

Subscribers Affected By Disasters

Below find article published in September 08 edition of Pharmacy Purchasing Outlook. If there are other PPO Subscribers in the hurricane areas out there who've been affected, we'd like to hear from you as well.

If you are able, send us a brief update by email to: Info@PharmacyPurchasing.com, or call us, and we will conduct an interview by phone (866-500-4PPO); ask for Mike or Francine).

This has been a dramatic year so far for those living in the Hurricane Belt. As of this writing, three very destructive hurricanes, Gustav, Hannah, and Ike, took turns wreaking havoc in the Deep South and the Carolinas. Three years ago, Hurricane Katrina all but destroyed the city of New Orleans. Now, barely recovered from that disaster, they were faced with Hurricane Gustav, setting its sights on the battered city again. Evacuation was more proactive this time, and thankfully the city received more of a glancing blow this time, receiving only 110mph winds and rain. But it was enough to cripple the city again, tearing down the city's entire power supply.

PPO contacted a couple of our subscribers in the New Orleans area, right before and after Hurricane Gustav hit, to reach out and see how they were faring, and to offer our sympathies.

Ken Green from Touro Hospital in New Orleans, who spoke about his personal and professional experiences surviving Katrina at our 10th Annual Conference, was contacted a couple of days before the Hurricane was supposed to hit, and he responded:

"Can you believe this? Today makes 3 years to the day of our last big Hurricane! This one is also supposed to hit close to home...we are all thinking about what happened, and what we have learned from it! At this time, we are very nervous just waiting...but I do believe that we are prepared this time! I will try to contact you later this next week or sometime afterwards to let you know what has happened. Thanks for caring...that means a lot to all of us!"

Then we contacted another subscriber right after Gustav hit. **Richard Ponder**, of East Jefferson General Hospital in Metairie, a mere 7.5 miles from New Orleans, updated us:

"Currently the pharmacy is doing well; Morris and Dickson have made deliveries since Tuesday (September 2) and our Low Unit of Measure System is scheduled to resume this weekend. We did experience an issue with FedEx and UPS due to the local airport being without power, but that should be alleviated today (September 3). We have established an

outpatient pharmacy to address community and staff needs, while managing steady business through the emergency room."

Due to the power and damage sustained in other parishes, specifically the Baton Rouge area, we are anticipating additional transfer patients to the metro area. Overall we were able to bypass a majority of the storm's impact, but have already begun to monitor the other three storms in the Atlantic, especially Ike. Thank you for your words of concern and support."

There are more Subscribers in the hurricane areas that we'd like to hear from to see how they are faring, as well.

As soon as you are able, please send us your story to:

Info@PharmacyPurchasing.com, on how the storms are affecting your facility, what relief efforts they are doing or are in need of, and how your daily life has been impacted. You can jot down a few sentences, as others here have, or write an longer article for publishing here (if it's 500 words or more, you could receive a small bonus from *PPO*). Or just give us a call. We'll conduct a short interview on the phone to get the story.

With our Subscribers all across the country, when an area gets in the news due to disasters such as these, we like to express our concern, and see if their experiences can help other Subscribers. As one of our Conference lecturers demonstrated, you could be 1,100 miles away and still be affected by disaster.