



Opportunities For Collaboration with Private Sector Organizations

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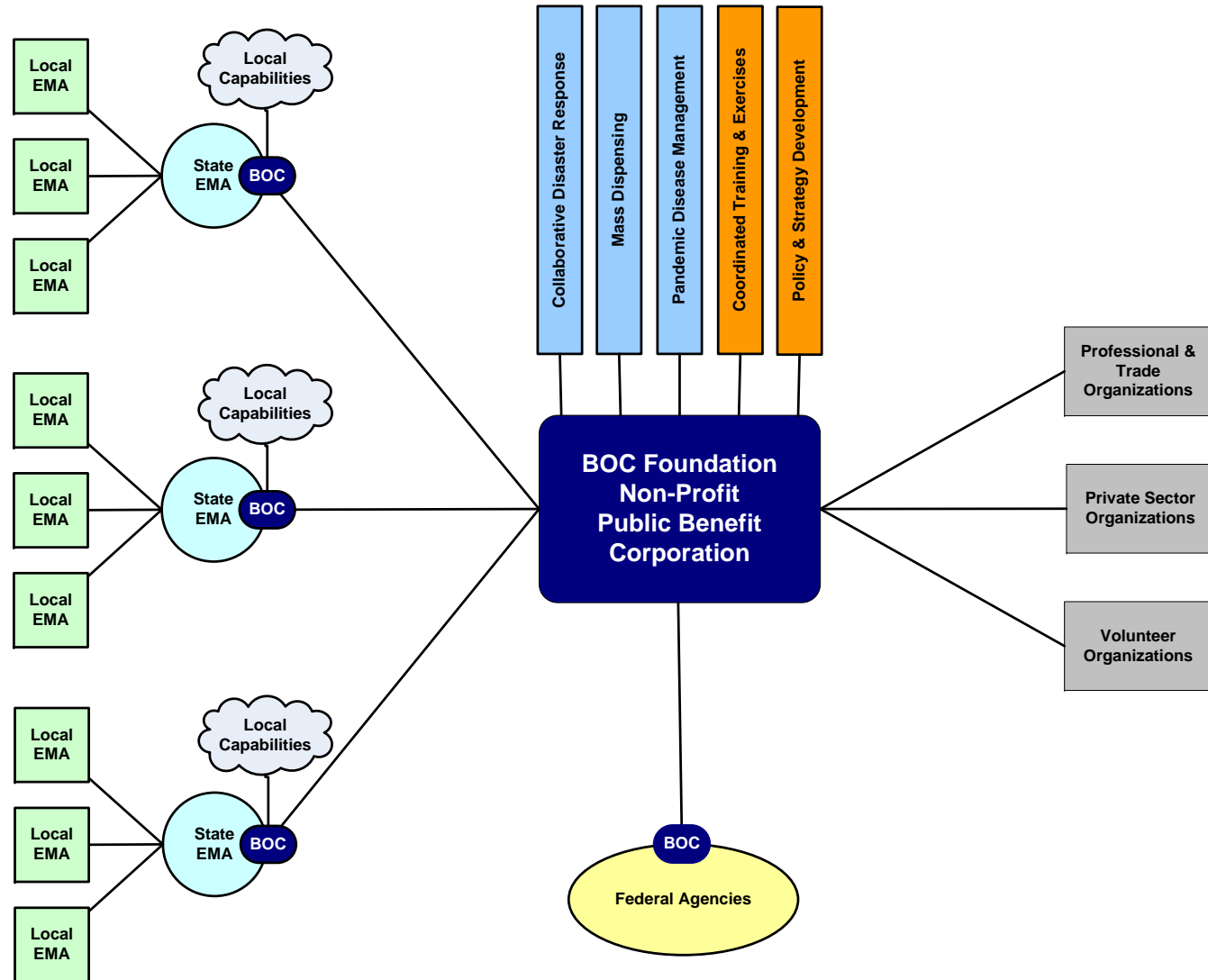
Background

- Began work with BENS in Atlanta leading task force to develop collaborative public/private solutions addressing critical shortfalls in Georgia's bio-terrorism response capabilities
 - Developed public/private dispensing strategy and core operational concepts
 - Completed two major program development phases over three years
 - Fundamentally reengineering many tactical areas within mass dispensing
 - Extended capabilities to support numerous catastrophic events
 - Initiated parallel development programs in Los Angeles County and Baltimore
- Developing the "Business Operations Center" (BOC) program in Georgia, California, and Baltimore
- Developing large-scale public/private clinical credentialing program with National Guard & New York City Health & Hospitals Corp.

Changing Paradigms

- If an event requiring SNS mobilization occurs, then the socio-economic continuity of those communities affected will languish until the problem has been resolved
- The public sector lacks the existing capabilities, operational knowledge, and skilled resources to independently create effective, large-scale dispensing operations
- The private sector seeks consolidated solutions that span their operations
- Private sector organizations maintain substantial incentive to supply significant sources of resources, assets, and tactical capabilities to resolve catastrophic emergencies
- Communication & information sharing between public/private organizations should be managed within existing emergency management frameworks

Business Operations Center



Findings & Recommendations

Key Findings

- Mass dispensing capabilities must be based on a flexible and scalable model
- Principal critical success factor rests in maintaining teams of capable POD leadership resources
- Program synergizes with private sector business continuity of operations planning
- Public/private collaboration must be facilitated through the existing emergency management framework
- Necessity of continuous relationship management
- Need for political support for the long term success of the program

Findings & Recommendations

Recommendations

- Strongly consider pre-positioned countermeasures for initial prophylaxis and to allow distribution/dispensing systems to develop
- Develop a formal program for training private sector organizations on developing and implementing PODs
- Create leadership-level strategy formation and exercise program
- Develop ad hoc mass dispensing POD operation formation training and exercise program
- Develop effective marketing and communications programs useful in building trust and acceptance
- Integrate capabilities with Business Operations Center development
- Institutionalize private sector participation in public health emergency management efforts

Creating Real Solutions

- Develop an executable public/private response strategy based on accomplishing specific targeted community outcomes
- Design a collaborative “Private Sector Operational Assistance Plan” detailing specific tactical capabilities that private sector organizations can be relied upon to execute within a mass dispensing effort
- Design, develop, test (via drills & exercises), and refine those capabilities through dedicated tactical workgroups
- Establish the BOC Concept to coordinate public/private communications on a national basis
- Market, educate, and train public health officials on tactical solutions. Provide implementation assistance where required.
- Institutionalize tactical capabilities within public health plans and exercise programs
- Leverage capabilities to address other catastrophic emergency planning, response, and recovery requirements

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