



Healthcare Ready: PR in the Midst of a Hurricane

POTY - May 2018



**How long can you go
without your medications?**

Weeks?

Days?

Hours?

Healthcare Ready

was founded in the wake of Hurricane Katrina as a non-profit with a mission to partner with federal and state governments, NGOs and the private sector to improve the resiliency of the healthcare system to better meet people's health needs during and after a disaster.

On a daily basis, JPA assists Healthcare Ready with:

Media Relations Support

Content Development

Strategic Counsel

Social Media Recommendations

Graphic Design Projects

Crisis Communications Management

**HEALTHCARE
READY**
STRENGTHEN. SAFEGUARD. RESPOND.



An aerial satellite-style photograph of a large hurricane with a distinct eye and spiral cloud bands over the ocean. The image is dark and serves as a background for the text.


AUGUST 25, 2017

The city of Houston prepares for the devastation of Hurricane Harvey as the historic 2017 hurricane season begins

Healthcare Ready needed to operate quickly to reach those in the path of destruction



Our Mission. To reach those in dire situations with a solution for their healthcare needs.



Awareness

Education

Engagement


CAMPAIGN APPROACH

- Target local, national and trade reporters
- Leverage the expanded national conversation on disasters to elevate Healthcare Ready

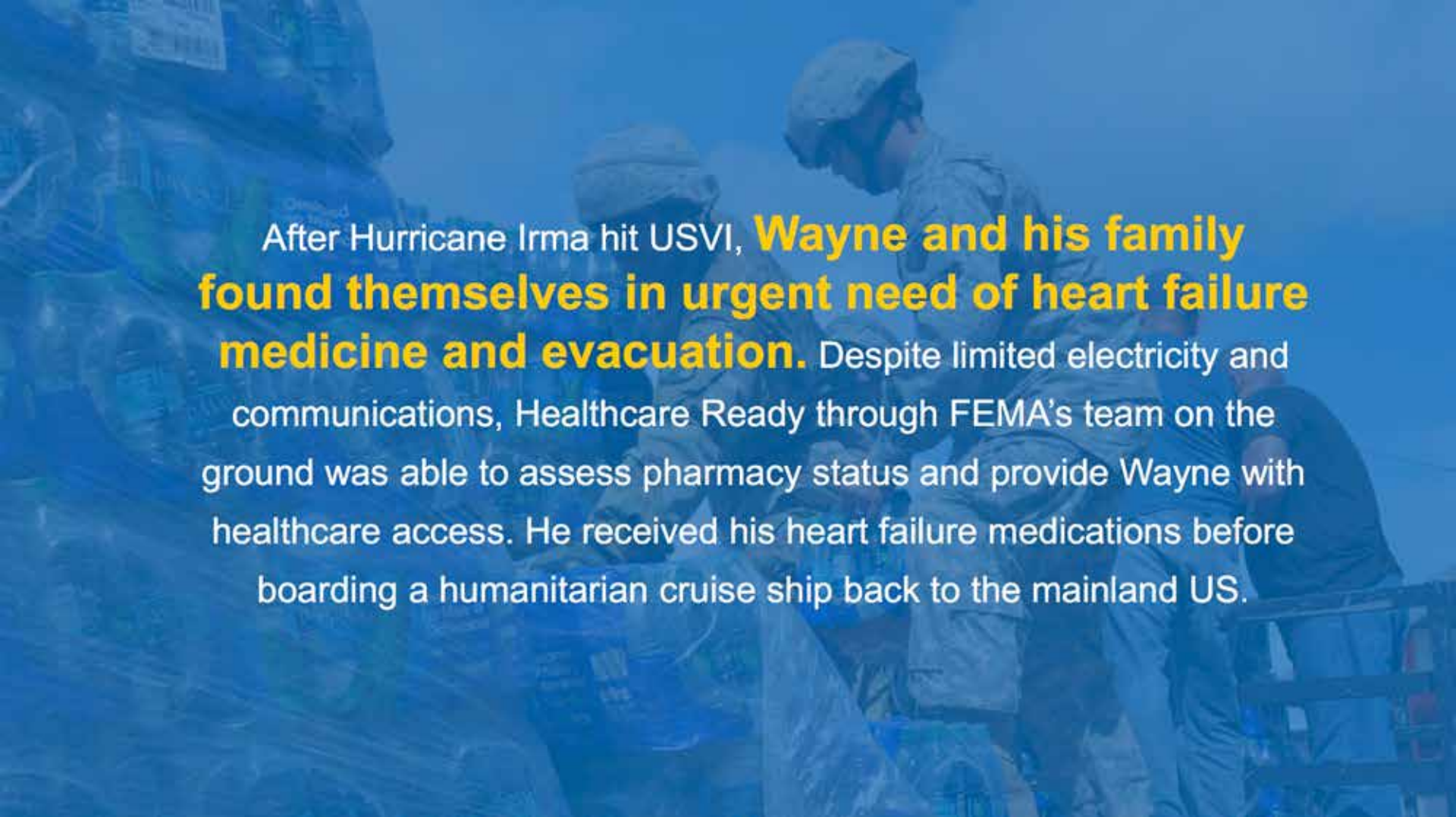




Patients desperately
needed help

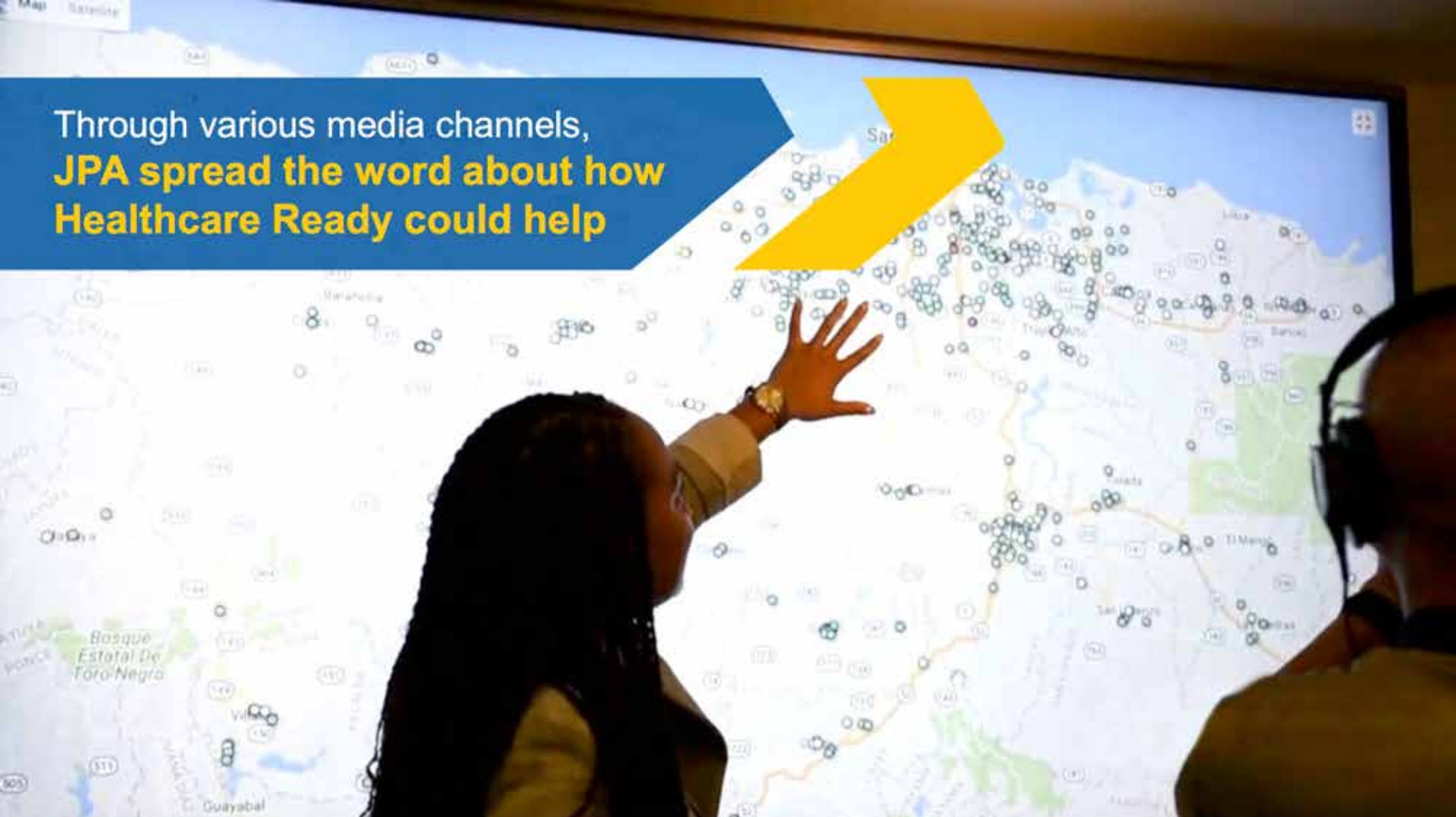
A yellow-tinted photograph showing a flooded area. In the foreground, several people wearing orange safety vests are visible, some standing near a white truck. The background shows a large, dark, possibly flooded structure or tent. The overall scene suggests a disaster relief or emergency response operation.

Rachel's home in Richmond, Texas was flooded up to calf-level after Hurricane Harvey. **As a dialysis patient, she very urgently needed to receive her treatment and supplies.** Coordinating with Americares, Baxter, and DaVita, Healthcare Ready was able to evacuate Rachel and her mother within 5 hours. She was received at her uncle's home with supplies waiting for her.



After Hurricane Irma hit USVI, **Wayne and his family found themselves in urgent need of heart failure medicine and evacuation.** Despite limited electricity and communications, Healthcare Ready through FEMA's team on the ground was able to assess pharmacy status and provide Wayne with healthcare access. He received his heart failure medications before boarding a humanitarian cruise ship back to the mainland US.

Through various media channels,
**JPA spread the word about how
Healthcare Ready could help**



We secured **42 unique stories** mentioning Healthcare Ready, Rx Open and featuring quotes from leadership

Reached a potential audience of **435.4 million**



Newsweek

Prescription Drug Prices Could Skyrocket Following Hurricane Maria Devastation



USA TODAY

Hurricane Maria Halts Crucial Drug Manufacturing in Puerto Rico, May Spur Shortages



THE HUFFPOST

How Houston Can Become Stronger After Hurricane Harvey

*Healthcare Ready led its
longest activation
in its 10 year history, providing
critical response and recovery
for Hurricanes Harvey, Irma,
Maria and Nate.*





Budget

\$50.000 USD

Timeframe

3 months

Leveraging the Campaign:

This work led to additional visibility and long-form articles featuring Healthcare Ready.



There are some things you learn best
in calm, and some in storm.

Willa Cather



Questions