



# Audio Options for the Webinar today

## Option 1: Preferred Method

Listen over your computer speakers

1. Turn up your computer speakers!



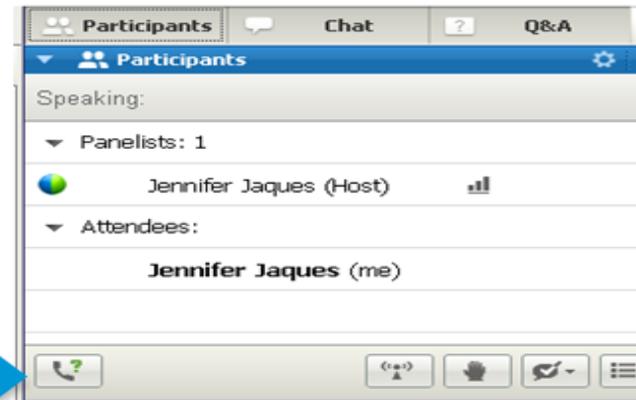
Technical Difficulties?  
Contact WebEx Technical  
Support:  
1-866-229-3239

**OR**

## Option 2:

Only use this option if your computer does not have speakers

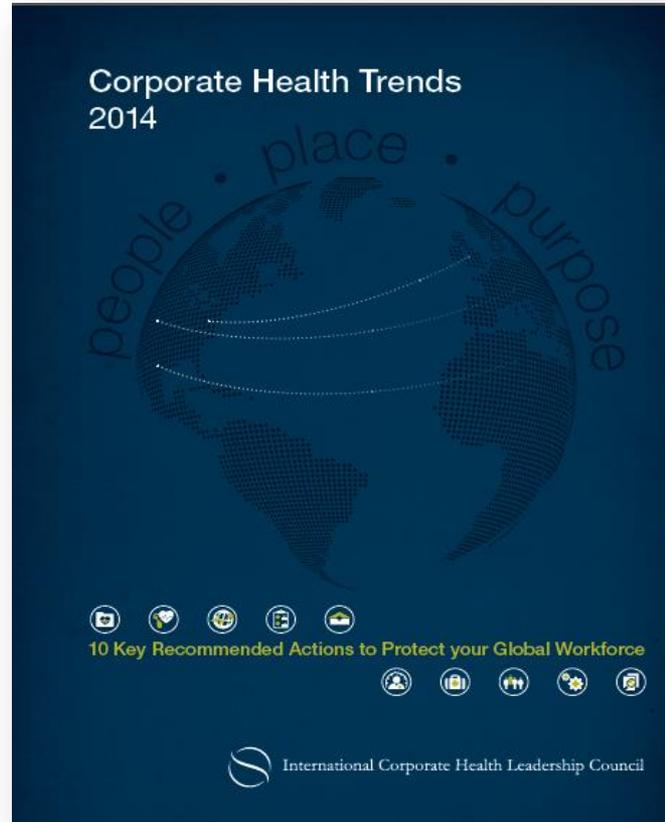
Join the teleconference:



Click the “Request Teleconference” button and enter your telephone number when prompted.



# Prevent the Drama: Prepare for What's Next



April 21, 2015



International Corporate Health Leadership Council

Cisco WebEx Event Center (Practice Session)

File Edit Share View Communicate Participant Event Help

Quick Start **Event Info** TPR Overvie... TOP\_PrimeR... x

24: For Information an

Participants (22)

Speaking:

Panelists: 5

- Jennifer Sensky (me)
- WebEx Producer (Host)
- Julie Freeman
- Aracelis Delgado
- Teofilo Henriquez

Attendees: 17 (1 disband)

Q&A

All (1) My Q&A (1) x

Jackie Trainer - 10:37 AM

Q: Lobby slides aren't auto-rotating now.

Select a question, and then type your answer here. There is a 256-character limit.

Send Send Privately...

Connected

Teleconference: Call-in toll-free number (US/Canada): 1-877-668-4493  
Call-in toll number (US/Canada): +1-408-600-3600  
[Show all global call-in numbers](#)

Access code: 668 210 923

Attendee ID: 797

Event number: 668 210 923

Host key: 317135

WebEx Technical Support: 1-866-229-3239  
Event Password: Place2015

Type your question in the Q&A panel and click the "Send" button.

We will answer questions as time allows at the end.

**WebEx Technical Support: 1-866-229-3239**  
**Event Password: Place2015**



# Thank you for joining us today!

## Look in your inbox for:

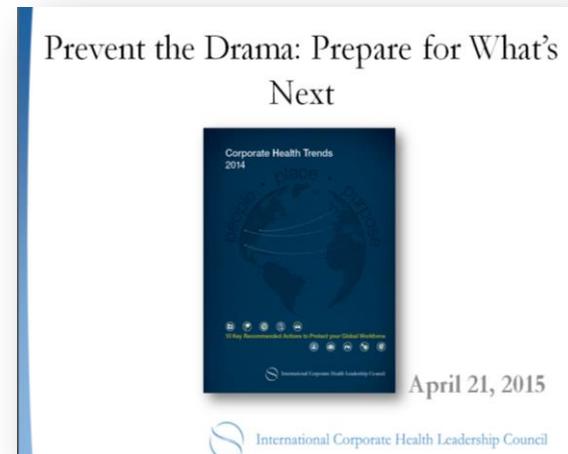
- PowerPoint slides
- Link to the recording
- Executive Briefing
- Benchmark data

## When?

- 3 business days after the event

## View archives:

- [www.ichlc.org](http://www.ichlc.org)



**Tip** Share this content with other stakeholders within your organization to engage and find ways to manage the risks of your people.



International Corporate Health Leadership Council

# Agenda

- Quick introduction to ICHLC
- The Impact of Emerging Issues
- Panel Discussion



# Speakers



**Deena L. Buford, MD, MPH,**  
Medical Director, Global Exxon Mobil Corporation,  
**ExxonMobil**



**Myles Druckman, MD,**  
Senior Vice President & Regional Medical Director, Americas Region,  
**International SOS**



**Pamela A. Hymel, MD, MPH, FACOEM,**  
Chief Medical Officer,  
**Walt Disney Parks & Resorts**



**Charles Yarborough, MD, MPH, FACOEM,**  
Honorary Chairman of ICHLC



International Corporate Health Leadership Council

# ICHLC Mission



- The International Corporate Health Leadership Council is a forum where leaders in corporate health and medical services, including physicians, corporate executives, thought leaders, researchers and other stakeholders...
- Can assemble, exchange ideas and issue reports that will drive standards and policies leading to...
- Reduced risk and improvements in the delivery of health services to international business travelers, expatriates (and their families) and employees (in emerging markets) wherever they may live or work.



# ICHLC Purpose



- Our goal ....  
to provide a **first-of-its kind forum** wherein corporate medical directors and other influential members can collaborate to **develop a unified voice** and platform, along with a strong business case to support their objectives that keeps employees (and their accompanying dependents) healthy, safe and secure while outside their home countries.
- By doing so, multi-national corporations around the world can build, adapt or change their global health initiatives to meet or exceed standards recognized by the Council.
- In addition, Council members can share best practices and insights among peers, thus offering an opportunity for professional growth.



# 10 Recommendations At a Glance...



CORPORATE HEALTH POLICIES MUST DRIVE THE AGENDA.



24/7/365 MEDICAL ASSISTANCE MUST BE AVAILABLE GLOBALLY WITH COMPANY INSIGHT AND DECISION MAKING CAPABILITIES.



ACCESS TO CORPORATE MEDICAL RESOURCES ARE RECOMMENDED.



ORIENT, TRAIN AND EQUIP PERSONNEL PRIOR TO DEPARTURE.



BUSINESS SUSTAINABILITY REQUIRES HEALTH CRISIS MANAGEMENT PLANS AND THE RESOURCES TO RESPOND EFFECTIVELY.



PROACTIVELY ASSIST AT-RISK PERSONNEL.



UNDERSTAND AND MANAGE THE MEDICAL RISKS WHERE ORGANIZATIONAL OPERATIONS EXIST.



UNDERSTAND THE LOCAL OCCUPATIONAL HEALTH REQUIREMENTS & IDENTIFY COMPANY-SPECIFIC AND INDUSTRY STANDARDS.



WHERE LOCAL HEALTHCARE GAPS EXIST, ORGANIZATIONS MAY NEED TO FILL THE VOID.



HEALTH IS A MAJOR PILLAR OF CORPORATE SOCIAL RESPONSIBILITY.



International Corporate Health Leadership Council

# 10 Key Recommended Actions:

People



Place



Purpose





# Business Sustainability Requires Health Crisis Management Plans and the Resources to Respond Effectively

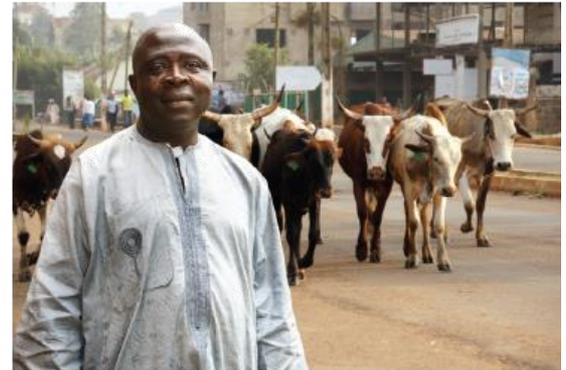
- A corporate health crisis management plan is recommended which must be maintained, tested and resourced globally.
- Workforce resiliency and readiness are key objectives as companies plan for the future. These dynamic plans require on-going maintenance and testing to ensure they remain relevant as new emerging health challenges arise.





# Recommended Action:

- Companies need to develop and maintain plans that deal with health threats to their personnel and business continuity.



# The Impact of Emerging Infectious Diseases

Energy lives here™

Deena Buford  
11 March 2015

# The Impact of Emerging Infectious Diseases

Infectious disease outbreaks can potentially cause significant economic impact. For example, it is estimated that SARS resulted in up to \$30 billion in economic losses in 2003.

Figure 1: Selected Emerging Infectious Diseases Since 1975

Emerging Disease	Year Identified	Estimated Global Impact	
		Cases	Deaths
Ebola Virus Disease (as of 4/17/2015)	1976	27,000+	11,000+
Human Immunodeficiency Virus/Acquired Immune Deficiency Syndrome (HIV/AIDS)	1981	78 million	39 million
Variant Creutzfeldt-Jakob Disease (vCJD or “mad cow disease”)	1996	229	229
H5N1 Influenza (“bird flu”)	1997	668*	393*
Severe Acute Respiratory Syndrome (SARS)	2003	8,096	774
H1N1 (2009) Influenza (“swine flu”)	2009	Unknown	>284,500
Middle East Respiratory Syndrome (MERS)	2012	699	209
H7N9 Influenza (“bird flu”)	2013	453	175
??????	???		

\* Indicates cumulative cases and deaths from 2003 to present.

Cases and deaths reflect the cumulative number of cases and deaths as of October 17, 2014. Ebola cases reflect information as of 4/17/15.

Kaiser Family Foundation - ‘The U.S. Government & Global Emerging Infectious Disease Preparedness and Response’; December 8, 2014; <http://kff.org/global-health-policy/fact-sheet/the-u-s-government-global-emerging-infectious-disease-preparedness-and-response/> \*indicates cumulative cases and deaths from 2003 to December 2014



## General Observations...

- Many health systems are deficient and not equipped to respond to complex or large scale public health issues
- The functional capacity of health systems is not always readily apparent
- Lack of central coordination & command/control for events with pandemic potential
- Resulting impact of pandemics is driven by factors far beyond the underlying biologic threat
- Healthcare workers require sound infrastructure, adequate supply chains and other special services to provide efficient and effective support
- Effective communication must
  - be early
  - reach all key stakeholders...locally and internationally
  - be tailored to the needs of multiple target audiences
  - be ongoing



# Corporate Ebola Response & Preparedness: Business Partnerships & Activities

- ▶ **Liaise with Emergency Preparedness & Response Team**
  - Includes key support group representatives (HR, Law, P&GA, etc.) to ensure coordinated response
- ▶ **Establish External Partnerships to Help Address Site/Community Needs**
  - Monitor disease trends; track local, regional and international response
  - Provide new evidence based prevention / control measures
  - Furnish info re: key stakeholder capabilities that help guide effective complementary efforts
  - Highlight areas where health-related corporate investments may have significant impact
- ▶ **Maintain Ongoing Infectious Disease Surveillance (Internal & External);  
Communicate To Internal Decision Makers**
- ▶ **Develop and Disseminate Guidance Documents**
- ▶ **Implement Global Training of Internal Medical Staff and Providers**



# Corporate Ebola Response & Preparedness: Built on Existing Infrastructure

## ▶ **Steering Committee for Infectious Disease Control (IDC)**

- Members include Executive Vice Presidents, SSH&E Managers and Medicine and Occupational Health Global Director with PH Manager
- Objective is to protect workers and prevent operational disruption
  - Focus is on Malaria, TB, Outbreak control, Vector Borne Diseases, HIV
- Meets twice a year: review trends, endorse program changes, provide guidance



## ▶ **HQ Support Unit**

- Experienced safety advisors (all business lines) assist in design, implementation and review of program effectiveness

## ▶ **Affiliate and SME Interfaces**

- Affiliate OH managers, Travel Health team, Project Health Advisors, SSH&E, Public & Government Affairs, and more at affiliate and HQ levels



## Key Learnings

1. Engagement of Company Executives is critical
2. Strategic external partnerships are essential; establishing these in advance of an event is recommended
  - Government
  - Health agencies e.g. CDC / WHO
  - NGO's
  - Academic sector
  - Industry partners
3. Foundational procedures should be established in advance
  - Business continuity plan
  - Infectious disease outbreak management program
4. Use a variety of communication channels to increase likelihood of desired behaviors (print, video, forums, etc.)
5. Drills are necessary to verify preparedness



# Questions for Consideration

- Do you have internal programs in place to protect the health of your employees during infectious disease outbreaks and other acute public health events?
  - Do you have a flexible ‘pandemic’ response plan that can be adapted to different scenarios?
  - Have you considered a concept of ‘global health security?’
- What is the status of the public health systems in the areas where you operate?
- Have you established key external partners that can provide advice/knowledgeable resources to help prevent and mitigate the impact of significant public health events?
- Have you considered what role you can play in strengthening public health systems, particularly in developing countries?
  - Providing commercial products and services, supply chain support, skills-based and pro bono volunteering, financial contributions, etc.???





# The 7 Cardinal Rules of Effective Risk Communication

- 1. Accept and involve the stakeholders as a legitimate partners.** People have the right to participate in decisions that affect their lives.
- 2. Plan and tailor risk communication strategies.** Different goals, audiences, and communication channels require different risk communication strategies.
- 3. Listen to your audience.** People are usually more concerned about psychological factors, than about the technical details
- 4. Be honest, frank, and open.** Trust and credibility are among the most valuable assets of a risk communicator
- 5. Coordinate and collaborate with other credible sources**
- 6. Plan for media influence**
- 7. Speak clearly and with compassion.** Avoid technical language, jargon, abstract and unfeeling language. Acknowledge emotions, such as fear, anger, and helplessness





*Panel Question:*  
What role does a medical doctor play in the creation or development of plans as well as the implementation?



- The value of having a medical doctor communicate internally to employees during a crisis/outbreak.
- Executive leadership communication.
- Different outbreaks require different resources/expertise.



International Corporate Health Leadership Council



*Panel Questions:*  
What are the core ingredients of a plan?  
What lessons have you learned?

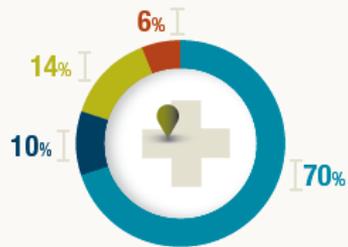


- Importance of communication
- Identifying and gathering resources
- Protecting the workplace

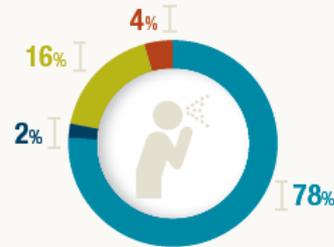


International Corporate Health Leadership Council

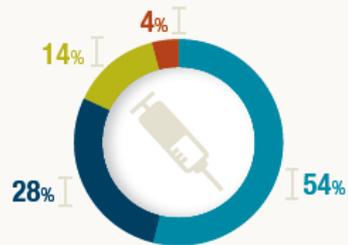
Site-specific medical emergency response plan



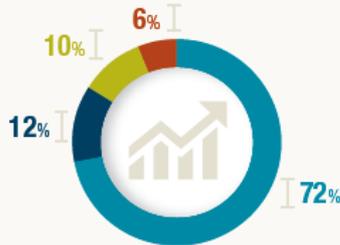
Influenza Pandemic plan



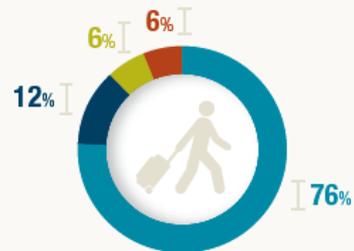
Infectious disease plan



Crisis management/business continuity plan



Identify/track/communicate with travelers impacted by incidents



- GREATER EXTENT (4-5)
- NEUTRAL (3)
- LESSER EXTENT (1-2)
- DON'T KNOW



### Panel Question:

Is there a “one size fits all plan” for medical outbreaks?  
Can you use an influenza pandemic plan for an Ebola outbreak?

- Communicable disease strategy
- Global health security planning
- “All-hazards approach”

- 78% of respondents have a pandemic plan
- 54% of respondents have infectious disease plans
- 70% of respondents have site-specific medical emergency response plans.
- 12% of respondents provide malaria training and/or track employees who have received malaria training.
- 34% of respondents have malaria compliance programs

• Source: Corporate Health Trends Report, [www.ichlc.org](http://www.ichlc.org)



International Corporate Health Leadership Council



*Panel Question:*  
How can you demonstrate the value of  
planning?



- Measure the impact that planning has given your organization (analyze data, track progress).
- View the number of medical outbreaks, cases, costs to show a difference.
- Use examples of how this recommended action has impacted the life of an employee who travels in your company.



# Benchmarking: Poll Questions

- How important do you think planning for a medical outbreak is to you c-suite (senior executives)?
- How well do you think you have responded to past outbreaks?
- Do you think you have adequate resources to respond to the next outbreak?

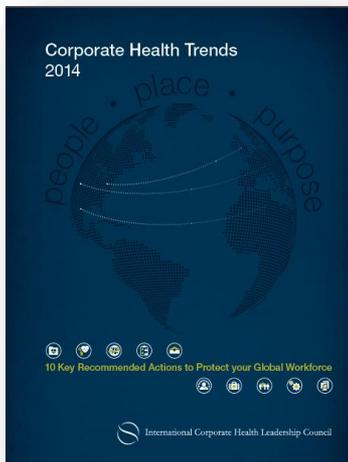


# Q & A - Resources – Upcoming Engagements

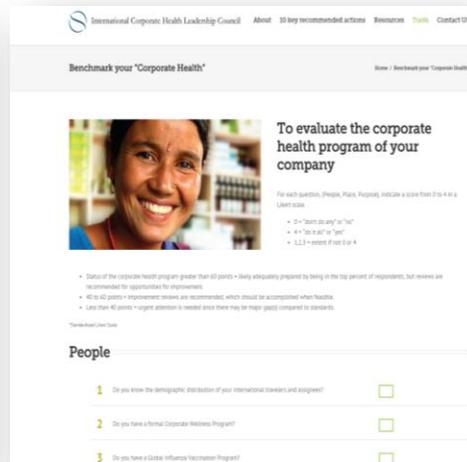
Check out our website:

[www.ichlc.org](http://www.ichlc.org)

- Download the Report
- Take the quiz and Benchmark your “Corporate Health”
- Find out “Who’s Behind the Council”



Download the Report



Take the Quiz



International Corporate Health Leadership Council