


Role of the Private Sector in Public Health Emergency Preparedness

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HDM
Health Disaster Management



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Goals for Today

- **Introduce Health Disaster Management**
- **Provide a Public Health Response Overview**
- **Discuss the Role of Public & Private Partnerships**
- **Provide Opportunities for Partnerships**



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Orange County Health Care Agency

Mission:
Working Together for a Healthier Tomorrow

Vision:
Dedicated to protecting and promoting the optimal health of individuals, families, and our diverse communities through:

- Partnerships
- Community Leadership
- Assessment of Community Needs
- Planning & Policy Development
- Prevention & Education
- Quality Services



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OCHCA Service Areas:

- **Administrative Services**
- **Correctional Health Services**
- **Public Health Services**
 - Environmental Health
 - Public Health Lab
 - Family Health
 - Public Health Nursing
 - Epidemiology and Assessment
- **Behavioral Health Services**
- **Medical Services**
 - Health Disaster Management




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Programs and Services

Emergency Medical Services (EMS)

- Regulates, monitors, plans, and coordinates pre-hospital emergency medical services, hospital emergency programs, and trauma centers

Disaster Preparedness and Training

- Health Emergency Operations Management
- Medical Counter Measures, formerly Strategic National Stockpile, and Cities Readiness Program
- Pandemic Influenza
- Hospital Preparedness Program
- Vulnerable and At-Risk Populations

Medical Reserve Corp (MRC)

- Qualified medical professionals who assist County as sworn volunteers Disaster Service Workers

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HDM Health Disaster Management *Health Disaster Management*

Our Mission To Plan and Prepare

Pandemic



Fire



Earthquake



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Disaster Preparedness & Response Efforts

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HDM Health Disaster Management *Strategic National Stockpile (SNS)*

Mission: To deliver critical medical assets to the site of a national emergency

- Large quantities of medicine and medical supplies to be used for a public health emergency
- Enough to protect people in multiple large cities at the same time
- Also known as the Medical Counter Measures (MCM) program

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HDM Health Disaster Management *Elements of the SNS*

- 12 hour push package
- Managed Inventory (MI)
- Vendor Managed Inventory (VMI)
- Chempack
- Federal Medical Stations (FMS)

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HDM Health Disaster Management *Health Strategic Operations Center (HSOC)*



Local Distribution Center Warehouse



Shipping and Receiving

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HDM Health Disaster Management *Health Strategic Operations Center (HSOC)*

Health Emergency Operations Center (HEOC)

- Health Emergency Operations Center (HEOC)






Colored vests differentiate EOC roles during activation



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HDM *Cities Readiness Initiative (CRI)*
Health Disaster Management

- Prepare U.S. cities for a Bioterrorism Incident
 - Federally Funded – September 11, 2001
 - Anthrax Mailings – October 2001
 - Worst Case Scenario – Aerosolized Anthrax
 - 48 hours
- Effectively utilize the SNS
 - Medications
 - Vaccines
 - Medical Supplies and Equipment
- Provide medications to Orange County's 3.2 million residents within 48 hours

Private Sector Efforts & Public Health Needs



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HDM *Public-Private Partnerships*
Health Disaster Management


- Importance of Partnerships
 - Significant challenges (3.2 mil. in 48 hours)
 - Gaps in resources & expertise
 - Ex. Limited transportation capabilities
 - 90%+ of critical infrastructure is private
 - Recent events have highlighted the need
 - 9/11, Katrina, wildfires etc.
- Partnerships are challenging
 - Require time and resources are limited
 - We are getting smarter



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HDM *Public-Private Partnerships*
Health Disaster Management

- OCHCA
 - Focus on meaningful relationships that provide value
 - What do we need to do, where are the holes?
 - How can we provide value to you?




HDM *Public-Private Partnerships*
Health Disaster Management

- OCHCA Needs
 - Logistics and transportation capabilities
 - Delivery to PODs, assisted living, homes etc.
 - Warehouse space
 - Back up sites for SNS distribution
 - Communication capabilities
 - Rapid communication with network of business partners
 - Other goods, services and expertise
 - Network to reach out to for specific requests
 - POD sites



HDM Health Disaster Management *Public-Private Partnerships*

- Logistics & transportation capabilities
 - Establishing relationships with multiple transportation and logistics companies. As well as pharmacies
 - Memorandum of Understandings
 - Master Agreement (open bid on website)
 - Exercises and biannual meetings
 - Pre-event planning and use of expertise



HDM Health Disaster Management *Public-Private Partnership*

- Warehouse Space
 - Back up location secured, need one more
 - Logistics partners are assisting
- Communication capabilities
 - Relationships and key contacts with important community businesses
 - Information flow in both directions



HDM Health Disaster Management *Public-Private Partnerships*

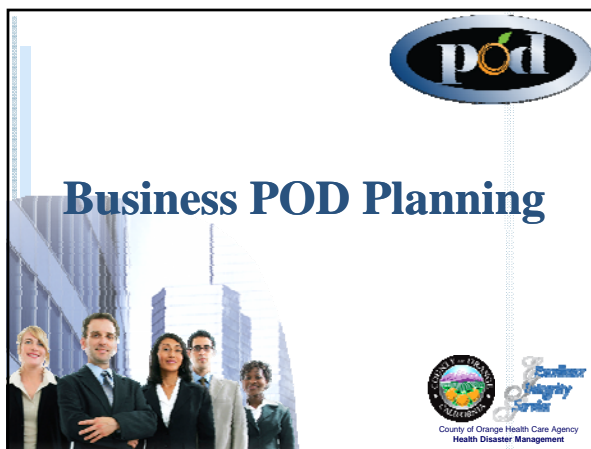
- Other goods, services and expertise
 - As needs arise OCHCA will reach out to key business partners
 - Key business partners will have needs and may reach out to OCHCA
- Maintaining and growing relationships
 - Matching companies with needs
 - Minimal time intrusion for private sector
 - Public service



HDM Health Disaster Management *Questions/Comments*



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Business POD Planning

County of Orange Health Care Agency
Health Disaster Management

HDM Health Disaster Management *Point of Dispensing (POD)*

Federally instituted **BEST PRACTICE** model for the dispensing of medication to a community of **healthy people** during a public health incident.

HDM Health Disaster Management *Dispensing Methodologies*



Community POD



Business POD

pod *Community POD Progress*


- 25 out of 34 cities involved
- 64 POD sites planned
 - 13 sites exercised since 2006
 - 5 H1N1 clinics activated in 2009
 - 3 Exercise Sites in 2011




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pod *Business PODs Scope*

- Aerosolized Anthrax
- Promote Continuity of Business Operations
- Ensure Safety of your Employees and their families
- Positively impact the great business network
- Alleviate impact on Community PODs



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HDM Health Disaster Management *Business POD Planner*

Planning



- Meetings & Agendas
- Planning Tools

Planning for Operations

- Critical section
- Business POD Plan

Operations

- Supporting Documents
 - Job Action Sheets
 - Response Forms
 - Policies & Procedures
 - Business Standard Operating Procedures

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HDM Health Disaster Management *Planning Considerations*

- Aerosolized Anthrax incident
- 1000+ employees
 - 3 doses per employee
- No cost
- Pickup medication
- Semi-independent fashion
- Continuity Planner




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HDM Health Disaster Management *Who Should You Plan For?*

- Employees
- Employee's families
- Clients/Vendors
- Customers
- Communications





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HDM Health Disaster Management *Creating a Plan*

- POD Site Overview
- POD Site Organizational Chart
- Business Organizational Chart
- Equipment List
- Communication Plan
- Security Plan
- Medical Plan
- Transportation Plan




HDM Health Disaster Management *Best Practices in Planning*

- Additional Onsite Security
- Maintain Normal Business Operations
- Secure Medication Storage Area
- Utilize Onsite Medical Staff
- Site Specific Signage
- Functional & Access Needs

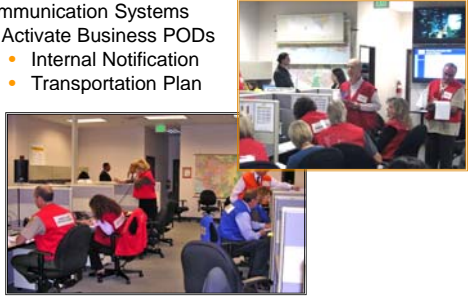

Testing the Plan



HDM Health Disaster Management *Drills and Exercises*

2011 Health EOC Exercise – October 12, 2011

- Communication Systems
 - Activate Business PODs
 - Internal Notification
 - Transportation Plan

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HDM Health Disaster Management *Drills and Exercises*

2011 LDC Exercise – October 13, 2011

- Test Transportation Plan
 - Pick up medications
 - Distribute
 - Dispensing Plan
- Evaluators Needed

Participants verify shipments







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HDM Health Disaster Management *Drills and Exercises*


2011 POD Exercise – October 21, 2011

- 3 Sites to be Exercised
- 20+ Organizations Involved
- 3000+ Vaccines
- Evaluators Needed

Volunteer helps direct traffic through POD site





Waiting in line for free flu shot



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Goals & Next Steps



HDM *Goals for 2011/2012*

Health Disaster Management

- Community POD Planning and Exercises**
 - 34 Cities & Unincorporated Areas
 - 78 POD Sites
 - 1,725 Doses of Medication/Hour
- Business POD planning**
 - Identify Large Businesses/Organizations
 - Develop Business POD plans
 - Participate in HCA Drills & Exercises
- Partnership/Collaborations**
 - Distribution Services
 - Home Medication Delivery
 - Alternate Warehousing
 - Transportation Needs




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HDM *Business POD Involvement*

Health Disaster Management

- **Business POD Plan**
 - Begin Developing
 - Finalize Site Map
- **Exercise Planning Meeting**
 - Dispensing Plan
- **Exercise**
 - October 12, 2011
 - Notification
 - Pick Up
 - Transportation
 - Communications




HDM *Distribution Services*

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- **Online Vendor Enrollment**
- **Memoranda of Understanding**
- **Master Agreement Template**





HDM *Outreach & Communication*

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- **Health and Emergency Preparedness Planning Council (HEPPC)**
 - Quarterly Meetings
 - Monthly HEPPC Newsletter
 - Emergency Information



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HDM *Questions/Comments*

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