

SPECIAL ADVERTISING SECTION

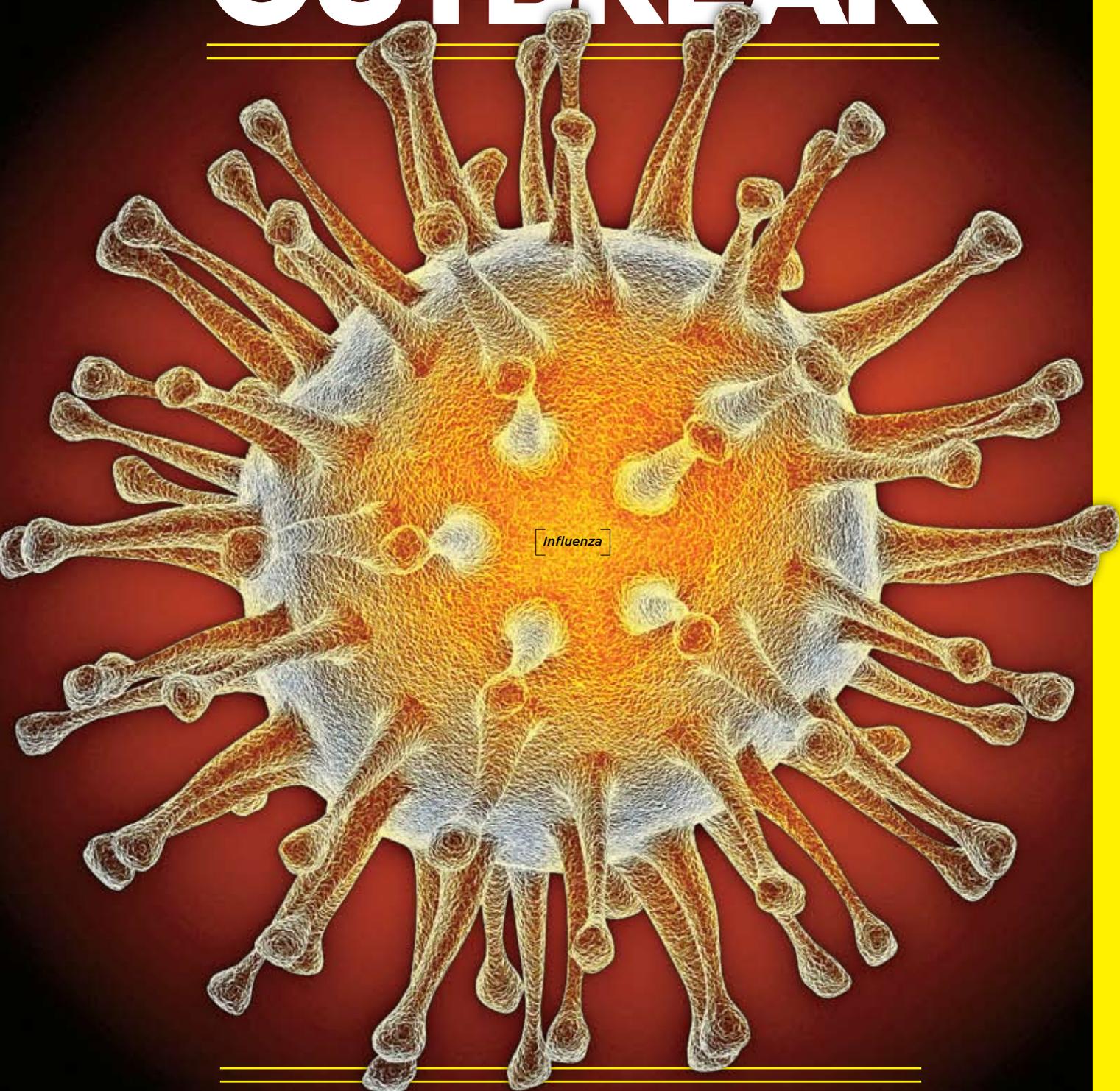
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# THE OUTBREAK

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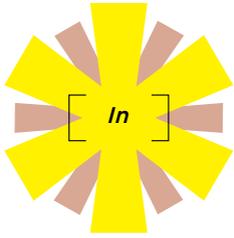
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**Is your company prepared  
for a flu pandemic?**



the aftermath of 9/11, San Diego health-care provider Scripps Health developed a company-wide disaster preparedness program. Among other components, it included an action plan for keeping Scripps' emergency departments, two trauma centers, and two urgent care centers running smoothly in the face of a serious influenza outbreak. Key to the plan was a creative arrangement with pharmaceutical giant Roche, maker of the antiviral medication Tamiflu, a drug that has proven effective in treating influenza.

Under the deal—a kind of pharmaceutical equivalent of a commodities futures contract—Scripps is paying a nominal annual fee to reserve a stockpile of Tamiflu for use by employees. If Scripps decides to take possession of the medicine—when, for example, a novel strain of an influenza virus begins a rapid human-to-human spread—the company will be able to purchase the product from Roche at the prevailing wholesale

price. Roche guarantees delivery of the stockpiled medication within 48 hours.

Two months ago, Scripps exercised its options, prodded by news from the Centers for Disease Control (CDC) in Atlanta that the deadly H1N1 influenza virus, better known as swine flu, had crossed the border into the United States. Among those affected was a ten-year-old San Diego County boy.

The Scripps team, which included corporate senior vice president of human resources Victor Buzachero and director of disaster preparedness Patty Skoglund, sprang into action, briefing members of the medical staff and contacting Roche officials. One business day later, a just-in-time supply of Tamiflu arrived at its facilities. While the potential severity of the H1N1 flu outbreak remains unclear, Scripps is prepared. "Hospitals need to maintain 24-hour operations and staff for patient needs, so it's not reasonable for us to say that we'll just close down or go to a skeleton crew," says Buzachero. "This was a contingency plan that we could pull out very quickly."

Despite a growing concern about the

threat of swine flu to corporate America, such flu contingency plans are still a rarity in today's business world. According to a May 1 survey by International SOS, a firm that provides medical advice and pandemic planning services for businesses, only 54% of the 350 companies surveyed indicated that they had pandemic plans in place, and only 18% said they were "extremely prepared" for an influenza pandemic.

#### WAKE-UP CALL

But with the CDC showing daily increases in the number of confirmed H1N1 cases, more and more businesses are creating plans and acquiring supplies of antivirals, surgical masks, and respirators. "This first wave of flu has been a big wake-up call for business," says Dr. Myles Druckman, a disease outbreak and pandemic expert for International SOS. "Many companies are just getting their arms around the idea that this could be big and could pose a significant threat."

CDC data show a steady uptick in the number of H1N1 cases. Through the end of May, 10,053 cases, including 17



*The H1N1 flu so far has been no more dangerous than seasonal flu. But it could return next winter in a more lethal form.*

deaths, had been reported in the United States. Because the majority of cases are believed to be mild, many may be going unreported, and experts say the official figure could be the tip of the iceberg. Moreover, cases of H1N1 could increase in both number and severity when cooler weather, which is more hospitable to all types of flu viruses, arrives in the fall.

The price of a widespread and severe flu outbreak could be huge. According to a report from the World Bank, a global flu epidemic could cost the world economy more than \$2 trillion and reduce global GDP by 5%—not to mention take millions of lives.



*Roche Holding has three million packages of anti-flu treatment Tamiflu ready to deliver to any country in the world threatened by a pandemic virus.*

In December 2005, the Congressional Budget Office estimated that a severe influenza pandemic similar to the one that began in 1918 might cause a decline in the U.S. GDP of about 4.25%. A full-blown outbreak could close medical facilities, cut supply lines, slow production, and create shortages of fuel, food, transportation, medicine, and workers. "An epidemic of moderate severity has the potential to disrupt the global economy as we now know it," says Aaron Desmond, director of licensing and new business development at the University of Minnesota's Center for Infectious Disease Research and Policy (CIDRAP), which has developed

a ten-point framework to help companies plan for a pandemic.

Prodded in part by media coverage warning of a serious flu outbreak, businesses are starting to act. Desmond notes that CIDRAP's pandemic preparedness web seminars now attract 10 times more participants than they did before the April outbreak. Companies are taking a fresh look at their human resources policies, he says, making sure that employees don't have a financial incentive to report to work sick. They are also making sure that workers have easy access to soap, water, and hand sanitizers,

and are considering investments in protective equipment. "They're taking steps to stockpile supplies such as masks, personal respirators, and antiviral drugs," says Desmond.

#### **TIPPING POINT**

One problem with stockpiling medications is that antivirals typically have a shelf life of about five years. Since years can elapse between major flu outbreaks, companies run the risk of having to destroy outdated supplies. Roche's plan eliminates that risk. "It addresses questions we've heard from executives who are interested in securing Tamiflu for their employees, but

desire more flexible planning options, especially with regard to timing," says Mike McGuire, vice president of anti-infectives for Roche. "We think this option will present something of a tipping point for some companies, allowing them to create the best possible situation for the health of their business as well as their employees."

Since public-sector supplies of antivirals and similar resources are limited, companies are taking on more and more of the responsibility to protect workers. On June 3, 2008, the U.S. government released proposed recommendations for businesses on the stockpiling of antiviral medications as part of pandemic flu planning. The recommendations, which are posted at [www.pandemicflu.gov](http://www.pandemicflu.gov) for public comment, include the following: "Private stockpiles, in coordination with public health stockpiles, would extend protection more broadly than could be achieved through the public sector alone and improve the ability to achieve the national pandemic response goals of mitigating disease, suffering, and death, and minimizing impacts on the economy and functioning of society." Says Lisa Koonin, senior advisor with the CDC's Influenza Coordination Unit: "Companies have a unique opportunity to help protect the health of their workers and the continuity of their business functions."

For Scripps, the idea of supporting business continuity by supporting the health of its employees is an idea ingrained in its corporate philosophy. Having the assurance that medication will be there when employees on the frontlines need it has brought a certain peace of mind and confidence to the workplace. Says Scripps' Skoglund: "Because we don't have to worry about our people, we can focus on caring for patients, and that's been very comforting for everyone involved." ●

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## ARE YOU REALLY PREPARED FOR H1N1?

**Y**our company and employees may not have been directly impacted by the recent H1N1 influenza outbreak, but will you be prepared for similar events in the future? We saw how quickly influenza can appear and spread globally via human-to-human transmission. Experts at the CDC are concerned about a recurrence of the H1N1 virus this fall and its possible combination with seasonal influenza. Planning now can help prepare for whatever the future brings.

What can you do now? One way to help reduce exposure to airborne germs is through the proper use of N95 respirators approved by the CDC's National Institute for Occupational Safety and Health (NIOSH). Having a stockpile readily available for your workforce could mean the difference between being able to stay open for business during another influenza outbreak or shutting down.



NIOSH-approved N95 respirators, like those from 3M, contain filter media. They fit tightly to the face, and when properly used can help reduce exposure to airborne germs such as H1N1 influenza. 3M has extensive experience in respiratory protection and the technical resources to help, and has both domestic and international production facilities. 3M can assist you in identifying the right products and quantities to meet your needs. OSHA

requires employers providing respirators to implement a respiratory protection program, and businesses can also look to CDC, OSHA, and other government agencies for guidance.

Global demand for respiratory protection products during the recent H1N1 outbreak skyrocketed in a matter of days. Will you be prepared in the future? Waiting to act may be too late. Don't wait. Be prepared. Stay open. ●

**Be Prepared.  
Move Forward.**

### 3M can help.

During a public health emergency, wearing respiratory protection can help reduce worker exposures to airborne germs.

As a leader in respiratory protection for over 30 years, 3M has helped Public Health officials and corporations in more than 35 countries, offering products, demand-planning tools and health and safety services.

*Are you ready to stay open for business?*

#### To learn more, visit:

For Business and Community Planners: [www.PandemicPreparation.com](http://www.PandemicPreparation.com)  
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