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.
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
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.

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.

**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**

**HEALTHCARE READY: Responding to Florence**

**BY THE NUMBERS**

- 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
- Coordinated evacuation of 100+ dialysis patients
- Facilitated donation of 6,000+ comfort kits for survivors
- Coordinated 5+ major medical deliveries to hospitals
- 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.

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 (Hawaii)*

- 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
TYPHOOON MANGKHUT