

If your organization faced a natural disaster, would you be prepared to protect your business?

Why does your organization need a Business Continuity Plan?^{1,2}

After an unforeseen disruption every organization needs quick communications with employees, investors and customers, and management must know which business activities must be resumed immediately and which ones can wait. A well-designed business continuity management (BCM) program provides senior management with the tools needed to recover without having to invest significant resources. A BCM program will help protect your key assets in the event of disruption.

Why should the bio-pharmaceutical supply chain consider business continuity planning?

1. Ensure the survival of your organization when disaster strikes
2. Recover critical business functions quickly and with the least impact
3. Communicate quickly with key stakeholders

Steps in establishing a successful BCM

- Evaluate risks facing your organization
 - Identify potential threats and risks
 - Quantify and prioritize risks
- Understand potential impacts to your organization
 - Identify criticality of business functions and processes
 - Determine recovery time goals (i.e. 24 hours, 2 days)
 - Understand resources required to recover (people, facilities, technology, files)
 - Identify critical interdependencies (suppliers, vendors, customers)
- Identify and implement recovery strategies
 - Identify recovery options (remote location, transfer of service, telework)
 - Implement strategies
- Develop and implement a BCM program
 - Include scope, recovery plans, resources (individuals, technology, facilities and/or critical assets) and communications materials
- Train your people, exercise and test your plan
 - All personnel should be trained and plans tested on a regular basis (at least annually)

How Rx Response can help

Rx Response is a **no cost** source of information for your organization as a business continuity center of excellence and a key element of your emergency response. Rx Response can provide:

- Contacts that can connect you to decision makers
 - Rx Response has contacts within the bio-pharmaceutical supply chain, with federal and state public health and emergency management officials, and non-profits such as the American Red Cross and the United Way
- Trusted source on national preparedness that can provide you with the tools you need to build your own internal plan
- Networking and benchmarking access to peers
- Opportunity to showcase the bio-pharmaceutical supply chain's commitment to serving the health needs of the American people
- During times of wide-spread crisis, up-to-date and relevant situation reports (i.e. power outages, government efforts and supply chain disruption) to help you make faster and more accurate decisions

Representatives from Rx Response will be at the HDMA Emergency Preparedness Seminar July 28-29, 2011 to discuss the Rx Response program and to assist your organization with developing its ability to respond to a disaster.

For more information about Rx Response, please visit www.RxResponse.org or email us at contactus@rxresponse.org.



¹ Business in the Community http://www.bitc.org.uk/global/responding_to_disasters/disaster_response_1.html

² DRI International <https://www.drii.org/>