

2019

ANNUAL REPORT



STRENGTHEN.
SAFEGUARD.
RESPOND.

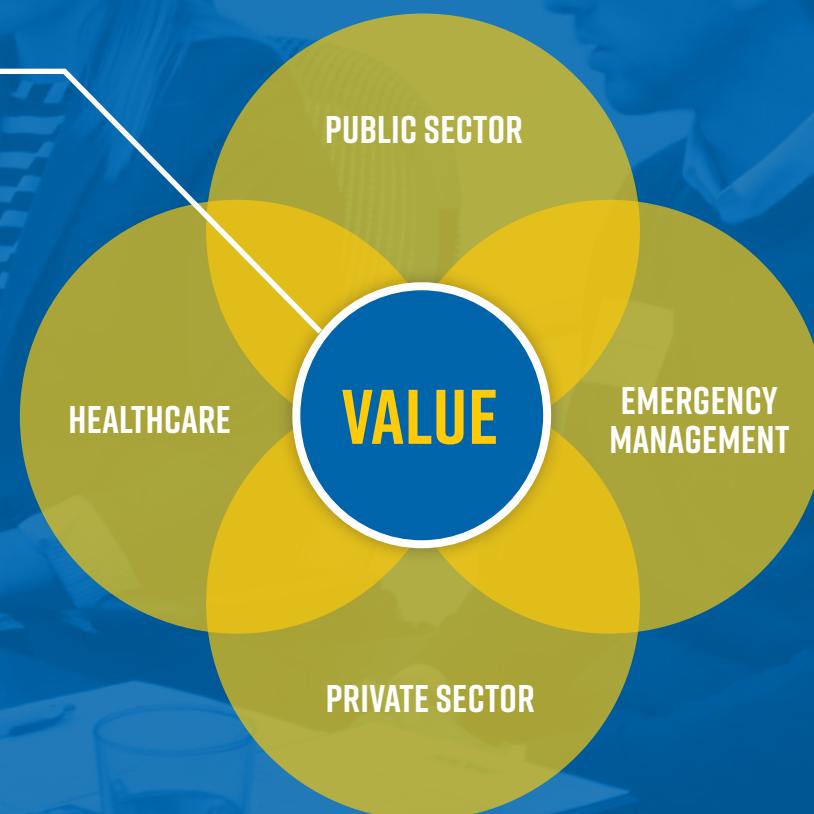
**HEALTHCARE
READY**

WHO WE ARE

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Healthcare Ready is a national nonprofit organization that **facilitates public and private sector collaboration** to maintain US **health systems continuity** and minimize the impact of disruptions to community health and wellbeing. We serve private sector stakeholders in the US healthcare system, specifically members of the supply chain dedicated to the **manufacturing, procurement, and distribution of medical products**, the **delivery of healthcare services**, and the **management of facilities**.

THE **VALUE** THAT
HEALTHCARE READY
BRINGS TO **THE**
INTERSECTION OF
DISASTER MANAGEMENT



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MISSION AND VISION

Healthcare Ready leverages unique relationships with government, nonprofit, and medical supply chains to build and enhance the resilience of communities before, during, and after disasters.

OUR VISION

Building the resilience of our communities supports health and creates economic strength so that, **if disaster strikes, quality of life returns to normal as fast as possible.** Working together we ensure that we are stronger than the next disaster.



CHAIRMAN'S NOTE

I was excited to step into the role of Chairman this year at Healthcare Ready. As a board member for many years, I have watched the organization grow and evolve to meet the challenges we collectively face today. The last few years have reaffirmed to me the important role that Healthcare Ready plays for our partners — both in government and the private sector — and the communities they serve.

From the perspective of healthcare distributors, disasters can be very disruptive to our operations, but also a time when we rise to the challenge. For the Healthcare Distribution Alliance's members, the focus is being able to navigate through disaster zones and to deliver life-saving medical products to healthcare facilities serving patients. As the HDA tagline reminds us each day, *Patients Move Us*. Observing the commitment that the Healthcare Ready team brings — during every event, regardless of magnitude — assures us all that when times are the toughest, we have a group ready to meet the challenge. This is important to our distributor members, but ultimately it enables us to do our part in meeting the needs of patients.

It is my hope that this report provides a small snapshot to the incredible work that the Healthcare Ready team has accomplished. It is difficult to capture every success story or moment where we made difference, but I hope that as you read the report you will see the many ways that Healthcare Ready quickly responds to disasters and disease outbreaks and supports communities across the country in times of need.

Thanks again to the amazing team at Healthcare Ready and to the many companies who support our mission each day. It has been a privilege to serve as Chairman and I look forward to seeing Healthcare Ready continue to grow in stature and critical importance as we face new and unexpected challenges in the future.

Best regards,



Perry Fri
Chairman, Healthcare Ready
Executive Vice President,
Healthcare Distribution Alliance



FROM THE PERSPECTIVE OF HEALTHCARE DISTRIBUTORS, DISASTERS CAN BE VERY DISRUPTIVE TO OUR OPERATIONS, BUT ALSO A TIME WHEN WE RISE TO THE CHALLENGE.

2019



**STRENGTHEN.
SAFEGUARD.
RESPOND.**

EXECUTIVE DIRECTOR'S WELCOME

Partners,

We are proud to share the 2019 annual report with you, showcasing the accomplishments and progress that allowed us to further our mission of leveraging our strategic partnerships to protect patients impacted by crisis.

Alongside our critical work of responding to disasters, 2019 also saw the Healthcare Ready make ground-breaking progress on building community resilience—ensuring that communities are better prepared and resourced to meet *future* disasters. That work extends to the critical partner network of federal, state and local agencies, organizations, and private partners that we cultivate and maintain in order to both respond and build resiliency in Americas communities.

As the threat of disasters continues to rise, our work is needed now more than ever. I'm proud to say that, in 2019, we met the challenge of responding to more disasters (including overlapping events) to help communities in crisis, as well as strengthening our programmatic work to train and educate more communities and organizations than ever before.

Here are a few notable highlights, all of them made possible thanks to the support of so many of you:

- **Strengthened communities around the country through new and ongoing preparedness and resilience projects** – We continue to build partnerships and explore new solutions through the *Diseases and Disasters* roundtable convenings we hosted. In May, we disseminated results from our fourth annual poll on individual-level preparedness.

We also expanded resources and efforts designed specifically to strengthen the ability of community-based organizations to be better prepared in the face of disasters. In Mobile, Alabama and Baltimore, Maryland, we created capacity-building trainings and exercises to help key groups build a plan to support each other during events.

- **Built community-level preparedness resources and focused on capacity-building at the local level** – We enhanced existing preparedness and response resources, including authoring chapters on health preparedness in key partner publications.
- We added new features to Rx Open, our nationally recognized online pharmacy access tool. We supported the supply chain by partnering with ASPR TRACIE to build toolkits and resources on supply chain capacity during disasters and best practices in disaster coordination with healthcare organizations.

We also delivered trainings—including lessons learned from recent events—to help partners in public and community sectors understand the role of the supply chain in response.

- **Leveraged public-private partnerships to educate and strengthen private supply chain partners who serve the community** – We designed and hosted a private sector, members-only, tabletop exercise with Sprint's corporate office to help

supply chain partners better work together—and with health systems—during events.

- **Served as national subject matter experts to inform federal planning and public policy** – We provided our expertise to national exercises (including FEMA's *Shaken Fury* and HHS/ASPR's *Crimson Contagion*), spearheaded the update of the Healthcare and Public Health's Sector-Specific Plan, and shared findings and lessons learned at multiple national and international events, including the first International Global Health Security Conference.

We continue to depend on your support. Your contributions—your ideas, in-kind support, and donations—are essential to our ability to extend this work into our country's most vulnerable communities in 2020. We are grateful for your support and look forward to your partnership in 2020 as we continue to serve patients and communities in times of distress.


Nicolette Louissaint, PhD




WORKING TOGETHER WE ENSURE THAT WE ARE STRONGER THAN THE NEXT DISASTER.


140 COMMUNITIES DIRECTLY BENEFITTED FROM OUR WORK



OUR IMPACT

2019 BY THE NUMBERS

 **17**
EMERGENCY
ACTIVATIONS

 **32**
EDUCATION AND
CAPACITY-BUILDING
PROVIDED

 **46**
PUBLICATIONS AND
PODCASTS

 **67**
DAYS
ACTIVATED

 **13**
TRAININGS
DELIVERED

 **51K+**
UNIQUE WEBSITE
USERS

 **31K+**
PHARMACIES
MAPPED ON RX OPEN
(ALMOST HALF OF
ALL US PHARMACIES)

 **140**
COMMUNITIES
TOUCHED BY OUR
WORK

*AS THE SINGULAR
ORGANIZATION DEDICATED TO
THE COORDINATION OF THE
HEALTHCARE SECTOR DURING
DISASTERS, **HEALTHCARE
READY IS THE EMERGENCY
RESPONSE LIFELINE** FOR
MEMBERS, AGENCIES, AND
COMPANIES (LARGE AND
SMALL) FROM ACROSS
THE UNITED STATES (AND
TERRITORIES).*

MAJOR ACCOMPLISHMENTS

Across emergency responses, programs, projects, and organizational capacity, 2019 was a significant year for Healthcare Ready.

- **Rx Open Update**
 - New features and enhanced usability
- **Expanded Training Capability**
 - Community Resilience Training
 - 25+ hours of tailored training and exercise
 - 25+ organizations in Gulf Coast trained; 10+ in Baltimore
 - Supply Chain and Disaster Response
 - Delivered to range of audiences — hospital associations, state emergency management and public health, and federal agencies
- **Gotham Havoc**
 - First-ever Healthcare Ready-planned private sector only, cross-sector exercise with telecommunications partners (with the potential to become a series).
- **Diseases and Disasters Roundtable Series**
 - Continued series designed to bring patient-centric groups together with preparedness experts to discuss challenges and solutions for specific patient populations
- **Executive Director Nicolette Louissaint appointed to FEMA's National Advisory Council**
- **Moderated the Opening Plenary of the Preparedness Summit**
- **Launched *Heroes of the Supply Chain***
- **Major grant from the Lilly Company to develop preparedness resources for patients**

“OBSERVING THE COMMITMENT THAT THE HEALTHCARE READY TEAM BRINGS — DURING EVERY EVENT, REGARDLESS OF MAGNITUDE — ASSURES US ALL THAT WHEN TIMES ARE THE TOUGHEST, WE HAVE A GROUP READY TO MEET THE CHALLENGE.”

HOW WE HELPED

From strengthening “Resiliency Hubs” in Baltimore, MD to facilitating vaccination supplies to Ocracoke Island, NC, 2019 was the year that Healthcare Ready scaled its impact—large and small—to make a difference in the lives of patients.

No task too small—no challenge too large: Staff highlights

Kinaya Hardie, Program Analyst: One of my favorite projects last year involved working with the **Resiliency Hubs** in Baltimore and creating an emergency preparedness workshop for their volunteers. We saw first-hand how enthusiastic and dedicated these grassroots organizations and churches are when stepping up in their communities during times of crisis. Capitalizing off of this energy, we gave them the tools they needed to create communications and response plans and helped them find solutions to better assist residents who were elderly and functionally restricted in their neighborhoods during emergencies.



Kamelah Jefferson, Senior Program Analyst: The **Diabetes and Disasters Roundtable** was a convening that brought providers, healthcare preparedness experts, patient groups, and other diabetes stakeholders from across the country together to review challenges associated with providing diabetic-specific care to patients during emergencies and disasters. The roundtable highlighted opportunities to move from “bridging” (sharing information) to “bonding” (implementing preparedness ideas) to enhance diabetic patient preparedness. Most importantly, this convening created a space for networking and fostering new relationships during “blue skies” or peacetime, which is a best practice in the emergency management field.



Melanie Mackin, Program Analyst: In 2019, Healthcare Ready facilitated **Gotham Havoc**, a tabletop exercise with supply chain stakeholders to test response coordination. The exercise brought together key private sector partners to test the understanding of roles and responsibilities and identify logistical dependencies for different hazards including natural disasters and infectious disease outbreaks. The event allowed Healthcare Ready and our partners to further our reach and ability to respond before, during, and after a disaster.



RESPONSE HIGHLIGHT

One activation that really stands out from 2019 was when our team quickly pivoted during Hurricane Dorian from a usual US focus to finding ways to support relief efforts in the **Bahamas**. From connecting a US legislator and a surplus of goodwill with our logistics partners that could facilitate sending supplies to the islands, to following and assisting along the journey of a renal disease patient who evacuated to the US and needed dialysis treatment, we jumped in the best way we knew how. We could have taken a back seat when we realized the US was mostly spared from the worst impacts, but instead we chose to leverage our network and our strategizing power to support the Bahamas when they needed it the most.



Healthcare Ready teamed up with ASPR/TRACIE and the Health Industry Distributors Association (HIDA) to develop a guidance and toolkit to assist healthcare coalitions seeking to understand the supply chain. The toolkit has been used by healthcare coalitions as a guide as they navigate forging preparedness and response partnerships with healthcare supply chain organizations.

STRENGTHENING DIGITAL PARTNERSHIPS

Completed three major campaigns

Each campaign focused on a different objective:

➔ #PrepYourHealth Twitter Chat with CDC

- Joint effort with the CDC’s Center for Emergency Preparedness and Response (@CDCEmergency) to **promote health preparedness** before hurricane season



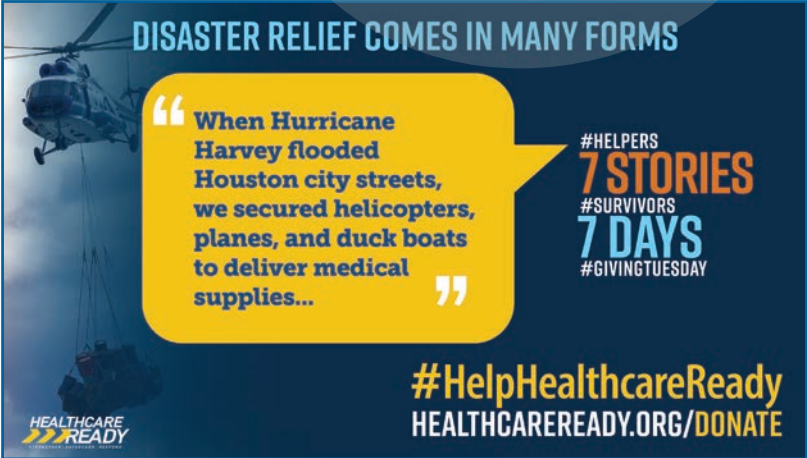
➔ Launched *Heroes of the Supply Chain*

- Campaign to highlight **the organizations, partnerships, and leaders** who play an integral role in meeting the most pressing patient needs across the country



➔ #7Days7Stories Giving Tuesday campaign

- Campaign designed to highlight **how Healthcare Ready helps patients and partners** in healthcare during disasters



20%

INCREASE IN TWITTER FOLLOWERS OVER 2018

1400+

NEWSLETTER SUBSCRIBERS
(8% INCREASE SINCE 2018)

NOTABLE ENGAGEMENT & OUTREACH

Healthcare Ready Influence & Presence Highlights



Emergency Preparedness and Response

- Big City Emergency Managers Meeting
- National Preparedness Summit (Opening Plenary)
- 2019 Global Health Security International Conference

Supply Chain

- SCwish:Pharma
- HDA Foundation CEO Roundtable
- Resiliency Summit – hosted by Resilinc and Biogen
- Pacific Northwest Pharmaceutical Summit
- Rx360 Pharmaceutical Security Summit

Councils and Fora

- Healthcare and Public Health Sector Coordinating Council
- National Emergency Management Association – Private Sector Working Group
- National Academies Health and Medical Division – Medical Preparedness Forum

Community Resilience

- Amgen Equity Summit
- AmerisourceBergen ThoughtSpot 2019
- National Conference on Culturally Competent Response to Disasters
- Caribbean Strong



RESPONDING TO COMMUNITIES IN CRISIS:
2019 EMERGENCY RESPONSES



17

ACTIVATIONS



21

STATES AND
TERRITORIES
SUPPORTED



67

DAYS ACTIVATED



120

REQUESTS FOR
INFORMATION OR
ASSISTANCE



31K+

PHARMACIES
MAPPED



3,900+

HOURS IN EMERGENCY
OPERATIONS CENTER



2019 ACTIVATION OVERVIEW

Healthcare Ready activated to **respond to seven different types of events** — 17 total — and responded to **over 85 requests for information or assistance** in 2019. It was another year that underscored the ‘new normal’ of complex threats facing patients, healthcare, and emergency planners and responders. Events like the public safety power shut-offs in California showed us that **the range of events impacting healthcare is growing**. On top of that, events are happening concurrently — preparing for and responding to events is no longer as distinct as it maybe once was.

- ➔ **When We Activate:** Healthcare Ready activates whenever there is a potential wide-spread impact to community well-being and/or healthcare supply chains. This impact can be at the local, regional, or national level. To be able to support communities as they need it, we can go to a partial activation or a full activation.
- ➔ **Our Resources:** In addition to patients, government entities, emergency managers from the public and private sectors, pharmacists, and other healthcare providers rely on the tools that the Healthcare Ready Emergency Operations Center (EOC) produces during responses.

When Hurricane Dorian crawled along the east coast of the US in early September, North Carolina’s Ocracoke Island was one of the hardest hit areas. Significant flooding swept across the small island, destroying the businesses and homes of residents.

After the storm passed, North Carolina’s Division of Public Health contacted us with an urgent request for tetanus vaccine supplies. Within hours, our team found partners in the coastal area and began coordinating supply donations from major US pharmacy partners to cover the entire needs list.

Our role did not stop there. Unfortunately, storm surge had caused significant damage to the island’s infrastructure, making it difficult to transport the vaccine supplies. But by coordinating with local emergency management, the public health department, and delivery drivers each step of the way, **we made sure the donated supplies made it safely and in time to safeguard the health of Dorian survivors.**



January 27 – 30
Winter Storm Jayden

March 4 – March 7
Southeast Tornado

March 13 – March 22
Winter Storm Ulmer

May 28 – May 31
Dayton Tornado

May 28 – May 31
Severe Flooding

July 31 – August 1
Hurricanes Erik and Flossie

August 26 – September 19
Hurricane Dorian

September 17 – September 19
Hurricane Humberto

September 19 – September 21
Hurricane Imelda

September 25 – September 27
Hurricane Karen

October 3
Urgent11 Cyber Attack

October 9 – October 15
California Public Safety Power Shutoffs

October 25 – November 4
California Public Safety Power Shutoffs

WINTER STORM JAYDEN
SOUTHEAST TORNADO
WINTER STORM ULMER
DAYTON TORNADO
SEVERE FLOODING
HURRICANES ERIK AND FLOSSIE
HURRICANE DORIAN
HURRICANE HUMBERTO
HURRICANE IMELDA
HURRICANE KAREN
URGENT11 CYBER ATTACK
CALIFORNIA PUBLIC SAFETY POWER SHUTOFFS
CALIFORNIA PUBLIC SAFETY POWER SHUTOFFS
CALIFORNIA PUBLIC SAFETY POWER SHUTOFFS

FULL ACTIVATIONS

Hurricane Dorian

August 26 – September 19

This powerful storm stalled above the Bahamas as a Category 5 hurricane, the strongest hurricane to ever hit the island. It slowly made its way along the East Coast of the US, primarily affecting the Carolinas. Healthcare Ready activated for 24 days and supported response and recovery efforts by:

- Coordinating the delivery of donated vaccine supplies from chain pharmacies to healthcare facilities in impacted communities in North Carolina
- Mapping pharmacy status for 3 weeks in Puerto Rico, Florida, Georgia, South Carolina, North Carolina, and Virginia
- Working with government and private sector partners to provide daily reports on the status of healthcare supply chains and pharmacies on coordination calls
- Providing direct support to evacuated patients seeking dialysis treatment



California Public Safety Power Shutoffs

October 9 – October 15

Moderate to strong wind conditions caused California’s three largest electric utilities to schedule Public Safety Power Shutoffs (PSPS) across the state. The situation was especially concerning for patients who rely on consistent power to charge their medical devices.

We used partnerships with emergency response organizations, including the Kidney Community Emergency Response Network, to find solutions for these patients. We did this by:

- Mapping all pharmacies and their status within the designated PSPS area and providing the list to the California State Emergency Operations Center at the direct request from the Governor of California
- Using Rx Open to help responders on the ground and patients find open pharmacies where they could access power and get needed supplies.

California Wildfires

October 25 – November 4

The California fires quickly spread through the Northern and Southern regions of California, affecting thousands of patients, many of whom were forced to evacuate. The Healthcare Ready EOC activated for 10 days and tracked pharmacy status through Rx Open and provided support to shelters, pharmacies, and the California Department of Public Health.

- Worked with the California Department of Public Health and chain pharmacies to assess the need for mobile pharmacies, pop-up pharmacies, and other pharmacy resources.
- Analyzed critical healthcare infrastructure in the state to identify vulnerable areas.
- Shared wildfire-specific preparedness messaging on social media and sent routine notifications highlighting event-specific resources to hundreds of recipients.



URGENT/11 Cybersecurity Threat

October

In October, cybersecurity vulnerabilities in a widely used operating system put the healthcare sector, particularly medical device manufacturers, on high alert. Healthcare Ready shared important updates from government agencies with private sector partners on the threat the vulnerability posed, particularly the physical impacts such a cyber event could have. The breadth and potential impact the vulnerabilities URGENT/11 exposed, if exploited, highlight how threats with the potential for cyber and physical effects are increasingly common.



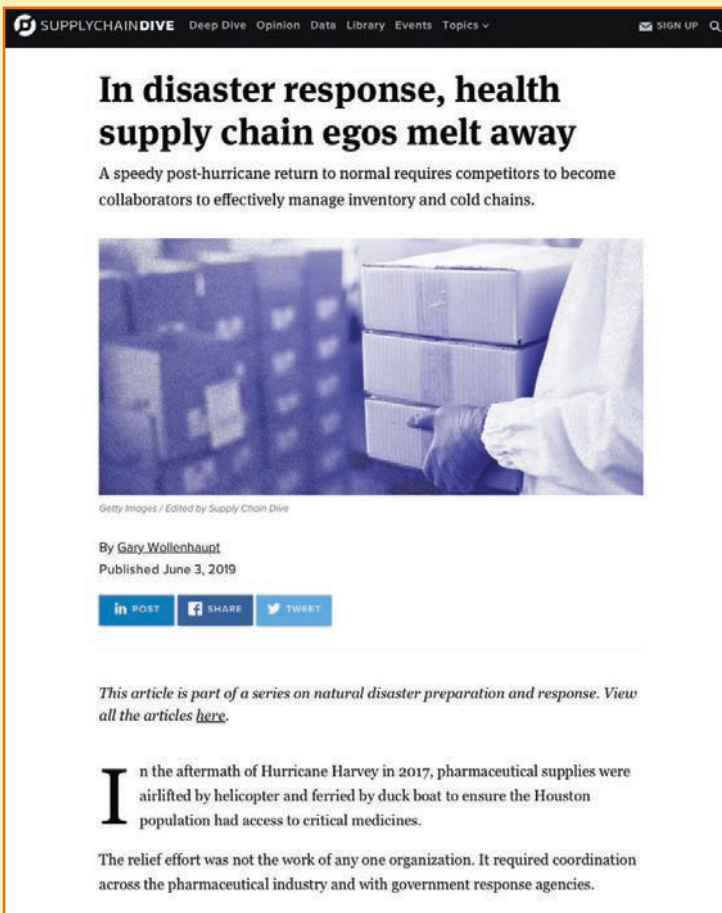
Healthcare Ready is a designated Information Sharing and Analysis Center (ISAC) for the healthcare and public health sector. ISACs are trusted entities established by critical infrastructure owners and operators to foster information sharing and best practices about physical and cyber threats and mitigation. ISACs also support incident response coordination.

Beyond these major activations, our **Emergency Operations Center partially activated for hyper-local events**, like a tornado in Ohio and severe flooding in Texas, as well as events that, luckily, did not have as large an impact on healthcare and public health as they could have if the storm system changed course, like Hurricanes Erik and Flossie. **For events large or small, local or multi-state, patients and healthcare need to be protected and the Healthcare Ready team is activated and ready to assist.**

“

As the singular organization dedicated to the coordination of the healthcare sector during disasters, Healthcare Ready is the emergency response lifeline for members, agencies, and companies (large and small) from across the U.S. The organization's unique ability to connect the dots, provide solutions for complex response challenges, while building trust is exciting, and unlike anything I've experienced within the emergency response field." —Kamelah Jefferson, Senior Program Analyst, Healthcare Ready

A LIFELINE DURING CRISIS



I also want to send a huge thank you to both our local CVS in Manteo and Walmart in Kitty Hawk for their donations of supplies. We received syringes along with bandages, cotton balls, alcohol wipes, gloves and sharps containers to provide 400 vaccinations to the residents. What a true testament to community commitment from our local partners. We are so very grateful for their support.

 **Beverly Whittet**
@beavswit


Couldn't value the relationship between @KCERprogram and @HC_Ready ANY HIGHER!!
#Partners #EmergencyPrep #Collaboration



Thanks to all who participated in our #PrepHurricane party with @CDCemergency. We appreciate your time, energy, and ideas - we're eager to keep working with you all to better prepare for #hurricanes and other #disasters! @Readygov @PHEgov @GetReady @FDA @MCMi @samhsagov

3:53 PM · May 2019

 **Marcus T. Coleman Jr**
@MTColemanJr

Agreed! There are some great organizations here alongside @fema working to create those pathways including representatives from @NationalIVOAD @HC_Ready @amechurch @udc_edu @VCU @savannahstate @HWC_DC @iaem and so many more #EMGTwitter partners.



 **Institute for Diversity and Inclusion in EM** @IDIEM_Global · Nov 16
#DiversityandInclusion "Create a pathway or resource for communities who are underrepresented" said by Co-Founder of I-DIEM

10:48 AM · Nov 16, 2019 · [Twitter for iPhone](#)

4 Retweets 8 Likes

 **Rodney Cooper**
@10coop07

@DrNLOuissaint - THANK YOU!! - it is thru your leadership and the great work of @HC_Ready & all our partners that @sprint & @SprintsERT are proud to have served a great cause @spillane_jim @KimGreenKerr @SprintCTO

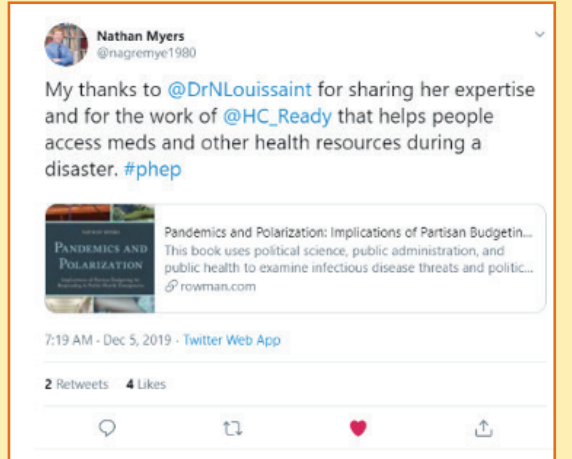
 **Tamer Hadi**  
@tamer_hadi

Such an awesome resource for people impacted by the [#calfires!](#)

@HC_Ready #RxOpen helps people find nearby open pharmacies.

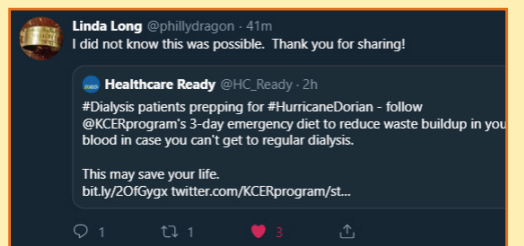
healthcareready.org/rxopen

#EMGTwitter #SMEM



AmerisourceBergen
@Healthcare_ABC

The devastating impact from [#HurricaneDorian](#) left thousands in need of healthcare supplies and resources. [@HC_Ready](#) shares how we are able to support relief efforts through our partnerships with other organizations. ow.ly/cSp150wpkvo



WHAT A TRUE TESTAMENT
TO COMMUNITY
COMMITMENT FROM OUR
LOCAL PARTNERS.”

PROGRAMS & INITIATIVES

During a crisis, individuals turn to pharmacies and healthcare facilities as a lifeline for care. That's why Healthcare Ready launched Rx Open, an interactive pharmacy tracking tool that maps the open status of pharmacies during a disaster, in 2008. Last year, Healthcare Ready stepped up again, by expanding the tool to include healthcare facilities in addition to pharmacies.

Transforming Rx Open

Building a best-in-class resource for patients across the United States

Since it was created in 2008, Rx Open has uniquely served the needs of patients and first responders facing natural disasters by tracking the status of open pharmacies in affected regions as they face and recover from natural disasters, disease outbreaks, or other emergencies.

The tool covers both chain pharmacies and community pharmacies, allowing for coverage of over 90% of pharmacies in the country, in every state and territory.

Because we know that tracking the status of healthcare facilities is equally important to patients during times of disaster, in 2019 we undertook a comprehensive update of Rx Open. While all of the features the public and emergency management community have come to rely on in the last ten years are unchanged — we added tracking for more types of healthcare facilities, including community health clinics and other facilities. These critical enhancements let patients identify alternative medical facilities during a crisis, should their preferred facility be unavailable.

- ➔ Rx Open is an **online, interactive map of open pharmacies** in disasters.
- ➔ Turned on for **events impacting healthcare and public health** at the request of government officials or after a disaster declaration
- ➔ Provides near **real-time awareness of healthcare facilities'** operational status

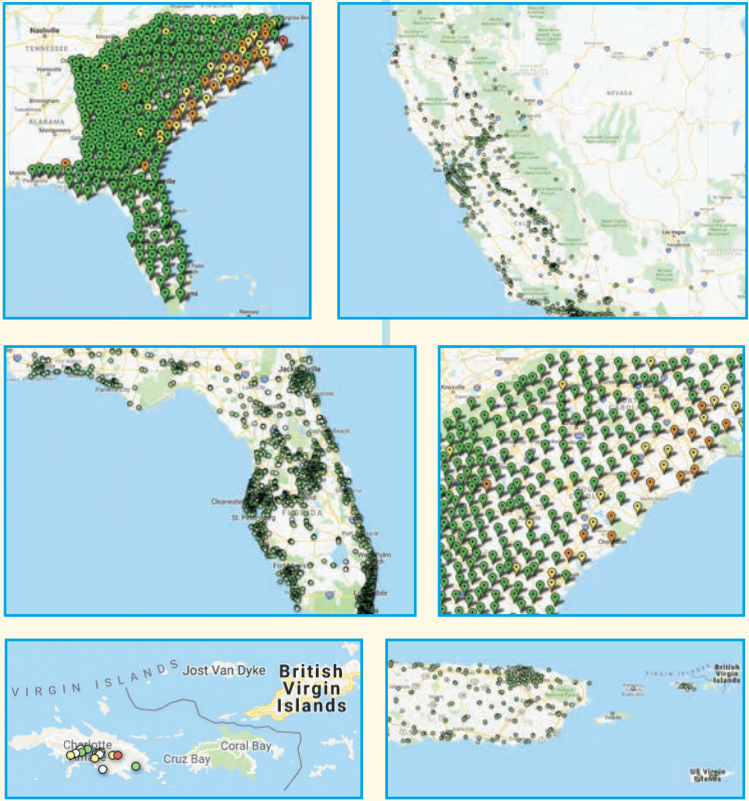
FIND OPEN PHARMACIES

RxOpen.org

Rx Open is an **interactive map** that shows you all nearby open pharmacies during a disaster.

HEALTHCARE
READY

HealthcareReady.org



Patients use Rx OPEN to find pharmacies to:

- ➔ Refill medicines
- ➔ Access needed durable medical equipment and emergency medical services
- ➔ Access power to charge devices and purchase food
- ➔ Use as a community anchor and safety net

Rx Open was updated in 2019 in ways designed for both patients and first responders and government officials. Most importantly, the map was updated to be able to receive data from other healthcare facilities, not just pharmacies.

Government uses Rx Open to:

- ➔ Assess community restoration and facility operations
- ➔ Determine which resources (e.g. Disaster Medical Assistance Teams) are needed and to direct patients to resources
- ➔ Inform FEMA, HHS Secretary’s Operations Center and the CDC

Healthcare providers use Rx Open to:

- ➔ Community health clinics and safety net clinics
- ➔ Medical associations direct providers to share it with patients

Shelters use Rx Open to:

- ➔ Meet needs of medically fragile and evacuated patients
- ➔ Create “pop-up” pharmacy solutions to fill prescriptions

New features

The aftermath of the historic and devastating 2017 hurricane season undergirded many of our 2018 programs in some capacity. With impacted areas, particularly Puerto Rico and the US Virgin Islands, still very much in response mode well into the year, **HcR undertook programs focused on the response to recovery transition.**

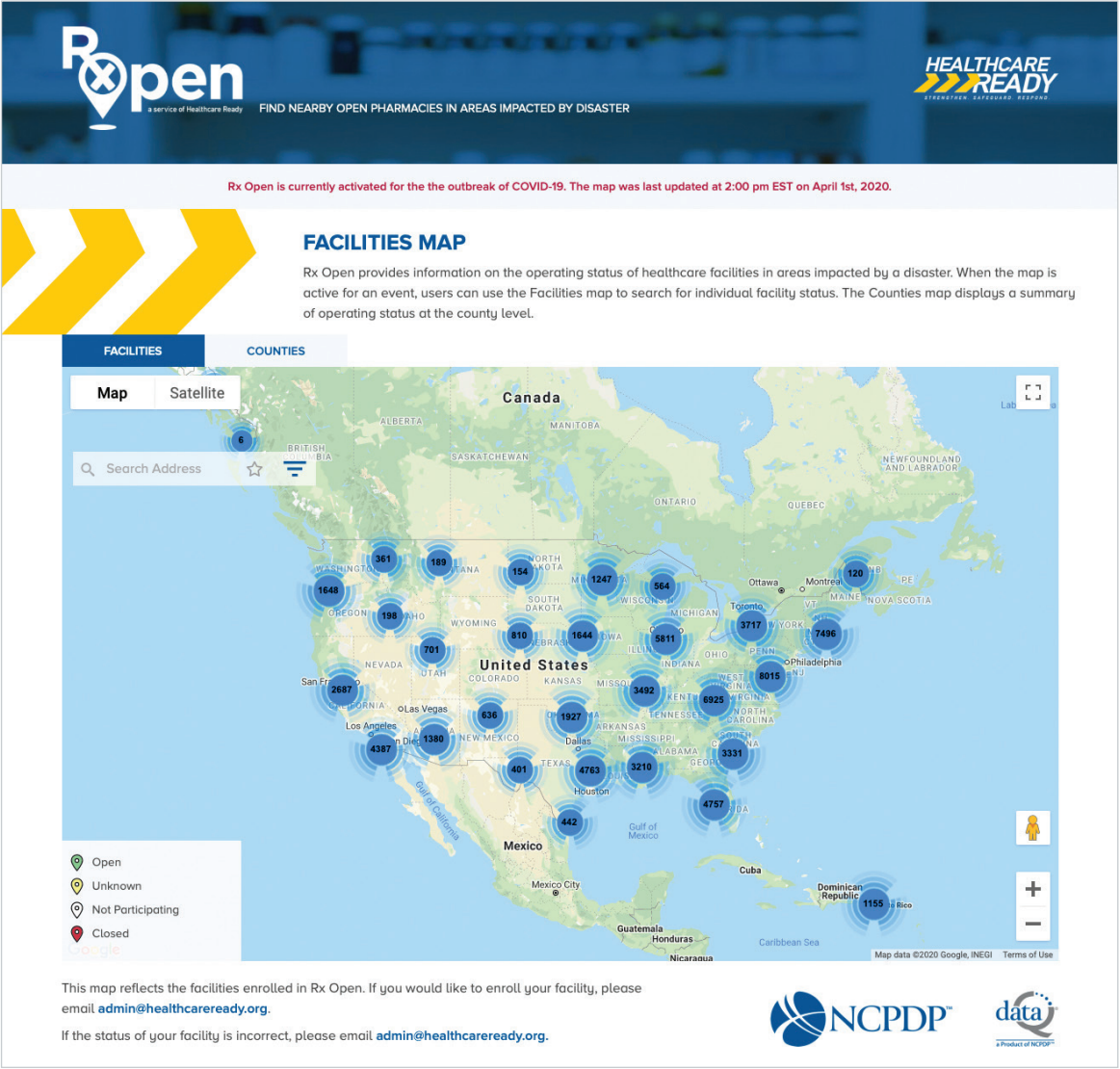
- ➔ Ability to display status of new facility types
- ➔ Improved filters
 - Sort by operational status
- ➔ Ability to ‘favorite’ facilities or create tailored lists of facilities to track
 - Lets patients save their preferred or usual facilities
 - Lets loved ones and caregivers identify alternative facilities

THANK YOU FOR MAKING THIS UPGRADE POSSIBLE:

DHS National Infrastructure Protection Plan (NIPP) Challenge

HHS Office of the Assistant Secretary for Preparedness and Response

Eli Lilly and Company



Search Address

FACILITY FILTERS

Facility Type

- ☒ Dialysis Center 7772
- ☒ Pharmacy 64777

Facility Status

- ☒ ☒ Open 55769
- ☒ ☐ Unknown 1759
- ☒ ☐ Not Participating 14963
- ☒ ☐ Closed 58

Search Address

Publix Pharmacy #1432

Save Location

525 Bay Isles Pkwy, Longboat Key, FL, 342283133

941-383-4314

Type: Pharmacy

Search Address

Chester County - SC

Clear All



PROGRAMS: STRENGTHENING COMMUNITIES YEAR-ROUND



Programs Director’s Note

Healthcare Ready is a unique organization for many reasons. In such a large and complex space as healthcare, most organizations operate within a defined space, or lane. Our mission is to do the opposite – to bring those disparate organizations together to strengthen healthcare and protect patients.

We work with end-to-end healthcare supply chain components — from pharmaceutical manufacturers to patients, and all the facilities and players in between. But we also work with emergency management, social services, and community-based organizations because we know a holistic approach to preparedness and response is what communities need – no one can ‘go it alone’ in these areas. Our programs in 2019 focused on creating environments for these groups to come together and the tools needed to educate each on the others’ role and sustain collaborations.

In 2019, I was proud of how we grew both our community resilience work and our research and technical programs. We also took our model for building community health resilience on the road, delivering trainings across the country. Our research was relied on to fill critical knowledge gaps in the field.

This year taught us that the cycle of emergency management is not letting up. Focusing on all parts of the system — preparedness, response, and recovery — is needed all the time. And this is what our programs did in 2019.



Sarah Baker
Programs Director

Introduction

Healthcare Ready takes on initiatives and executes projects that demonstrate the link between the supply chain, public health, and community resilience. This means we are educating, training, convening, and researching year-round. All of these efforts are directly informed by what we learn during disaster responses. **This means they are not a reflection of what we think is needed, but what we know will help.**

As an organization uniquely positioned between sectors whose work and audiences do not typically overlap, our programs sit in and across different places. As a national nonprofit, we work with other national-level organizations and Federal government partners to identify, promote, and create practices and resources to guide/inform preparedness anywhere in the country. We also work at the regional and local levels to tailor programs and solutions.



Our position between sectors — between healthcare, public health, and emergency management — allows us not only to identify initiatives and efforts needed to help patients and healthcare operations, but also execute those needed initiatives and efforts.

Program Pillars

Our programs are designed to help strengthen, safeguard, and respond.

- ➔ We **strengthen** communities and the healthcare system by increasing awareness of and conducting education on issues affecting healthcare and public health.
- ➔ We **safeguard** communities by developing resources, conducting research, and delivering trainings on countless topics, including community resilience.
- ➔ We help communities **respond** by through projects designed to improve their capacity to respond to events impacting healthcare, public health, and community well-being.

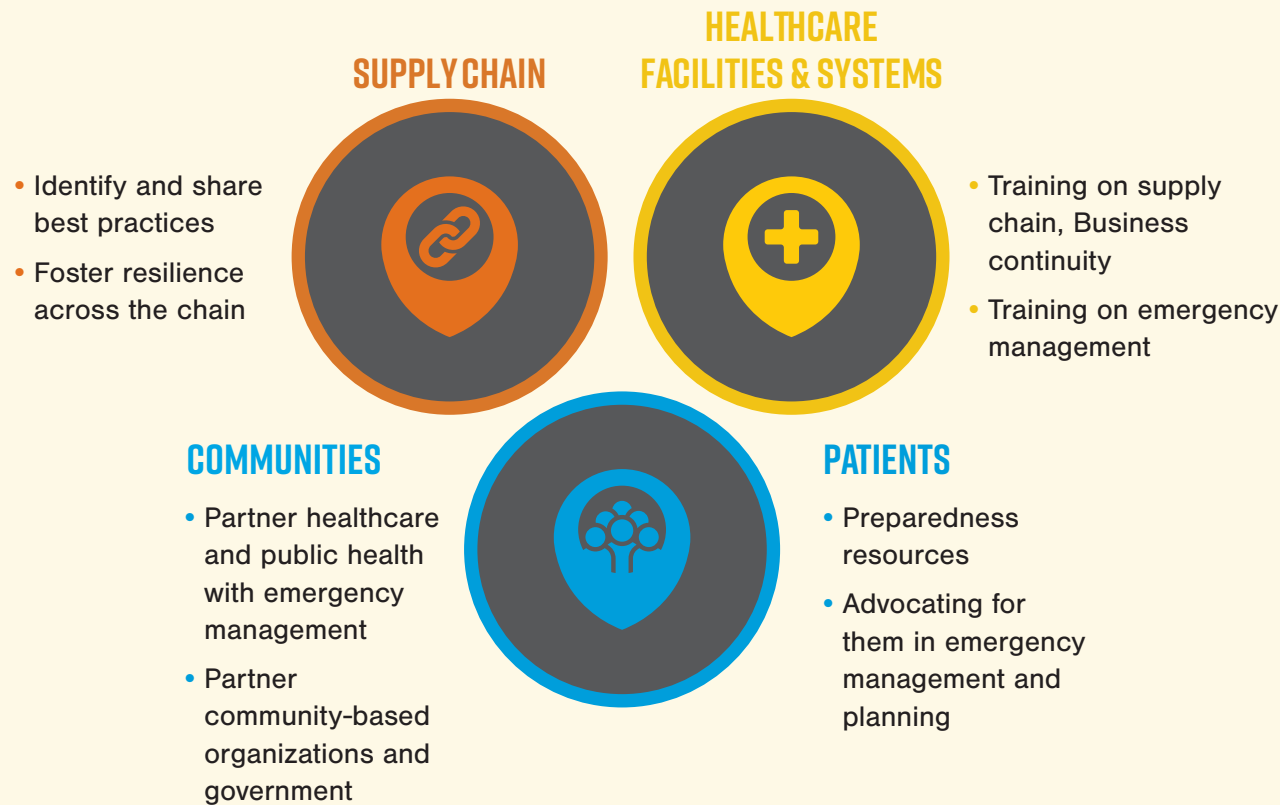
Convenings to bring public health, emergency management, and patients around the same table.

Designing and delivering trainings for community-based organizations, emergency management, and healthcare.

Enhancing Rx Open to include more information for patients and emergency responders.

Who We Serve

We serve each point of the healthcare ecosystem with our programs.



2019 PROGRAMMING HIGHLIGHTS

STRENGTHEN
Issue Awareness and Education

- ➔ Hosted Diseases and Disasters Roundtable series
- ➔ Delivered Supply Chain trainings and workshops
- ➔ Conducted 4th Annual Domestic Preparedness Poll
- ➔ Created an analyses of Rx Open from 2017-2018, historic hurricane seasons
- ➔ Created Disaster Factsheets series

SAFEGUARD
Community Resilience

- ➔ Designed and delivered Resilience Trainings in the Gulf Coast
 - Six (6) trainings, for more than 25 organizations
- ➔ Developed resources for patients and pharmacists
- ➔ Enhanced Rx on the Run
- ➔ Designed and facilitated Emergency Preparedness Workshop for Baltimore Resilience Hubs

RESPOND
Enhance Response Capacities

- ➔ Updated capabilities of Rx Open
- ➔ Planned and played in three (3) national exercises
- ➔ Planned and facilitated Gotham Havoc Exercise for healthcare and communications sector in partnership with Sprint

2019 IMPACT

13

TRAININGS DESIGNED, FACILITATED, AND DELIVERED

4

CONVENINGS PLANNED AND HOSTED

5

REPORTS AND WHITEPAPERS RESEARCHED AND WRITTEN

32

EVENTS WHERE WE SERVED AS SUBJECT-MATTER EXPERTS

7

COMMUNITIES DIRECTLY SUPPORTED – LOCAL LEVEL

51

COMMUNITIES ENGAGED – STATES/TERRITORIES

HOW WE WORKED ACROSS OUR PILLARS

STRENGTHEN

Healthcare Preparedness Issue Awareness and Education

Contributing to the body of knowledge of healthcare preparedness is one of the most important things we do. We do this through convenings, research, and analysis. And we do it because we bring a perspective and experience that is totally unique – we know the healthcare supply chain, but are not a supply chain owner or operator; we are a national organization but familiar with local and regional-level issues through our disaster activations; we can connect the dots between the patient experience and system capabilities.

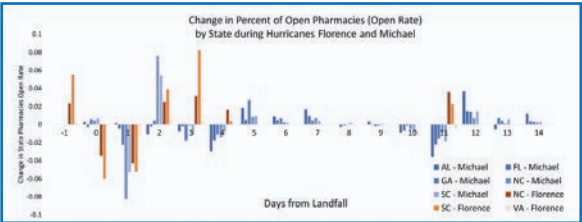
➔ **Diseases and Disasters roundtable series** – Convened public officials, community providers, healthcare preparedness experts, and patient-centric groups to discuss emergency preparedness and response challenges and solutions for specific patient populations.

- Prescription Assistance and Disasters
- Diabetes and Disasters

➔ **Preparedness Polls**

- **Global Health Security Poll** – Analyzed data from international poll (13 countries) designed to compare patient perspectives with health system capabilities. Presented findings at the Global Health Security Agenda Conference.
- **Domestic Preparedness Poll** – Fourth annual poll examining Americans’ attitudes towards disasters and preparedness actions they take. Looked at multi-year trends, examining 3,000+ respondents’ answers.

➔ **Research and Rx Open Analysis** – Analyzed historical data, including from 2017-2018 hurricane seasons, to better understand linkages between pharmacy and health resilience.



➔ **Healthcare Response Resources**

- **Partnering with the Healthcare Supply Chain During Disasters:** Created a comprehensive educational and planning resource for healthcare coalitions that provides an overview of planning and response considerations of healthcare supply chain owners, operators, and end-users.



DATA+KNOWLEDGE+PLANS

- ➔ Data from polls helps emergency planners and managers know what the public will – and won’t – do
- ➔ Trends and data across region, age, race/ethnicity, and more, give planners what they need

VALUE+IMPACT

- ➔ Unique contribution to healthcare response literature
- ➔ Evidence for the crucial role pharmacies play in health resilience

VALUE+IMPACT

- ➔ Filled two major gaps in healthcare preparedness resources
- ➔ Reach over 6,000 healthcare stakeholders through partnership with ASPR TRACIE

VALUE+IMPACT

- ➔ Brought like-minded, but disparate groups together to solve problems for patients
- ➔ Relationship-building, opportunities for better collaboration, increased awareness of resources for patients, caregivers, and emergency responders



SAFEGUARD

Community Resilience

“All disasters are local” — this truism guides our efforts to build capacity and empower communities through programs designed to increase community resilience. We know that it takes a holistic approach to build and sustain community resilience. In a complex world, you “don’t know who you don’t know.” Our community resilience work centers on bringing disparate partners together and giving them the tools and resources needed to identify and protect the most vulnerable among them.

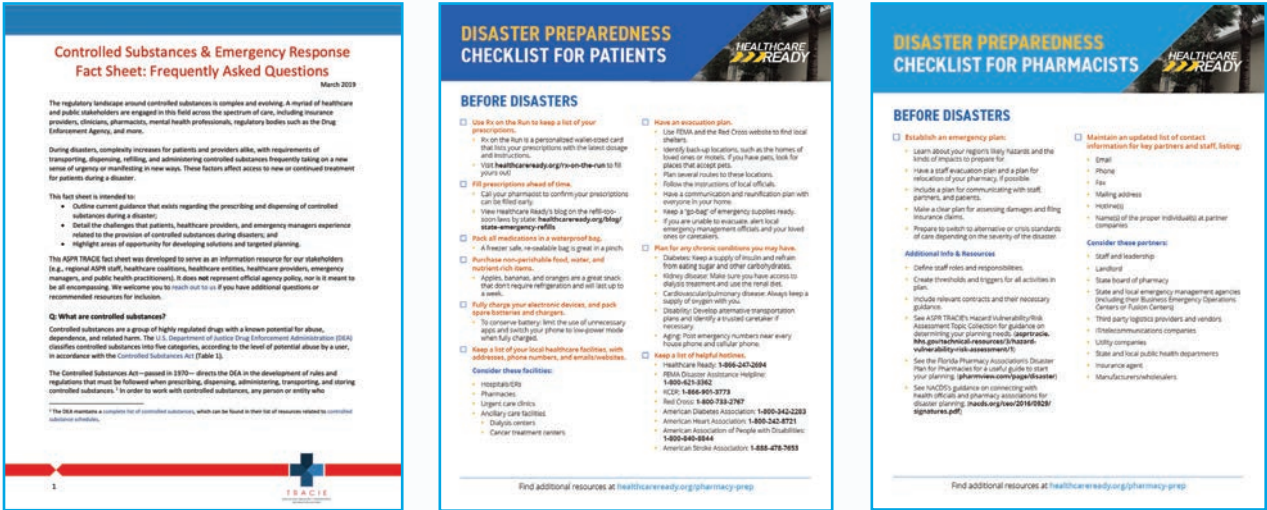
- ➔ **Resilience and Capacity-building Trainings in the Gulf Coast** – Six (6) trainings for social services providers, public health, and United Way organizations in Southwest Alabama.
- Three (3) regional plans updated
- Countless partnerships formed or strengthened

VALUE+IMPACT

- ➔ Range of topics covered – emergency management 101, responder well-being, crisis communications, partnership-building
- ➔ Six in-person and web-based trainings for 25+ organizations and 40+ participants



- ➔ **Suite of Patient Resources** – Created factsheets, tip-sheets, social media cards, and resources for patients, caregivers, and providers.
- Controlled Substances and Emergency Responses
- Disaster Preparedness for Pharmacists
- Disaster Preparedness for Patients



- ➔ **Emergency Preparedness and Community Resilience Workshop for Baltimore Resilience Hubs**
- Designed, conducted, and evaluated workshop and tabletop exercise for seven (7) Resilience Hubs and the Mayor’s Office of Emergency Management, Office of Sustainability, and Public Health Department.

VALUE+IMPACT

- ➔ Helped foster partnerships and plans between trusted, community-based organizations and government response agencies
- ➔ Training and partnership model that can be applied to communities across the country

RESILIENCY HUBS

The City of Baltimore has seven designated Resiliency Hubs. Resiliency Hubs are community-serving facilities augmented to support residents and coordinate resource distribution and services before, during, or after a natural hazard event. They equitably enhance community resilience and provide an opportunity to build local community power and leadership.



RESPOND

Enhancing Response Capabilities

Taking lessons learned from disaster responses and translating them into improved plans and enhanced resources and capabilities for all healthcare stakeholders is foundational to what we do. We do this so that the collective capabilities of the field — of the supply chain, healthcare facilities, patient groups, and more — are better prepared and more resilient.

- ➔ **Updated Rx Open** – Refreshed Rx Open to improve usability for patients and first responders.
- ➔ **Gotham Havoc Exercise** – Joint healthcare and communications sector exercise planned and facilitated in partnership with Sprint.
 - Brought healthcare supply chain and healthcare facilities together with communications providers to examine interdependencies and opportunities for improved collaboration.



Photos from the July 2019 Gotham Havoc event in New York City, NY.

- ➔ **Coordination and Partnership-building for Federal Government** – Supported HHS's Office of the Assistant Secretary of Preparedness and Response (ASPR) build and mature its Critical Infrastructure Protection Partnership. This public-private partnership is a critical component of the nation's ability to work across the healthcare industry and public health authorities to build capacity for regional, national, or global disasters and disease outbreaks.

VALUE+IMPACT

- ➔ Technical, infrastructure, and process improvements to Federal government partnerships with private sector
- ➔ Subject-matter expertise to ASPR and Partnership activities

MEMBERS AND FUNDERS

Healthcare Ready is funded by membership support and donations from private sector companies, foundations and associations, and through research projects and studies funded by both the public and private sectors. We thank our sustaining contributors for their consistent support of the organization:



Our list of members and supporters are available on our website:
www.healthcareready.org/members-and-supporters

BOARD

Healthcare Ready's Board of Director's is represented by organizations that carry weight in the public health world. These organizations are heavily engrossed in securing and safeguarding patient health in multiple capacities. These practices and values directly align with our mission and vision. As Healthcare Ready grows, so does its Board and their capabilities.

We are thankful for the opportunities to strengthen and expand our policies and practices. As Healthcare Ready looks into the future, we are excited to explore opportunities to support communities and partners as we work to fulfill our mission.



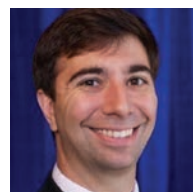
Perry L. Fri, Chairman is the Healthcare Distribution Alliance's Executive Vice President of Industry Relations, Membership and Education. In this role he is responsible for the direction, supervision and development of industry initiatives that facilitate improved business processes and operational efficiencies in the healthcare supply chain.



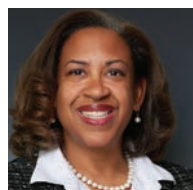
Nicolette A. Louissaint, PhD, President, Executive Director of Healthcare Ready. Prior to this position, Nicolette served as a Foreign Affairs Officer at the U.S. Department of State. As the lead officer for health intellectual property and trade issues, she advised the State Department's leadership on issues related to public health, technology transfer and biotechnology.



Paul Aines, Treasurer, Executive Vice President of Administration, and Chief Financial Officer at the Pharmaceutical Researchers and Manufacturers of America (PhRMA). He is responsible for budgeting and finance operations, IT services and facilities.



Bruce Altevogt, PhD, is a Senior Director of Science Policy within Pfizer's Global Policy and International Public Affairs team, working on global security issues such as anti-microbial resistance and inter-pandemic preparedness.



Phyllis Arthur is the Vice President for Vaccines, Immunotherapeutics, and Diagnostics Policy at the Biotechnology Innovation Organization (BIO). In this role, she works with member companies in vaccines, molecular diagnostics and bio-defense on policy, legislative and regulatory issues.



Mary Casey-Lockyer, RN is the Senior Associate for Disaster Health Services at the national headquarters of the American Red Cross. In this capacity, she leads all disaster health program development and initiatives.



Sara Rozak, DrPH, serves as Vice President of Pharmacy Care and Health Strategy at the National Association of Chain Drug Stores (NACDS) where she is responsible for a portfolio focused on the advancement, expansion, and reimbursement of pharmacy care services. Separately, she serves as Vice President of Research where she oversees evidence-based, principal investigator-led research projects funded by the NACDS Foundation, a charitable organization focused on improving public health and patient care.



Christine Simmon, JD, is the Senior Vice President for Policy and Strategic Alliances at the Association for Accessible Medicines (AAM), where she leads policy development initiatives and builds relationships with strategic partners in the healthcare sector.



Asha M. George, DrPH codirects the Blue Ribbon Study Panel on Biodefense, established in 2014 to assess gaps in and provide recommendations to improve U.S. biodefense.



Greg Halvacs is the Senior Vice President and Chief Security Officer at Cardinal Health. In this role, he is responsible for all aspects of asset protection for over 500 locations in 60 countries, business resiliency and global real estate.



Erin Horvath is the Senior Vice President of Distribution Services for AmerisourceBergen Corporation. In this role, Erin is responsible for leading the company's core field and corporate operations teams ensuring quality and efficiency, transportation, engineering, and maintenance. She is also responsible for enhancing the customer experience through customer service and technical support functions who handle all inquiries regarding ABC's online ordering platform. In addition, Erin supports the company's sales team by managing Business Operations.



Dara Alpert Lieberman is Senior Government Relations Manager at Trust for America's Health, where she leads the organization's advocacy around infectious disease prevention, disease surveillance, and strengthening the nation's public health emergency preparedness and response capabilities.



Matt Minson, MD is the Senior Advisor for Health Affairs for the Texas Engineering Extension Service and at the Texas A&M University Health Science Center, and author of the award-winning series on consumer health titled Prepare to Defend Yourself.



Andrew Weber is the Senior Fellow with the Belfer Center for Science and International Affairs at the Harvard Kennedy School. Previously, he was the Assistant Secretary of Defense for Nuclear, Chemical and Biological Defense Programs, and an Advisor for Threat Reduction Policy in the Office of the Secretary of Defense.



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