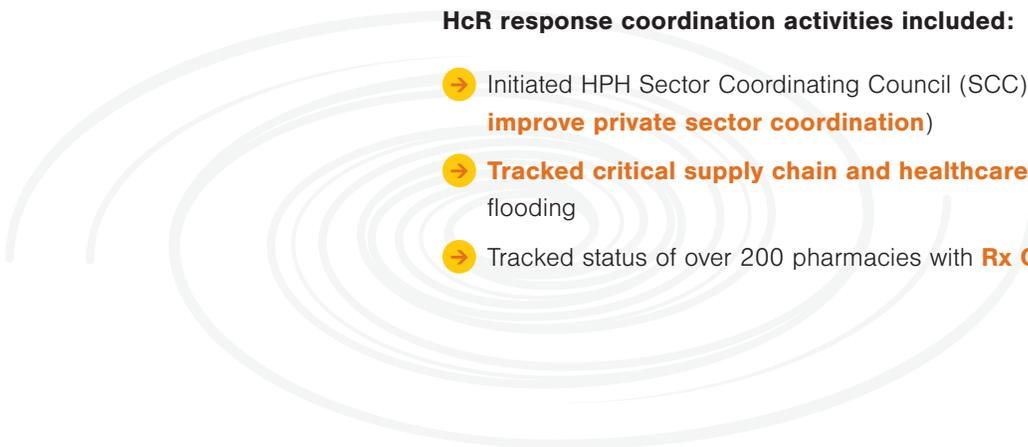
Hurricane Lane

July 31 – August 10

Though Hurricane Lane was downgraded to a tropical storm by the time it approached the **Hawaiian Islands**, the storm system brought **historic levels** of rain, causing flash flooding, landslides, and storm surge.

HcR response coordination activities included:

- Initiated HPH Sector Coordinating Council (SCC) Coordination Call (to **improve private sector coordination**)
- **Tracked critical supply chain and healthcare facilities** vulnerable to flooding
- Tracked status of over 200 pharmacies with **Rx Open**



Hurricane Florence

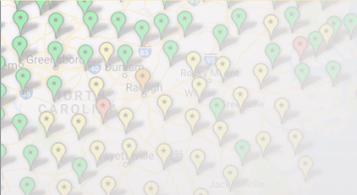
September 12 – September 24

Hurricane Florence hit the coast of North Carolina as a tropical storm, but slowly dragged itself through **North and South Carolina** for days dumping multiple feet of rain in some areas. It became a horrible flooding event that would require **months of recovery in the Carolinas**. The HcR EOC was activated around the clock for nearly two weeks fielding requests for assistance and serving as a critical coordinator, matching needs to resources. Rx Open mapped the operating status of over 6,500 pharmacies across the region.

**HEALTHCARE READY EOC
WAS ACTIVATED AROUND
THE CLOCK FOR NEARLY TWO
WEEKS FIELDING REQUESTS
FOR ASSISTANCE AND SERVING
AS A CRITICAL COORDINATOR,
MATCHING NEEDS TO RESOURCES**

Highlights of HcR's requests for assistance and activities included:

- ➔ **Dialysis patient transport:** Coordinated urgently needed bus **transportation** for over **100 dialysis patients and their caregivers** to a facility able to treat them and house them in a nearby special needs shelter.
- ➔ **Patient refill assistance:** Directly responded to more than a dozen patients **requests for information or assistance with refilling prescriptions** for their medication.
- ➔ **Shelter needs:** **Tracked medical needs** in shelters around the state and supported deliveries of **oxygen tanks, oxygen supplies, and comfort kits** to multiple shelters housing hundreds of evacuated residents of North Carolina.



Partnered with **Google** to analyze pharmacy and aggregated health search trends

Mapped **6,500+** pharmacies



Secured **urgent donation** of oxygen tanks and supplies for mega shelter



HEALTHCARE READY: Responding to Florence

Facilitated donation of **6,000+ comfort kits** for survivors

Coordinated **5+ major medical deliveries** to hospitals



Coordinated evacuation of **100+ dialysis patients**



Worked with **3 federal agencies, 13 state and local groups, 14 NGOs, 18 coordination groups** and positioned **100s of medical volunteers** and assets to support survivor needs

Fielded **dozens of direct patient pleas** for assistance






Recovery is ongoing. Join Healthcare Ready in its lifesaving work. Learn how you can support, donate, or partner at www.healthcareready.org.



Hurricane Michael

This powerful storm made a crash landing onto the **gulf coast of Florida** as a Category 4 hurricane, **the strongest hurricane to have ever hit the area**. While it dissipated within a couple days, it had enough time to **completely wipe away homes and businesses in Panama City, Florida**, the town that faced the most widespread damage. **Rx Open mapped the status of over 13,700 pharmacies in the region**. Healthcare Ready worked for weeks on end to support the recovery with the following primary activities:

- ➔ **Supporting Pharmacy Needs:** Helped establish a **mobile pharmacy** outside of a hospital. **Mapped the operational status of over ten thousand pharmacies** across the southeastern US.
- ➔ **Hospital Restoration:** Worked with partners to **restore communications** capabilities for four **hospitals** in the span of about **24 hours**.
- ➔ **Coordinating Supply Deliveries:** Facilitated the donation of **500 doses of naloxone** to shelters across the panhandle and the donation of **dozens of medications and medical supplies** to a damaged Panama City clinic. Responded to **12 requests to support medical deliveries**.
- ➔ **Direct Patient Support:** Coordinated the transportation of **30 stranded patients to a dialysis center** for urgently needed treatment and responded to **dozens of patient calls and emails** throughout the activation.

BY THE
NUMBERS

Mapped status of **13,700+** pharmacies



Organized **emergency transportation** for **30 stranded dialysis patients** in need of treatment



Coordinated **donation of 500 naloxone doses** to shelters

Responded to **12 requests for largescale deliveries of medical supplies**



Coordinated **placement of critical mobile pharmacy** at damaged hospital

HEALTHCARE READY: Responding to Michael

Provided **nationwide** emergency refill guidance

Fielded **dozens of direct patient pleas**



Coordinated telecommunications restoration for **4 hospitals**

Coordinated donation of **over 25 medicines and products** for damaged hospital

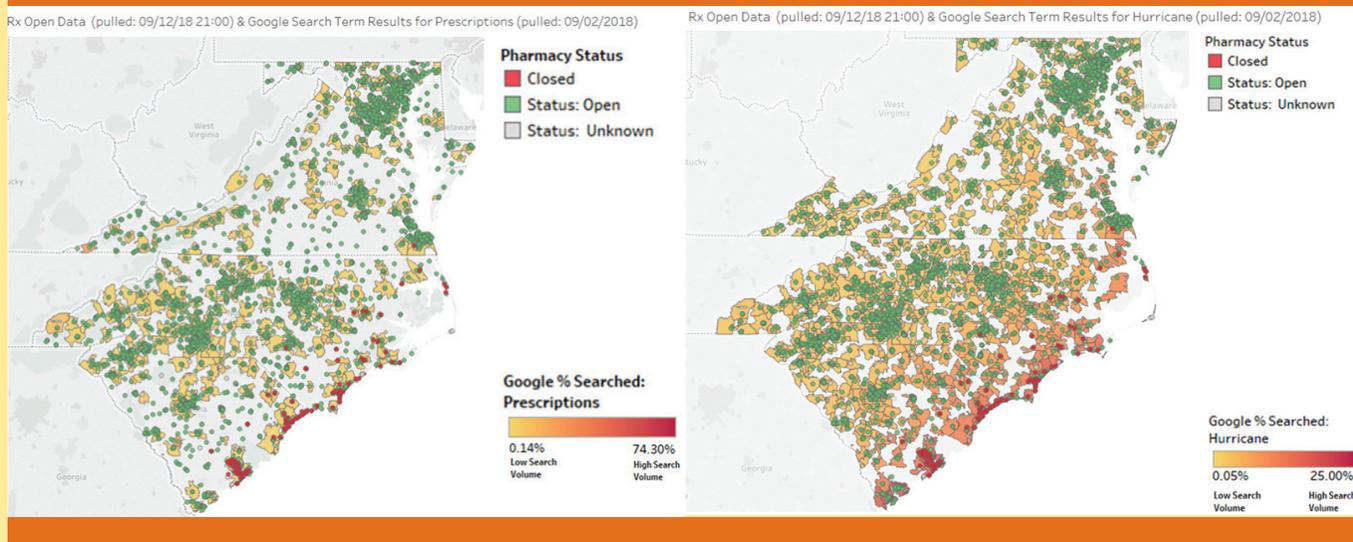


Partnered with Google to match medicine searches to pharmacies



Recovery is ongoing. Join Healthcare Ready in its lifesaving work. Learn how you can support, donate, or partner at www.healthcareready.org.

OUR PARTNERSHIP WITH GOOGLE CONTINUED TO HELP BOTH US AND PARTNERS UNDERSTAND WHERE PATIENTS WERE SEARCHING FOR HELP DURING HURRICANES FLORENCE AND MICHAEL.



Super Typhoon Yutu

October 24 – November 8

Typhoon Yutu was the **strongest typhoon to impact the Mariana islands** and the second-strongest storm system to impact the US and territories. We worked with federal partners to **track supply chain needs** in the **Pacific Island territories**, such as the availability of flu vaccinations for people on the Northern Mariana Islands. This focus highlighted how the **overlap of flu season and hurricane season can directly impact a healthcare response**.

We were simultaneously pushing out messaging on our **blog about the importance of getting the flu shot** for the general public, while we reached out to private sector partners with potential needs and a general offer of assistance for the Yutu response. Fortunately, the normal supply chain on the islands was resilient enough to service its patients without supplemental support.

Camp and Woolsey Fires

November 14 – November 21

Information sharing activities for the Camp and Woolsey Fires included **wildfire safety messaging and emergency prescription refill law education**. We activated **Rx Open** in **California**, while it was still activated for Hurricane Michael and Super Typhoon Yutu, to **map over 6,000 pharmacies** in the state. Team members reached out directly to pharmacies impacted by the fires to update the map with the most accurate information and **fielded requests for pharmacy operations updates from HHS**.

PARTIAL ACTIVATIONS

- September 5:
Tropical Depression Gordon (Louisiana, Mississippi, and Alabama)
- September 12 and September 13:
Hurricane Olivia (Hawai'i)
- September 11 – September 14:
Typhoon Mangkhut (Guam)

Social Media

- 10,000+ views September through October
- Increase in notable followers: FEMA, state and local officials
- Social Media cards with event specific information



Media Mentions

- 20 articles and mentions
- The Weather Channel, Emergency Management, local outlets
- 170M reach





10,000+

SOCIAL MEDIA VIEWS SEPT-OCT

170,000,000

REACH FROM 20 MEDIA MENTIONS

**TROPICAL DEPRESSION
GORDON
HURRICANE OLIVIA
TYPHOON MANGKHUT**