

# How Normal Business Operations Can Enhance Disaster Response and Community Resiliency



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# Disclosures



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**Erin Mullen is an employee of RxResponse. The conflict of interest was resolved by peer review of the slide content. She declares no other conflicts of interest or financial interest in any product or service mentioned in this program, including grants, employment, gifts, stock holdings, and honoraria.**

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# Objectives



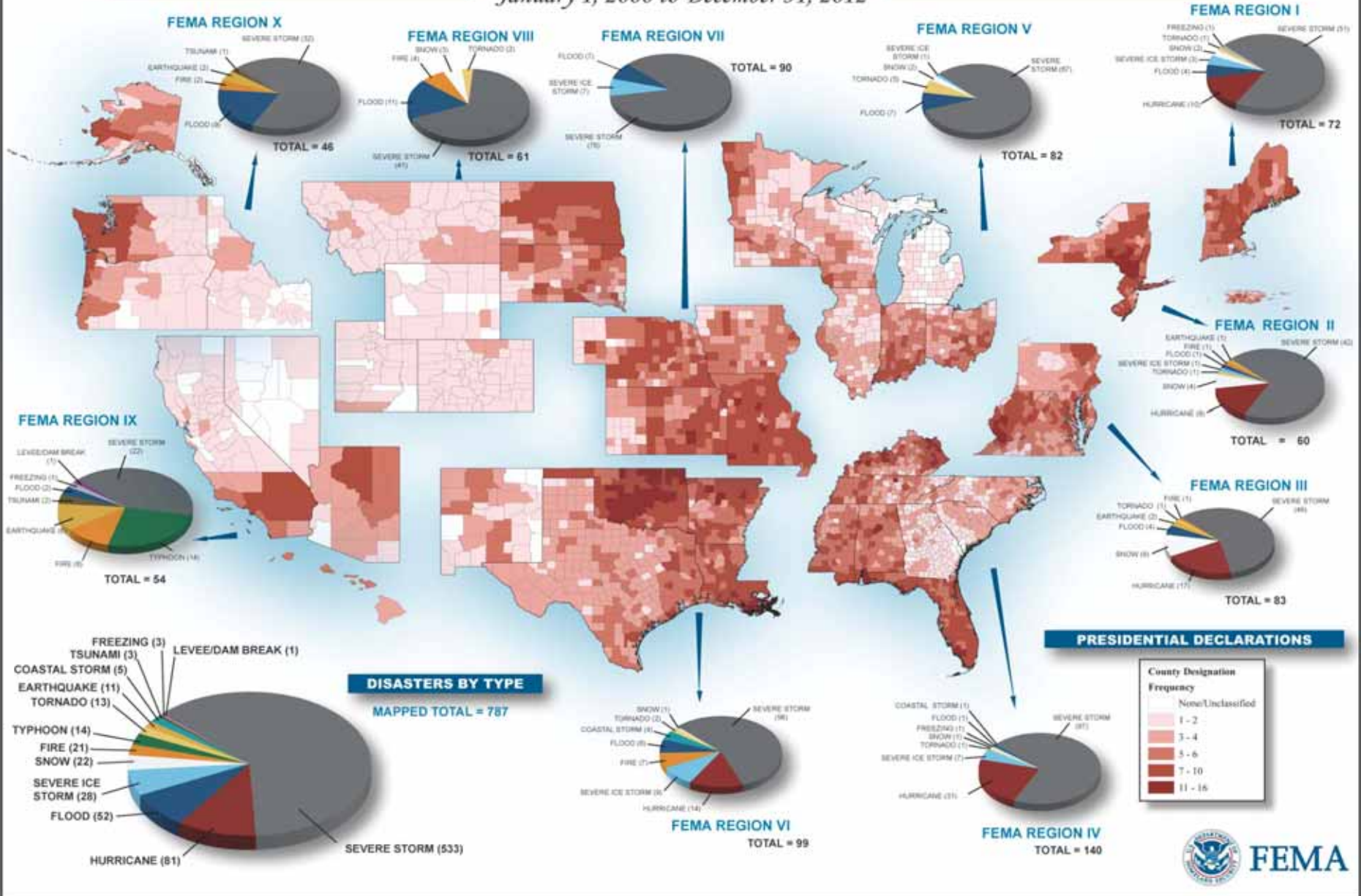
**Following this educational session, the pharmacist will be able to:**

- **Identify roles and responsibilities for community pharmacy following natural disasters.**
- **Describe actions that state governments may take that may impact pharmacy practice and patient care in emergency situations.**
- **Identify best practices for pharmacy business continuity planning.**



# PRESIDENTIAL DISASTER DECLARATIONS

January 1, 2000 to December 31, 2012



# Pharmacy: Community Healthcare



94%

- Americans living within 5 miles of a retail pharmacy<sup>2</sup>

>60,000

- Number of Community Pharmacies in the US<sup>2</sup>

75%

- Percent of people rating the honesty & ethics of pharmacists as high or very high<sup>3</sup>

12

- Average number prescriptions filled per person per year in the US<sup>4</sup>

# Pharmacy Services after a Disaster



## Rapid needs assessment after hurricanes

- As many as 29% of households have identified access to pharmacy services as an unmet need<sup>5</sup>

## Emergency rooms often turned to as alternate<sup>6,7</sup>

- Don't have the inventory or personnel to meet the needs

## Situational awareness of open pharmacies helps

- Patients meet needs for chronic and acute healthcare issues
- Identify areas of greatest need for intervention by emergency management
- Maintain employment, tax base, and business continuity

# Response Roles – Pharmacy<sup>6,7</sup>



Community  
Health  
Resource /  
Triage

Vaccination &  
Prophylaxis

Volunteers for  
medical surge  
needs

Maintenance  
medications for  
survivors and  
disaster workers

Pharmaceutical  
logistics and  
cold chain  
management

Behavioral  
Health Support

**Return to Service / Business Continuity**

# Business Continuity: Disaster Planning 101<sup>8</sup>



Identify what hazards apply to your business.

Determine the risk that these hazards pose to your business.

Develop plans and procedures to help your business prepare for, respond to and recover from interruptions.

Continue to refine your plans through exercises and evaluation of how they performed in real events.



# Business Continuity Best Practices



## NCPA Disaster Preparedness Checklist<sup>9</sup>

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Compile essential contact information

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Discuss plans with vendors

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Copies of current documents & licenses

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Photo/Video documentation (BEFORE & keep current)

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Back up computer/IT information – store off-site, know how to recover information

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Identify potential partners – storage, alternate locations

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Cross-train personnel

# Business Continuity Best Practices



## A Pharmacist's Guide to Pandemic Preparedness<sup>10</sup>

Employees Evaluate employee access to healthcare, mental health, social, and other services during an emergency, and improve services as needed.

Establish a system to account for employee status.

Disseminate information to your employees about your emergency preparedness and response plan.

Encourage your employees to make personal preparations

# Business Continuity Best Practices



## A Pharmacist's Guide to Pandemic Preparedness<sup>10</sup>

### Pandemic-Specific

Understand national, state, and local health policies regarding possible quarantines, school closures, and transportation closures.

Encourage and track annual influenza vaccination for employees.

Evaluate need for antiviral medications to protect your employees and plan for access, storage, dispensing, and distribution consistent with laws and regulations.

Disseminate information to your employees about your pandemic preparedness and response plan.

Develop options for conducting safer customer contacts in the event of pandemic.

# What can change during an Emergency Response?



- Curfews
- Access for employees, vendors
- Fuel
- Power

Local

- Practice Act
  - Immunizations
  - Protocols
  - Emergency supply
  - Distribution
- Insurance

State

- Emergency Use Authorization
- PREP Act: Liability
- DEA
- CMS

Federal

# Synergies for Disaster Response



	Supply Chain & Community Pharmacy	Public Health & Emergency Management
Inventory	Variety	Depth
Dispensing	Expertise	Flexibility
Recordkeeping & reporting	Automated	Event-driven, often changing
Resupply	Rapid*	Rapid?*
Payment	Patient Health Insurance	Emergency Prescription Assistance Program
Locations	Established	Temporary
Personnel	Experienced , Licensed	Volunteer Surge Capacity OTJ training

# Pandemic Influenza Planning



2009: Pharmacies as H1N1 Vaccination sites

Ongoing projects, with CDC, ASTHO and NACCHO: <sup>11,12</sup>

- Antiviral distribution
- Nurse triage lines
- Pharmacy collaborative practice agreements
- Emergency Prescription Assistance Program



# Situational Awareness: Reporting of Open Pharmacies



## Patients

- Access needed acute & chronic care



## Pharmacies

- Maintain business continuity



## Public Health

- Concentrate response where needed

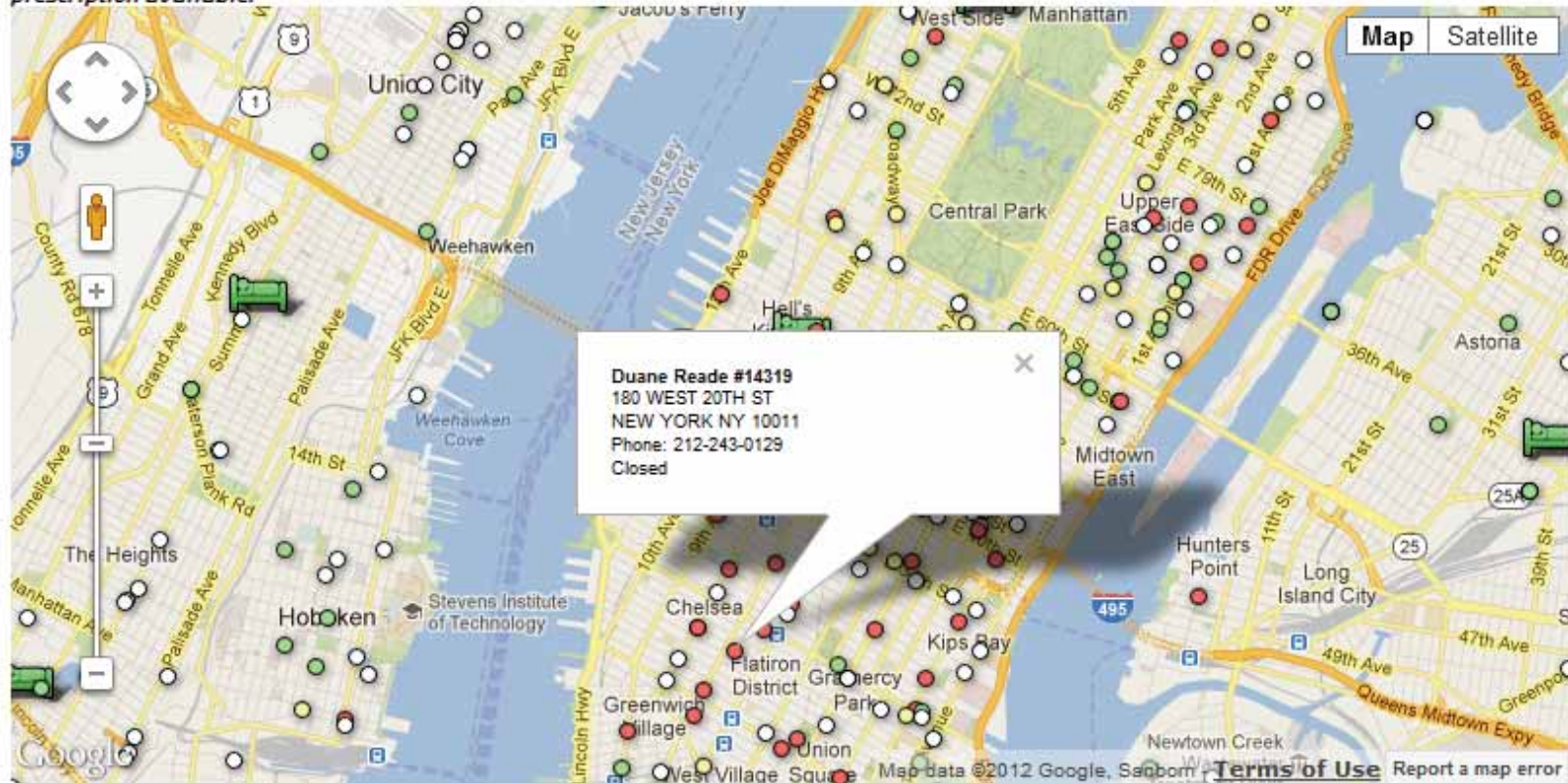


# Detailed Pharmacy Status Map

The map below displays status of pharmacies within the disaster affected area, as well as open American Red Cross Shelters, using the icons below:

-  Open Pharmacy
-  Pharmacy Status Unknown
-  Non Participating Pharmacy
-  Issue Reported
-  American Red Cross Shelter

**Before going to a pharmacy identified on the map, please call the pharmacy at the listed number to ensure they are open and have your prescription available.**

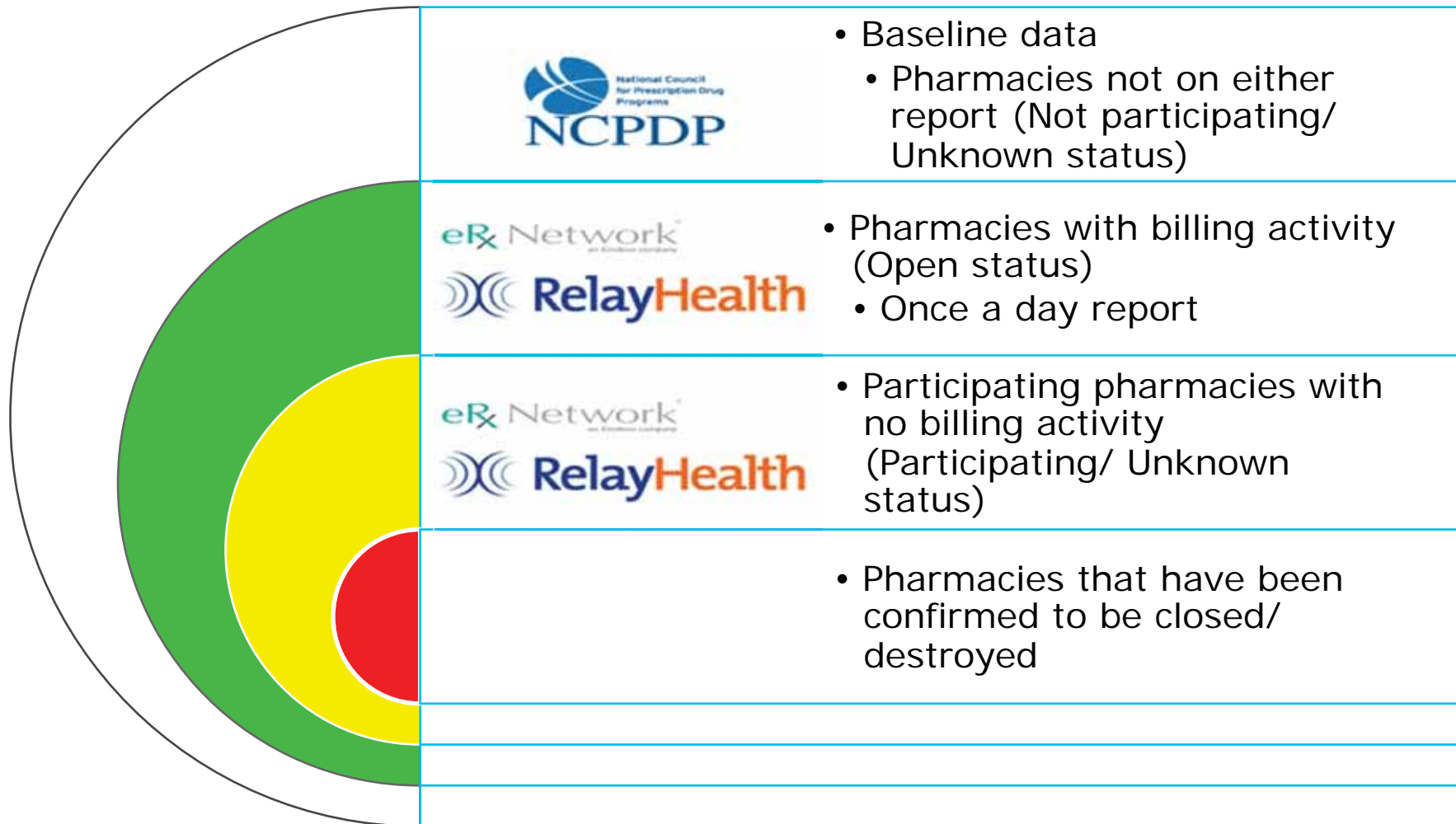


Enter an location to search for Pharmacies (click search):

Is the status of your pharmacy incorrect? Please [click here](#) to send feedback.



# Rx Open Reporting Process



# Rx Open Methodology: Planning Considerations



## Pros

- No reporting burden on the pharmacy
- No information collection burden on jurisdiction
- Information is collated in one location for multiple jurisdictions
- Updated daily
- Low "False Positive" reporting

## Cons

- Lag in reporting
- "False Negatives"
- **Non-participating pharmacies = incomplete assessment**

# Response Activities: Hurricane Sandy in Numbers



21

Days mapping  
tool open

>10,000

Pharmacy  
statuses mapped

11 + DC

States mapped

4

Regulatory  
changes for  
Pharmacy

60+

Requests for  
information

71

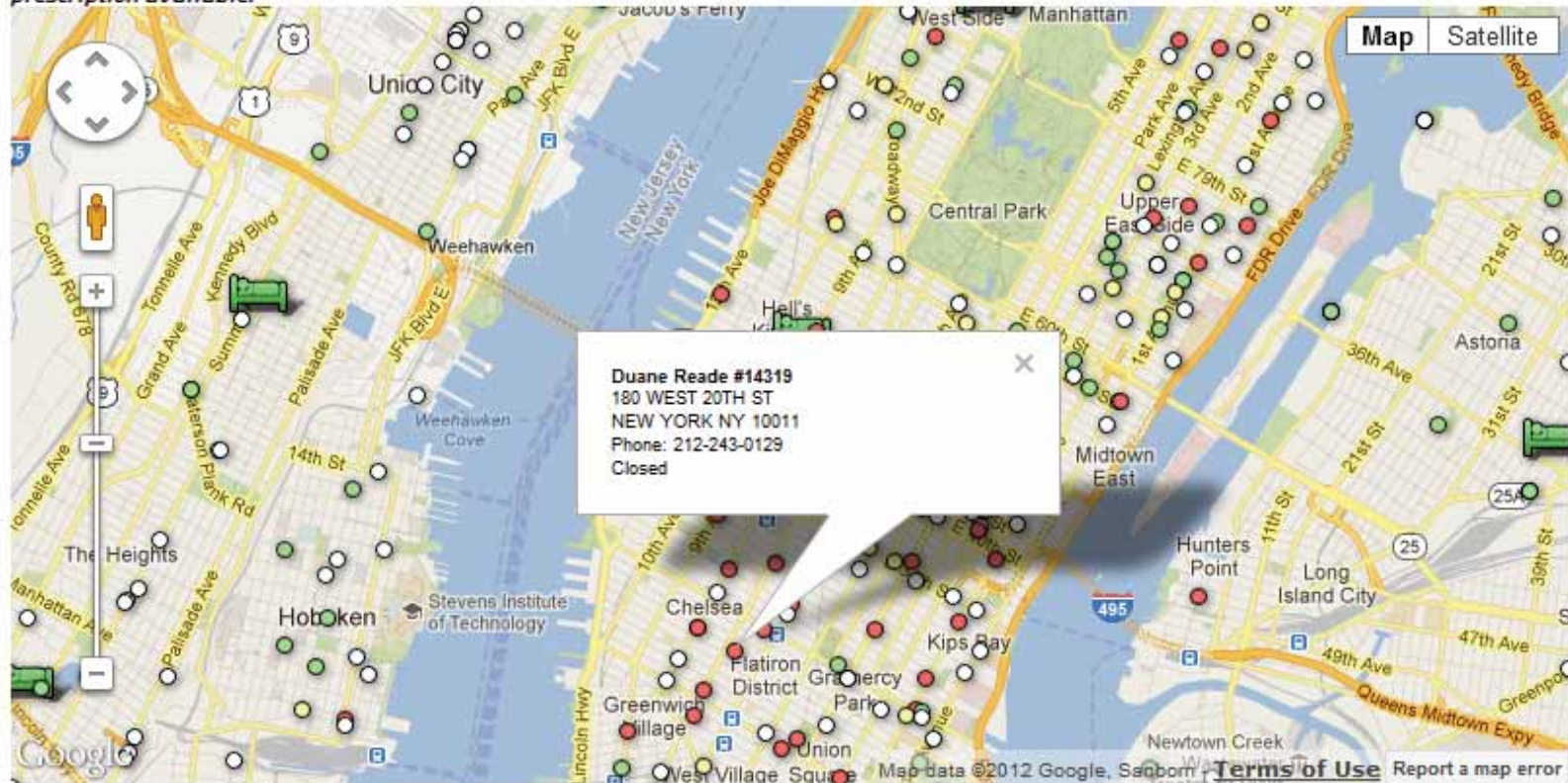
Unique after  
action items

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## County Overview Map

In the event of a declared disaster, the maps listed below will display those counties that Rx Response is tracking pharmacies for. All Pharmacies known to exist within the disaster-declared areas are tracked; pharmacies that have submitted electronic prescription billing activity in the previous 24 hours are assumed to be open. The icons below indicate the percentage of open pharmacies for each county.

Click an icon to view county level statistics.



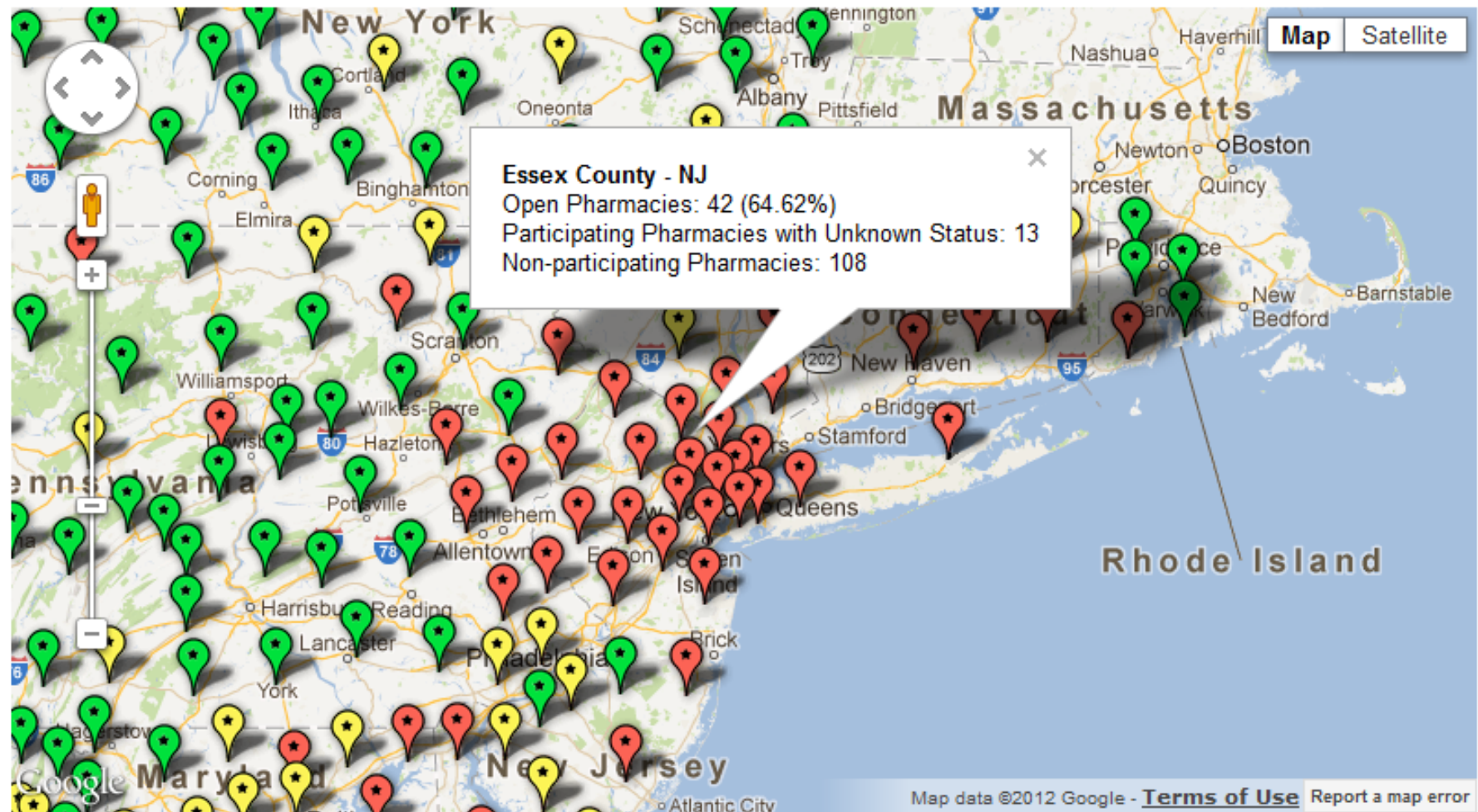
County with 90% Pharmacies Open



County with 80% - 90% Pharmacies Open



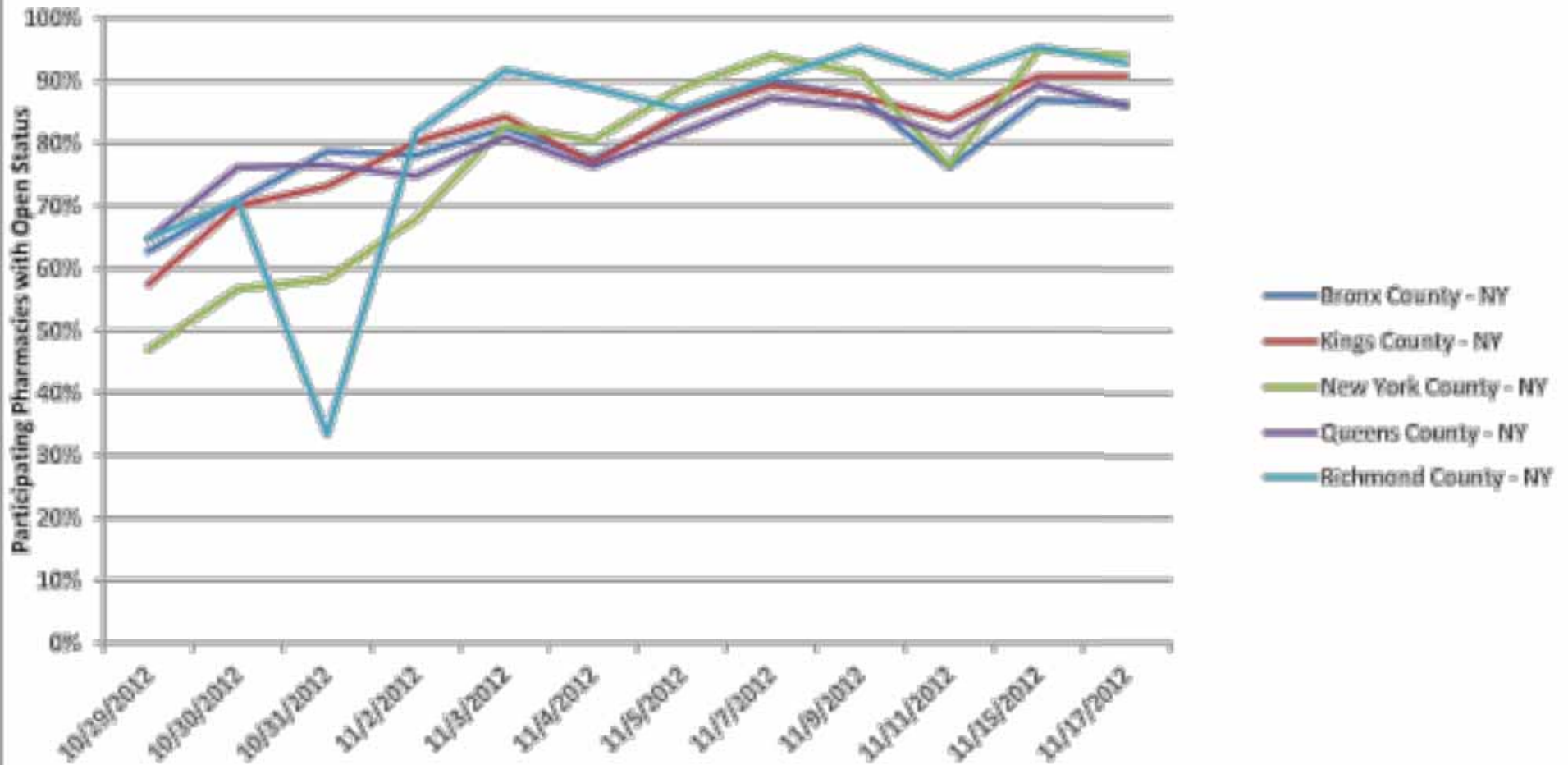
County with < 80% Pharmacies Open



# Restoration of Pharmacy Services



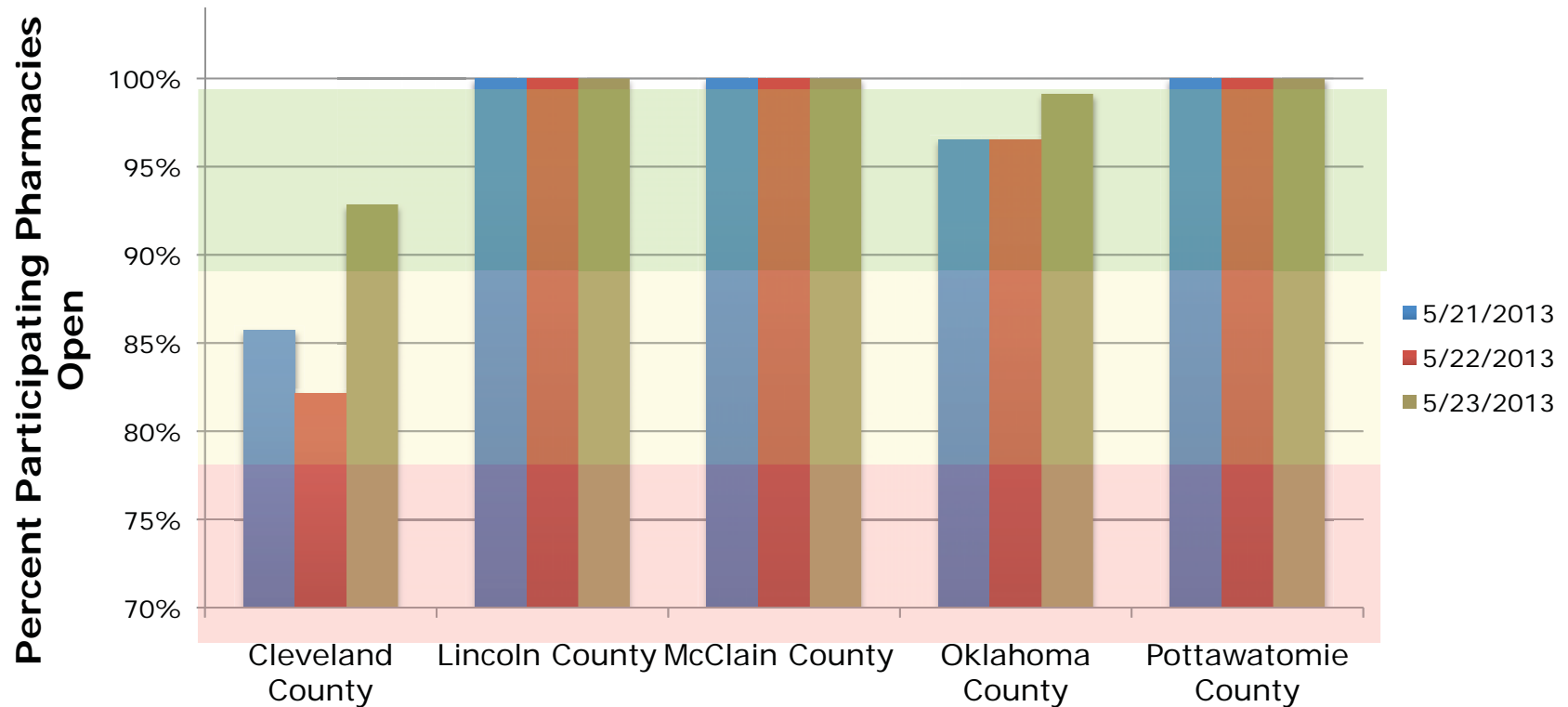
## Restoration of Pharmacy Services following Superstorm Sandy



# Response Activities: Moore Tornadoes



## Restoration of Pharmacy Services: Moore Tornadoes 5/20/2013



# Take Aways



## Community Resilience

- Pharmacies and pharmacy care is part of the critical healthcare infrastructure
- Members of the pharmaceutical supply chain are resilient partners in community response after disaster

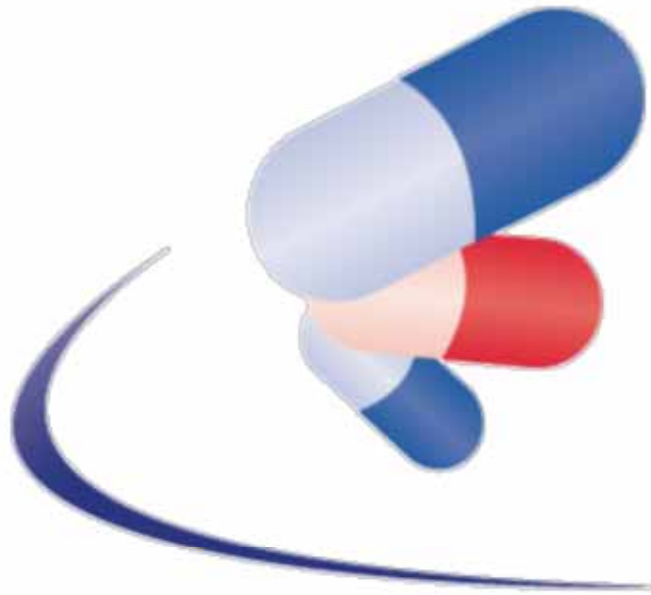
## Normal Business Processes Can Aid Response

- Lessen reporting burden of affected businesses
- Reduce analysis burden for each interested audience

## Situational Awareness & Information Sharing

- Pharmacies & software vendors can assist in response efforts by ensuring your clients are participating in information sharing





# Rx RESPONSE

*Medicines to patients in times of emergency*

## Rx Response

- [ContactUs@RxResponse.org](mailto:ContactUs@RxResponse.org)
- 866-247-2694
- [www.RxResponse.org](http://www.RxResponse.org)
- [www.RxOpen.org](http://www.RxOpen.org)
- Twitter: @RxResponse

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11: ASTHO. [Antiviral Distribution Resources](#)

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12: HHS ASPR. [Emergency Prescription Assistance Program](#)

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