

Contact: Laura Perillo
Media Rep for Good Causes
Representing: [Healthcare Ready](#)
(908) 406-3413 (Text OK); laura@shoestringagency.org

Healthcare Ready launches new website, improves access to information in times of health- and weather-related crises

Special note to journalists: Tom Cotter, MPH, executive director of Healthcare Ready, is available for comment. Please contact Laura Perillo to request an interview at laura@shoestringagency.org or 908-406-3413 (call or text). Journalists are invited to sign up [here](#) for the latest threat assessments and situational alerts from Healthcare Ready.

WASHINGTON (Sept. 26, 2023) [Healthcare Ready](#) announces the re-launch of its website. The new healthcareready.org leverages the organization’s unique position at the intersection of the healthcare industry and governmental agencies as the nonprofit organization facilitates critical public-private partnerships to optimize disaster response.

Healthcare Ready is a DC-based nonprofit dedicated to helping strengthen the U.S. healthcare system and assisting communities in planning for, responding to, and recovering from disasters and disease pandemics.

Tom Cotter, MPH, executive director of Healthcare Ready, said the redesign is important as access to healthcare and prescriptions has reached a crucial point in the U.S. and weather-related emergencies have increased across the country.

“Our commitment to providing the latest information to providers, patients, and communities is at the center of the new website design and features,” said Cotter. “Implementing the latest in technology and design ensures maximum accessibility to people who need it, when they need it.”

Website improvements include an internal search overhaul of essential interactive tools — including [situation reports and media advisories](#) on emerging weather and health events. In addition, the new website is more accessible to people with disabilities.

The new website helps ensure continued access to Healthcare Ready’s signature [Rx Open](#) tool — which helps people find access to medicine in an emergency by mapping the location of open and closed pharmacies in a disaster-stricken area. The importance of the resources was highlighted recently when it was included in the Federal Emergency Management Agency’s

(FEMA) press release about the Biden-Harris Administration's response to the Maui wildfire disaster.

One additional feature of the new website is its mobile-friendly design — acknowledging the fact that many people, especially during emergencies or power outages, may rely solely on their mobile devices to access the internet. Some of the mobile-friendly features that make navigating healthcareready.org on mobile devices easier include:

- *Tailored for emergencies:* Mobile-friendly websites are optimized for quicker load times, which is crucial in areas with limited internet connectivity or during emergency situations where network congestion may occur. Healthcare Ready's new website layout and content will adjust automatically to fit various screen sizes, ensuring a seamless experience on smartphones and tablets.
- *Searchable training and research:* The focus on easy navigation ensures that healthcare supply chain professionals can quickly access streamlined information in times of crisis for a more efficient and smooth experience.
- *Lifesaving tools at the center:* At the forefront of the site are our alert hub response pages and Rx Open to help support patients and decision makers. Both the alert hub and Rx Open provide access to relevant situation reports, threat analyses, visualizations, and the crisis response levels.
- *Patient portal:* This brand-new feature is a one-stop-shop for patients who need information during an emergency and offers tools and resources to assist in personal preparedness.

By making the website mobile friendly, Healthcare Ready aims to provide an inclusive platform that ensures users can access vital information and resources during emergencies, supporting its mission of equitable access to healthcare in times of crisis.

Healthcareready.org invites visitors to explore its new site, to sign up for its [situation reports](#) when a health or weather-related crisis occurs and to bookmark its [blog](#) page.

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About Healthcare Ready

Healthcare Ready is a nonprofit organization dedicated to ensuring the healthcare community is prepared for and resilient against all hazards. Through public-private partnerships, we aim to enhance the healthcare system's ability to prepare for, respond to and recover from disasters. For more information, visit healthcareready.org or @HC_Ready.