

Building Your Closed POD Network

Illinois 2016 Integrated Public Health & Healthcare System Preparedness Summit
June 23, 2016



Bio-Defense Network

Introductions

- Bio-Defense Network Staff
 - Harlan Dolgin, President and Co-Founder
- Bio-Defense Network
 - Only National Closed POD Recruiter in the Country
 - Recruited companies representing more than 2.7 million people

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Objective

Provide attendees with the tools, skills and confidence to expand and engage Closed POD networks in your community.

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Why Recruit Closed PODS in your community?

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Anthrax Incidents

Event	Location	Morbidity (Illness)	Mortality (death)
"Cold War" April/May 1979 ¹	Sverdlsk, Russia	77 cases (inhalation)	68 cases died
"Amerithrax Letters" September/October 2001 ²	Florida, New York City, Washington DC, New Jersey	17 cases	5 cases
Live Anthrax Shipments Ames Strain ³ May 2015	194 Labs All 50 states + 2 territories, 9 countries	31 treated in MD	

1 - Mawhood, M. et al. The Sverdlsk Anthrax Outbreak of 1979. Science 1984, Volume 206, Pages 1202-1208. Retrieved online at <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1196974/>

2 - FBI Famous Cases. Amerithrax or Anthrax Letters. Retrieved online <http://www.fbi.gov/blast-us/history/famous-cases/anthrax-amerithrax>

3 - <http://www.cdc.gov/media/releases/2015/s052015anthrax-02.html>

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St. Louis University's Open POD Study

- Fewer than half of departments surveyed reported having adequate staff to operate their open PODs
- "Without adequate staffing, it is highly unlikely that open PODs could successfully meet their goals"
- "It is incumbent on public health leaders to continue exploring alternative dispensing modalities"

* Reibmann, T., Loux, T. M., Swick, Z., Dolgin, H., Reddick, D., and Wakefield, M. (2015). Are U.S. jurisdictions prepared to dispense medical countermeasures through Open Points of Dispensing? Findings from a national study. Health Security, 3(2), 1-10.

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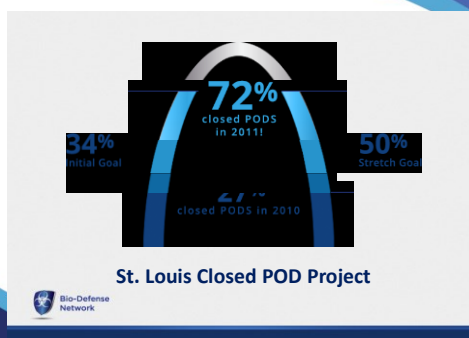
Closed POD Advantages for the County

- Closed PODs help our community by:
 - Reducing the strain on public health staff
 - Providing faster access to medications for the entire community
 - Providing continuity in the community by allowing businesses and organizations to remain operational
- Once relationships between public health and private sector are established through Closed POD partnerships, it's easier to engage the private sector for other public health initiatives.



Closed POD Advantages for the Employer

- Get life-saving medication, “first in line”
- Protect the health of your staff, students and their family members
- Remain operational during emergencies
- Peace of mind for employees
- Reinforces Business Continuity or COOP Plan



Effect of Expanding Closed POD Coverage in St. Louis County, Missouri

	Before Expansion	After Expansion
Open POD Population	730,000	280,000
Closed POD Coverage	270,000	720,000
Open PODs Required	15 – 20	7 - 8
Volunteers Needed	Up to 4,000	~ 1,500

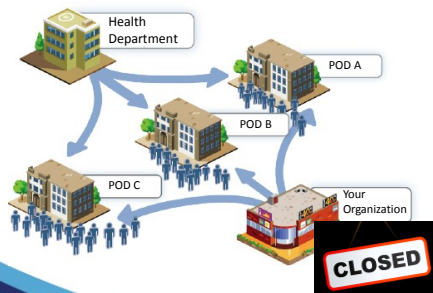
Data from St. Louis County (2011)

Expansion focused on:

- Adding local government partners
- Expanding coverage within:
 - Long Term Care (↑ 454%)
 - Business (↑ 326%)
 - Schools (↑ 216%)



Only Open PODs



Open + Closed PODs



Where Do You Want Them?



How to Recruit More Closed PODs



Private Sector Partnering: Analyzing Your Community

Engaging the Optimal
Private Sector Partners
For Your Community



Steps to Developing Your Closed POD Network

- Research Population (Data)
- Select Key Partner Groups
- Identify Champions
- Engage Partners
- PREP Act



Steps to Developing Your Closed POD Network

- **Research Population (Data)**
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Research Population: Finding Data

- Internet search for largest employers
- US Census Data – www.census.gov
 - Total population
 - Demographics
- City Data - www.city-data.com
 - Daytime population change
 - Workers who live/work in area
- Jurisdiction / Municipality / Community Websites
- Chambers of Commerce
- State Economic Development Sites
- Newspapers/Media
 - Look for annual lists of “top employers”



Steps to Developing Your Closed POD Network

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- **Select Key Partner Groups**
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Select Key Partner Groups

- Identify largest employers (most employees)
- Identify educational institutions
 - Primary and secondary school districts
 - Post-secondary schools (residential and commuter)
- Identify employers known for commitment to community and employees
 - Often included on “Best Employers to Work for” or “Best Places to Work” lists compiled locally or regionally.
- Identify critical infrastructure
 - Public Sector (utilities, highways, water)
 - Private Sector (energy, waste removal, food, private transportation)
 - Ensure first responders are already covered under existing plans
- Identify Key Industries & Locations
 - Health Care, Manufacturing, Town Centers, Malls, Grocery Stores, Big Box Stores / Strip Malls
 - These support community continuity but also have strong financial interest in remaining operational or suffer significant financial impacts if they are closed or have staff disruption.



Steps to Partnering

- Research Population (Data)
- Select Key Partner Groups
- **Identify Champions**
- Engage Partners
- PREP Act



Likely Champions

- Within each organization you have identified, seek out professionals with titles in:
 - Risk Managers / Business Continuity
 - Employee Health and Safety
 - Occupational Health
 - School Nurses / Student Health
 - Human Resources / Benefits
 - Public Safety

Tip: Aim for Director level, move down the chain if unsuccessful



Steps to Partnering

- Research Population (Data)
- Select Key Partner Groups
- Identify Champions
- **Engage Partners**
- Prep Act



Methods to Engage Partners

- Cold Call
 - Use a local or recognizable area code
 - Have outline of talking points prepared ahead of time, script will sound artificial
 - Expect to leave a voicemail or message with assistant, reference that you will send email follow-up
 - Send email follow-up to reinforce your voicemail or message
- Email Only
 - Personalize email template for each contact, including contact and company names
 - Include program information, include vetted, state or federal documentation to establish legitimacy

Tip: Find opportunities to present at local workshops, lunch-and-learn, regular meetings



Methods to Engage Partners

- One-on-One
 - Meet at private sector site
 - Tailor your presentation to their needs and organization
 - Be prepared to provide guidance specific to their situation
- Kick-Off Meeting
 - Invite many potential partners
 - Inspire “groupthink”
 - Impart a sense of urgency by including deadlines or dates to complete steps
 - Provide incentive for meeting those dates (e.g.; access to upcoming training, workbooks or materials)
 - Create a reason to reach-back for following up
 - “Thanks for attending” or sending electronic documents



Steps to Developing Your Closed POD Network

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- Select Key Partner Groups
- Identify Champions
- Engage Partners
- **PREP Act**



Public Readiness and Emergency Preparedness (PREP) Act

- Enacted to alleviate liability concerns
- Authorizes the Secretary of HHS to issue a declaration providing immunity from tort liability. **Only exception: willful misconduct**
- Different from, and (mostly) independent of, other emergency declarations



PREP Act (cont.)

- Program Planners
- Supervises **or administers a program to** administer, **dispense, distribute,** provide, or use **a countermeasure,** including persons who:
 - Establish requirements
 - Provide policy guidance
 - Supply technical or scientific advice or assistance
 - **Provide a facility**



Expert Tips

- Plan
 - Create a project plan internally with start/end dates, set realistic goals with specific milestones, engage and collaborate with other jurisdictions
- Persistence
 - Keep excellent records of who you contact at a potential partner, what the method of contact was, next steps and notes on the interaction.
 - Keep working your original contact. If you receive a poor response, don't hesitate to ask if someone else would be more appropriate to contact instead.
- Follow-through
 - Send email with program details, vetted information (e.g.; CDC, state)
 - Always include your contact information with various methods. Not everyone is comfortable communicating the same way.
- Follow-up
 - Find a specific reason to contact before, during and after deadlines.
 - Reference previous conversations or interactions to jog their memory. This isn't always on the top of everyone's list – especially in the private sector.
 - Offer help to overcome roadblocks in a potential partner choosing to participate.



Questions?

