WHO Conference on Health Aspects of Tsunami Disaster in Asia

Phuket, Thailand
4–6 May 2005
Public-Private Partnerships in Disaster Response
WHO Tsunami Conference Panel 2.7

The First 30 Days organizing rapid response

Dan Buriak
Director Team Leader, Pfizer Inc
Supply Chain Management
Pfizer Global Manufacturing
A Partner in Relief

- Manpower
- Money
- Medicine
- Minds
- Mechanisms

Tsunami Health Conference
Phuket, 9-10 May 2005

World Health Organization
Manpower

Pfizer Colleagues Partnered in All Facets of the Relief Effort

- Search & rescue
- Planning
- Strategy
- Supply distribution
- Re-building

Tsunami Health Conference

World Health Organization
Money

- **$10 million** in cash donations to relief organizations.
- **Additional $1.5 million** in employee and company matching donations.
- **$600,000** donated to establish a public health laboratory in Indonesia.
- Pledged financial resources & expertise to support building local mental health treatment capacity (hosted PTSD workshop) & programs to identify/train people who are displaced in job market.
Pfizer provided more than $45 million worth of health product donations, mainly anti-infectives, to assist in the relief efforts.
Deployed Pfizer Fellows to all affected regions:

Public health experts, epidemiologists, medical professionals, water, sanitation and supply chain management experts from global talent pool.
A Partner in Relief

Manpower

Money

Medicine

Minds

Mechanisms
“What made us [the partnership] more-effective were mechanisms – the processes of coordinating manpower, money, medicines and minds to make sure resources went where and when they were needed – for instance, making sure donated supplies don’t languish at airports but instead make their way in time to people who need them.”

Karen Katen
Vice Chairman, Pfizer Inc
President, Pfizer Human Health
Medicines – the donation mechanism

• Pfizer Asian Regional Leadership, Corporate Philanthropy and Supply Chain Management established a Tsunami Crisis Team to manage donation requests, respond to demand and establish mechanisms to prepare and distribute critical life-saving medicines.

• The key to success would be to assure medicines would reach the people in need in the affected regions, despite the damaged infrastructure that existed post-tsunami.
Medicines – the donation mechanism

Corporate Philanthropy
- identified & approached NGO partners through which we would donate funds & distribute medicines,
- ensured local in-country capacity to deliver medicines effectively to tsunami-stricken communities.
- ensured internal compliance with WHO Guidelines and Drug Donations.

Supply Chain Management
- immediate global inventory assessment & assured medicines were readied according to WHO guidelines/export laws,
- ensured NGO partner’s needs met & shipped product to NGO partner, or to Pfizer facilities in the affected region for subsequent local distribution to the field.

Tsunami Crisis Team – Twice Daily Coordination Meetings through January 2005

Tsunami Health Conference
Philips, 9th May 2005
Tsunami Relief - Medicines Donations Process Flow

**NGO Request**

1. **Country Management**
   - Country Mgt. or Corporate Philanthropy completes donation **spreadsheet** containing: product name, descript., unit quantity per pkg., total units, related wholesale value, product NDC#, source label language and expiry.

2. **Corporate Philanthropy**
   - Spreadsheet sent through country management review to assess need and absorptive capacity of NGOs on ground.

3. **Export team** is consulted to ensure screening for all donation recipients, adherence to WHO requirements & Patriot Act.

4. **Supply Chain Mgt coord.** sourcing process to assign specific global inventories to donation with preference to local supply.

5. **Management approval** with communications loop notified for actions:
   - Philanthropy
   - Supply Chain Mgt
   - Country Managers

6. **NGO/Supply Chain Mgt.** confirms distribution timing, quantities, product expiry and dosage form.

7. **Supply Chain Mgt.** executes order & tracks receipt.

8. **Corporate Philanthropy** Assures selection criterion met with preference given to NGOs with proven disaster response experience & established logistics systems on the ground.
WHO/UNICEF responded positively to Pfizer’s offer of relief volunteers, requesting experts in supply chain management.

Pfizer internally requested qualified volunteers to assist tsunami relief efforts being led by WHO/UNICEF. Supply chain experts’ credentials were forwarded to WHO/UNICEF for selection of volunteers.

WHO/UNICEF & country MOH’s reviewed Pfizer’s volunteers’ credentials, matching expertise with local needs - selected the supply chain fellows that would deploy to Indonesia and Sri Lanka.
Minds & Manpower...
- the fellows preparation mechanism

- All **routine responsibilities** of the fellows were immediately transferred to other Pfizer personnel.

- **Fellows Management Team** was established to coordinate all aspects of volunteer preparations. This team also acted as the **one point of contact** on behalf of the fellows for WHO/UNICEF, regional gov’ts and Pfizer.
Minds & Manpower... - the fellows preparation mechanism

In conjunction with our UN partners...

- **Security and Safety assurance**
  - UN briefings/certification & field protection,
  - Pfizer guidance & monitoring.

- **Medical Training including inoculations**
  - Pfizer Health Services.

- **Travel documentation processing**
  - UN directed timelines/locations, Pfizer facilitated visas & air travel.

- **Family and friends preparations**
  - Pfizer colleagues established for family/friends support.
Survival equipment training
- Volunteers were equipped with survival equipment for field conditions.
- External survival expert provided equipment training.

Communications equipment training
- Pfizer information technology team established satellite phone, blackberry, text messaging, solar capable field laptops, and dedicated email addresses for field to Pfizer communications.
Supply Chain Fellows Deploy Field to Pfizer Communications Mechanism

- **Centralized communications hub** – Pfizer NY.
- **Communications template** developed for use in field operations.
- Fellows communicated from field operations to Pfizer on routine intervals using communications template. All return communications also directed through central communications hub.
- Fellows were the ground operatives, but linked into all of Pfizer’s intellectual capabilities – conferences with additional experts, Pfizer senior management reviews to assure collective response.
- **Field location** continually monitored 24-7 by communications coordinator & Pfizer corporate security.
- Fellows’ families/friends apprised of field developments.
UN Partners request more Fellows

WATSAN and Medical Fellows Deploy

- UNICEF/WHO requested Pfizer to provide credentials for water sanitation engineers and medical experts.

- Pfizer volunteers’ credentials were forwarded to UNICEF/WHO for selection of additional fellows.

- Pfizer fellows were prepared for their missions using the mechanism established for the supply chain team previously deployed.

- WATSAN and Medical Fellows deployed to Sri Lanka, Indonesia, Thailand and Maldives.
Partnership in Action – What did we achieve?
-begin to rebuild systems for Sustainability

with the UN coordinating mechanisms . . .

• In Indonesia, we could help clean, organize and restore their three key provincial medical-supply warehouses back to operational condition. Our logistics experts built a database of provincial distribution points there, and devised an inventory system to facilitate warehousing and distribution of medicines to victims.

• In Sri Lanka, our team helped automate systems for medical-supply visibility and distribution. They improved cold storage of medicines – an essential project now taken up by WHO and UNICEF – and since leaving the scene, they’ve maintained long-distance mentoring to help build supply-chain system and process capacity.
Pfizer

Partnership in Action – What did we achieve?
-begin to rebuild systems for Sustainability

with the UN coordinating mechanisms . . .

• Our water-sanitation engineers quickly came up with a plan to replace waste collection trucks lost in major cities – trucks that were needed to remove waste and sludge in cities & IDP camps. They helped reconstruct the destroyed landfill and sludge-treatment plant of Banda Aceh. They developed plans for repair & operation of key water treatment plants, and provided water & sanitation coordination in Meulaboh.

• Our medical and public-health experts evaluated systems to prevent outbreaks of communicable diseases, improve laboratory capacity and respond more-quickly to medical needs. They also helped public and private pharmaceutical-supply sectors prepare to efficiently rebuild what was lost and destroyed.
“The members of the WHO/UNICEF Watsan Water Treatment and Water Supply Team in Aceh, including [Pfizer Fellow], has inspected and assessed 21 Water Treatment Plants in Banda Aceh, Muelaboh on West Coast, and Sigli, Bireuen, Lhokseumawe, and Aceh Timur on the East Coast. They have prepared Plans with Objectives, Process Description and Justifications for Repair, Restoration and Upgrading of all of these Water Treatment Plants. UNICEF with the technical expertise of [Pfizer Fellow], was able to find a contractor for the Operation and Maintenance of the General Electric Water Treatment Plant in Banda Aceh and the plant is now running smoothly.

We are very happy to inform you that as a member of the WatSan Team, [Pfizer Fellow] made excellent contributions in Aceh and I have received great compliments on the quality, dedication, sincerity and hard work of [Pfizer Fellow].”
Committed to Long-Term Rehabilitation and Sustainability

“Since the return of [Pfizer Fellow] to Pfizer, we are feeling the need for the continuation of the work that [Pfizer Fellow] was doing in Aceh as we are preparing to undertake the next steps to find good Indonesian Contractors and NGOs to undertake the Repair, Restoration and Upgrading of all of these Water Treatment Plants. As such, I am writing to explore the possibility of getting the voluntary services of [Pfizer Fellow] for a period of six months in Banda Aceh, Indonesia.”

UNICEF Jakarta
Pfizer Global Health Fellows
Responding to Partners Requests for Assistance

• Now in the tsunami rehabilitation stage, Pfizer has embedded the request and management mechanisms for additional volunteers into the global health fellows program.

• Requests for fellows for up to six month assignments are evaluated by Pfizer management.

• More information regarding the Pfizer Global Health Fellows Program can be requested using the following email address:

  globalhealthfellows@pfizer.com
A Partnership Mechanism
- the Pfizer Global Health Fellows Model

Pfizer
- loans skilled professionals for up to six months.
- pays their salaries and keeps home jobs open.
- pays all costs, including NGO overhead.

NGOs
- identify field needs and create assignments.
- select and manage Fellows in the field.
- evaluate Fellows’ performance.

Fellows
- focus on capacity-building objectives set by NGOs.
- participate in unique personal developmental program.

Build capacity of NGOs for healthcare sustainability, provide “professional development” for employees.