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2023 HEALTHCARE READY IMPACT REPORT

# How Healthcare Ready is Turning Information into Action

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## LETTER FROM THE BOARD CHAIR

# HEALTHCARE READY 2023 IMPACT REPORT

Reviewing Healthcare Ready’s achievements in 2023, the numbers leave a truly impressive impact. Our free training videos for frontline providers and clinics received over 2 million impressions on YouTube alone. Resources like RxOpen.org and our interactive mapping tools have been used over 300,000 times by leaders across the country. Our situation reports, which deliver real-time information and assessments on emerging health and weather crises, were read over 78,000 times.

But our true success in 2023 is the story behind the numbers.

Healthcare Ready was formed because we recognized the need for a nimble, effective link between the many organizations that must work together to shepherd communities through disasters such as hurricanes, wildfires and disease outbreaks. This coordination cannot happen without clear, accurate and actionable information — information that can often be siloed in one agency or organization.

Healthcare Ready’s unique role in the public health sector is providing this critical informational link when it can create the most impact. Our deep expertise in healthcare, supply chains, supply management and disaster response means we can effectively gather and share the right information to the right people before disasters strike, helping to enhance planning and recovery efforts. Our expertise in cross-sector coordination also means that when we’re on the ground in the aftermath of a disaster, we have the right information to support local agencies with everything from patient care and provider well-being to accessing supply reserves from neighboring regions.

It is this ability to identify the right information and help our partners immediately turn it into meaningful action that sets Healthcare Ready apart and is one of the many reasons I am proud to serve as the board chair of this organization.

As we begin 2024, I hope you will join me in looking back on the past year and the many ways Healthcare Ready has scaled our impact through partnerships, research and resources — all of which are helping to turn information into action that drives greater resiliency and health equity in communities across the country.



**Phyllis Arthur, MBA**  
*Board Chair, Healthcare Ready*  
Vice President, Infectious Diseases & Diagnostics Policy  
at Biotechnology Innovation Organization (BIO)

**2,200,000**

User Impressions for Trainings

**60,000**

User Views for Trainings

**23 SITREPS**

Delivering critical information about potential disasters

**78,226**

User views for Situation Reports to put that information into action

**300,000+**

RxOpen User Views

**one**

**ORGANIZATION AT ITS CORE.**

HEALTHCARE  
**READY**

# PARTNER SPOTLIGHT

## HPHSCC

In 2023, the Healthcare and Public Health (HPH) Sector Coordinating Council (SCC) and Healthcare Ready completed a five-year cooperative agreement to support the responsibilities of the Department of Health and Human Services, the designated Sector Risk Management Agency.

Working together, the SCC and Healthcare Ready were able to adapt to meet the evolving needs that developed through the COVID-19 pandemic and other disruptions that affected the HPH Sector and Partnership, while still achieving all five cooperative agreement workstream goals established when the agreement began in 2018.

**“While the COVID-19 pandemic altered the direction of certain cooperative agreement activities, Healthcare Ready was able to maintain the yearly strategic priorities outlined for the HPH Partnership and provide the SCC with vital support and coordination.”**

**— Mark P. Jarrett, MD, MBA, MS | Senior Health Advisor | Northwell Health**

The goal of this final year centered around sustainability and ensuring the provision of coordination support for responses to public health emergencies. Key achievements include the organization of a Positioning, Navigation, and Timing (PNT) Working Group to develop a Vulnerability Test Plan for the HPH Sector to meet the requirements laid out by Executive Order 13905.

A Sector Operational Handbook was also created, which documents standard operating procedures, best practices, and transition strategies needed to sustain the SCC and the Partnership following the end of the cooperative agreement.

## CENCORA IMPACT FOUNDATION

The Cencora Impact Foundation (formerly the AmerisourceBergen Foundation) was instrumental in supporting our Mpox response in 2023. Their partnership was crucial in supporting the development of an interactive Poxvirus map that showed case counts, vaccination rates, and emergency declarations in real time.

Additionally, we published multiple threat assessments and Sitreps to our network to keep providers and healthcare leaders up to date, as well as ensured supplies like vaccines and testing supplies were available in sufficient quantities.

**“Our partnership with Healthcare Ready helped fuel a timely and adaptable response to the global MPox outbreak at a time when these outbreaks were not receiving much attention or focus in the U.S. Working together, we combined our expertise and strengths to develop real-time tools and provide the most up-to-date information to providers, clinics, and public health leaders across the country.”**

**— Susan Lorenz-Fisher, Senior Vice President, Global Sustainability, Social Impact & Real Estate, Cencora and Program Officer, Cencora Impact Foundation**

# HCR IMPACT PROFILE

## PAHPAIA



Healthcare Ready's report to Congress on *Protecting National Public Health and Health Care Infrastructure for the Next Disaster* (PAHPAIA Report) emphasized the imperative of heightened interagency communication and improved coordination to bolster national preparedness and response capabilities for public health emergencies.

The report reflects on the impact of authorities and programs established through historically bipartisan-supported legislation, such as the 2006 Pandemic and All Hazards Preparedness Act (PAHPA), and highlights advancements facilitated by current preparedness programs, like the ASPR Hospital Preparedness Program (HPP)<sup>1</sup> and CDC Public Health Emergency Preparedness (PHEP) cooperative agreements.

Results of this research included recommendations and strategies to (1) enhance coordination and communication, (2) strengthen accountability, and (3) advance equity. The report also underscores the critical need to sustain and increase federal investments in current and future preparedness and response programs to address critical gaps in communication and coordination that persist within existing frameworks guiding national response to public health emergencies.

The PAHPAIA Report serves as a roadmap and a call to action — offering clear, actionable strategies to ensure more equitable health outcomes in future public health crises.

<sup>1</sup> A part of the ASPR Health Care Readiness Programs Portfolio.

## HCR RESPONSE HIGHLIGHT

### MPOX RESPONSE

In 2023, an outbreak of Mpox, an illness caused by the monkeypox virus, swept through the U.S. To support equitable access to treatment, Healthcare Ready worked to ensure supplies for vaccines, testing and treatment would be available in sufficient quantities to ensure the most vulnerable communities were appropriately prioritized.

Key to our response was our *Poxvirus Map*, an interactive tool that displayed information about vaccine quantity, and reported Mpox cases and Public Health Emergency declarations across the U.S. This map provided crucial real-time data to providers across the country — providing actionable information to support patient care and help mitigate the spread of the disease.



# PARTNER SPOTLIGHT

## CENTER FOR DISASTER PHILANTHROPY

Disasters such as pandemics, hurricanes, floods, wildfires and more require expert response and coordination. Since 2010, the Center for Disaster Philanthropy (CDP) has been helping individuals, foundations and corporations increase the effectiveness of their philanthropic response to disasters and humanitarian crises. In partnership with CDP, Healthcare Ready worked throughout 2023 to advance preparedness and response efforts that help ensure equitable recovery.

“Effective disaster response depends on understanding the flow of resources that fuel meaningful coordination and recovery. Healthcare Ready understands the needs and nuances of this work, and our partnership is helping strengthen learning and resources in this vital space.”

— Sally Ray, CDP Director of Domestic Fund

### HEALTHCARE READY IMPACT 2023 BY THE NUMBERS: TRAININGS



**20,000+**  
YouTube Training Viewers

**700**

Used by 700 healthcare providers, community health centers, and free and charitable clinics

**154,000**  
YouTube Training Views

**2,291,000+**  
YouTube Training Impressions



# HCR IMPACT PROFILE

## INTERACTIVE TRAINING TOOLS

During a disaster, knowing how to access lifesaving medical resources is critical for first responders, frontline providers, emergency managers and patients alike. However, increasingly common disasters such as hurricanes, wildfires and floods can cause significant disruptions in local communications, creating significant barriers to care delivery.

In response to the need for real-time knowledge and coordination, Healthcare Ready developed and deployed several key resource maps and tools in 2023 to support on-the-ground responders in identifying available health care resources and coordinating across regional organizations to redirect lifesaving supplies to affected communities:

- *Community Disaster Resilience Tool (CDRT)* – an interactive map-based tool to help local officials, emergency managers, community leaders and

researchers better understand the risks their communities face due to overlapping vulnerabilities and better prepare their responses before disaster strikes.

- *RxOpen* – a real-time informational map that displays the operating status of healthcare facilities in areas impacted by a disaster so users can quickly identify functioning clinics and hospitals and get patients the care they need quickly.
- *Pediatric Hospital Bed Utilization* – an interactive map developed in response to the RSV surge in the winter of 2023 that displays state-level data on available pediatric hospital beds to help effectively triage vulnerable patients and ensure widespread care access.

These maps are just three of Healthcare Ready's growing collection of resources. To explore other free resources, trainings and guides, visit our online [Resource Center](#).

## HEALTHCARE READY IMPACT 2023 BY THE NUMBERS: INTERACTIVE TRAINING TOOLS

RxOpen



**300,000**  
views

Community Disaster  
Resilience Tool



**3,000**  
YouTube  
reach

Mpox Map



**12,000**  
number of  
people who  
used this tool

Pediatric Bed  
Map + Resources



**30,000**  
number of  
people who used  
these tools

# PARTNER SPOTLIGHT

## THE NATIONAL ASSOCIATION OF FREE & CHARITABLE CLINICS

Free clinics, charitable clinics and federally qualified health centers are lifelines for millions of Americans. In 2022 alone, these clinics supported nearly 5.8 million patient visits — often providing comprehensive care regardless of patient means. The National Association of Free & Charitable Clinics provides quality, equitable and accessible healthcare to communities across the country.

In partnership with The National Association of Free & Charitable Clinics, Healthcare Ready has helped enhance clinic and provider resiliency through free comprehensive trainings and resources.

Our work funded by the Center for Disaster Philanthropy is also providing important support for community health centers.



“Healthcare Ready understands the pivotal role free and charitable clinics — and the providers who bring their skills to these centers — play in maintaining community health. Our partnership has helped bring high-quality trainings and resources to hundreds of clinics across the country.”

— Ariana Gordillo de Vivero, Director of Strategic Initiatives at NAFC



# HCR IMPACT PROFILE

## ARCHER TRAININGS



The Advancing Resilience for Community Health in Emergency Response (ARCHER) program is a free series of resources and trainings on emergency preparedness and provider well-being designed for health center teams.

Developed by Healthcare Ready and the Centene Foundation, ARCHER provides detailed frameworks and strategies for:

- Emergency response planning & implementation
- Supporting frontline staff
- Cybersecurity preparedness
- Strengthening local partnerships for crisis response

In 2023, over 700 providers used ARCHER to support their preparedness work in clinics across the country — enhancing their team’s abilities to plan for and respond to emergencies.

## SITREP REPORTING & ANALYSIS

Having accurate information before a crisis is crucial to effective disaster preparation, response and management. Healthcare Ready’s Situation Reports (Sitreps) deliver up-to-date information, data and recommendations directly to frontline providers, emergency managers, government officials and community leaders to help them stay informed. Ranging in topics from real-time reporting on disaster recovery efforts to alerts for potential supply line disruptions, Sitreps quickly and effectively get the right information to the right people so they can help shape more effective and equitable response efforts.

In a year of continuing public health concerns and extreme weather events, over 78,000 individuals from across the country viewed Healthcare Ready’s Sitreps. Importantly, some of our most-viewed Sitreps helped

community leaders in healthcare, government, and emergency management assess the potential risks and impacts before crises arrived.

Our Sitrep tracking the potential UPS strike and detailing the potential impacts on the healthcare supply chain was viewed over 18,000 times. Similarly, our reporting on the North Carolina Pfizer plant was viewed over 15,000 times — providing crucial information on how plant production could be impacted by a tornado hit.

Sitreps are a critical way Healthcare Ready provides the right information to help communities more effectively prepare for and respond to disasters. To get Sitreps delivered to your inbox, sign up below.



# HCR IMPACT PROFILE MEMBERSHIP



In 2023 Healthcare Ready led disaster response coordination, developed comprehensive trainings, advanced actionable research, and more. Discover the meaningful contributions our members have made in ensuring healthcare resilience and response during challenging times like the following:

- [Hurricane Ian Response](#)
- [Oncology Drug Shortage Response](#)
- [Penicillin Drug Shortage Response](#)
- [North Carolina Pfizer Plant Damage](#)
- [Hurricane Idalia Response](#)
- [Hurricane Lee Response](#)

Whether you're a healthcare provider or organization passionate about fostering preparedness and response efforts, there's a place for you in our community. Join us in shaping a more resilient healthcare ecosystem, where every member's expertise and commitment make a tangible difference. To our current members, we extend our sincerest thanks for their committed support and dedication. Your partnership has been instrumental in advancing our mission, and we look forward to continuing this journey together, making even greater strides towards a healthier, more resilient future. Thank you for being the backbone of Healthcare Ready's success.

## MEMBERS

[Cencora](#)

[Biotechnology Innovation Organization](#)

[National Association of Chain Drug Stores](#)

[Pharmaceutical Research and  
Manufactures of America](#)

[Healthcare Distribution Alliance](#)

## SUPPORTERS

[Advanced Medical Technology](#)

[Cardinal Health](#)

**Learn how you can be a part of this work.  
Contact our team today to learn more about membership  
opportunities and benefits.**



Dear friends and supporters,

We are honored and humbled by the accomplishments of Healthcare Ready in the last year. We have stayed true to our vision of enhancing the resilience of the health sector and ensuring access to health resources for communities impacted by disasters, even as we faced unprecedented challenges.

We have achieved this by working with our partners across the public and private sectors, providing accurate and timely information, facilitating coordination and communication, and advocating for policies and practices that promote health equity and protect the most vulnerable populations.

Some of the highlights of our work in 2023 include:

- Expanding our Rx Open program, which maps the status of pharmacies and other health facilities in disaster areas, to cover more states and territories.
- Developing and disseminating best practices and guidance for health preparedness and response in the context of climate change, cyberattacks, and emerging infectious diseases.
- Conducting research and analysis on the impact of COVID-19 on health equity, access, and affordability, and sharing our findings and recommendations with policymakers and stakeholders.
- Hosting webinars and workshops on various topics related to health resilience, such as supply chain management, mental health, telehealth, and community engagement.
- Participating in national and international forums and coalitions to advocate for the health needs and rights of disaster-affected populations, especially those facing marginalization and discrimination.

As we look ahead to the future, we are optimistic and determined to continue our work in improving access to health resources in disasters. We believe health equity is a moral imperative and a strategic necessity for enhancing the resilience and security of our nation and the world.

However, we are also aware of the many challenges and uncertainties that lie ahead. The underfunding of public health systems around the world has left people vulnerable to the emergence and spread of infectious diseases, which can quickly escalate into global health emergencies. The ongoing conflicts and violence in many regions have also disrupted the global medical supply chain, making it harder to deliver essential health services and supplies to the most vulnerable communities, especially those living in conflict areas. Additionally, the impacts of climate change are increasing the frequency and intensity of natural disasters in the US and abroad, posing new threats to health infrastructure and human security.

These challenges require urgent and coordinated action from all stakeholders, including governments, civil society, private sector, academia, and media. We need to invest more in strengthening public health capacities and preparedness, promoting universal health coverage and access, and enhancing cross-sectoral collaboration and innovation. We need to support and protect the health workers and volunteers who are on the frontlines of disaster response and ensure their safety and well-being. We need to empower and engage the local communities who are the first responders and the most resilient in disasters and respect their rights and dignity.

We are grateful for your support and partnership, which make our work possible. Collectively, we possess the power to positively impact the millions of lives confronting the daily threat of disasters.

**Healthcare Ready** leverages relationships with government, nonprofit, and medical supply chains to build and enhance the resiliency of communities before, during, and after disasters. Learn more at [HealthcareReady.org](https://HealthcareReady.org).

