

Hurricane Sandy

And Contingency Planning — Bradd Pearsons, BDM East Coast

When our CEO David Walsh began working on a contingency planning article for the November issue of Life Science Leader magazine, Hurricane Isaac was making its way through the Caribbean with its path of destruction destined for Haiti, Cuba and eventually New Orleans, Louisiana. I watched at the end of August as the 9th named storm of the season made officials all over Louisiana nervous to see if the improvements made to the area, after the devastation of Katrina, would hold. Thankfully, for the most part, they did.

What does this have to do with Intelsius you ask? Plenty. Intelsius recently launched a new web site dedicated to the Healthcare industry with a special section called “services.” Under that you’ll find several choices including one for “Contingency Planning and Training.” I know what contingency planning is

through a previous employer but was happy to learn that it is among the comprehensive services we offer to the life sciences industry.

David’s article focused specifically on recommending that businesses conduct a risk assessment and business impact analysis for each branch or division of their company based on the likelihood of anticipated threats. We’ve found a surprising number of life sciences companies, both large and small have no disaster preparation protocols, no business interruption site identified or resumption plans once the immediate threat, event or disaster has passed.

How do we know that? Up to 40 percent of businesses in the US affected by a natural or human-caused disaster never reopen according to the Insurance Information Institute. “An August, 2011 poll of small businesses by Wells Fargo found that less than a third (31 percent) of business owners said their businesses are “extremely”



Article by David Walsh in Life Science Leader November 2012

or “very prepared” for such disasters. Over half (54 percent) indicated they were not concerned about a disaster impacting their business. The results suggested that more business owners were prepared on the home front than on the business front. Only 37 percent of business owners surveyed said they had a defined and practiced emergency plan at work compared to 54 percent at home.”

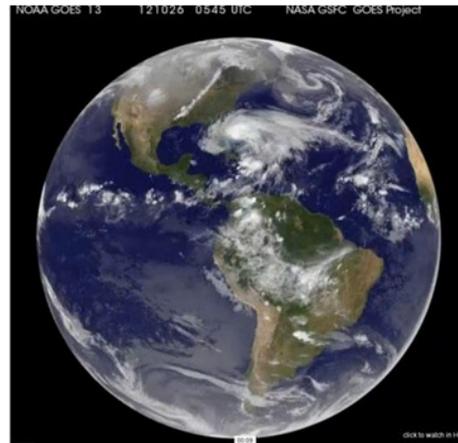
(The poll is posted at https://www.wellsfargo.com/press/2011/20110829_SBIEmergencyPreparedness).

Planning for Sandy

Clearly the authorities have been much more successful in getting the word out to us on a personal level. How many of us have a well-stocked first aid kit and other supplies on hand in case of a weather event or power outage? Well most of us in the US do after the events of 9/11/01 and Hurricane Katrina.

So in Boston, we started hearing that Hurricane Sandy would likely make landfall directly down the coast on the Jersey Shore on Monday, October 29, 2012. We knew the drill and started preparing our home for the storm that in our area, would likely have sustained winds upwards of 50 miles per hour with driving rain that would last for six to 12 hours. Storm surge would not be of particular consequence near us but flooding and loss of electricity were extremely likely.

I learned several valuable lessons soon after I moved into my house three years ago. I learned I lived in a low lying area and after 14" of rain during a lengthy storm, the basement flooded with five feet of water, and with no electricity sump pumps were of no use. New furnace, water heater and electrical panel later, I bought a generator.



Hurricane Sandy—NASA

Haven't needed it since then but when Sandy came to call, my wife went to get canned goods, bottled water and other internal necessities, I got the generator out of the garage, got it gassed up and waited. It was about four or five hours into Hurricane Sandy's winds and rain when our power went out. Our contingency plan paid off, the generator not only kept our house running - we were able to keep two neighbors refrigerators running as well.

While inconvenienced by a significantly large and somewhat lengthy power outage around us, like most businesses that have contingency plans, I was back in business as soon as the storm passed completely. Thanks to a fully charged cell phone and the generator, the only time I was really out of touch was during the height of the storm. There will be trees down in the area for months. If they're not blocking a road or on power lines, they're on the "when we get around to it" list.



Hurricane Sandy Damage - by Bradd Pearsons

Impact on Life Sciences Industry

How did life sciences companies in the area fare? It clearly depended on their planning and preparations. In the worst case scenario, everything that could go wrong did as demonstrated in this article from *The Scientist* magazine: <http://bit.ly/UqiTKk>

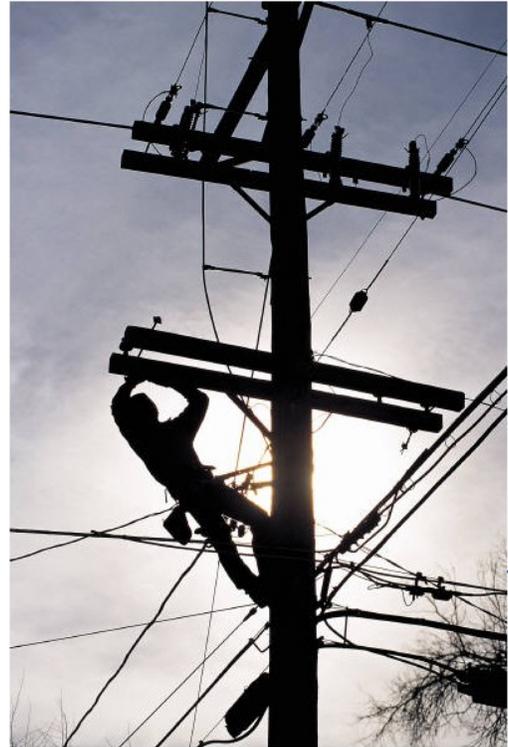
However, those who had been tested before by Hurricane Gloria in 1985 had an emergency plan that not only saved their business but became a “beacon” for the hard hit community on New York’s Long Island. <http://bit.ly/SouPvn>

Two very different outcomes; purely based on experience and planning. We had similar results at my house. We were prepared as well as we could be and were only hampered by the after effects of flooded streets and no electricity in the area.

While we fared better than most, some are still experiencing the hell that Sandy wrought. Sixteen days after the storm more than 150,000 people and/or businesses still don’t have power.

Those who were ill prepared continued to receive criticism as in this article from *The Scientist*. I think this part really says it all. “Meanwhile, NYU has come under fire for not doing more to protect its animals. Fran Sharples, director of the life sciences board at the National Academy of Sciences—which sets animal care guidelines for National Institutes of Health grantees—says that lessons must be learned. ‘Anybody with half a brain knows you do a site-specific analysis [of disaster risk], and it’s really stupid to put your animals in the basement if you’re in a flood zone,’ she told *Reuters*.*”

*<http://bit.ly/VbPvtw>



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Intelsius can help your organization with contingency planning

Intelsius helps organizations prepare for times when demand fluctuates greatly, due to outbreaks, seasonality, or other sudden demands for higher volumes of shipments. Where your organization has an on-going requirement, which can undergo peaks in demand, we can help with stockholding and contingency stock agreements. This ensures that the products you need are available when you need them, without you having to tie-up large amounts of capital in stock which you may not need for some time.

Intelsius can put plans in place to make sure that all the components you need are prepared to your specifications, ready for immediate distribution and that all related policies and procedures are adhered to correctly and communicated to your staff.

The benefits of working with Intelsius to plan for those times when you may have a need for higher volumes of packaging/kits are:-

- We work with you to identify and/or develop the solutions you need, so that they are always in stock, enabling very quick response times
- The best solution is available, no need to compromise
- Costs are better controlled, as the solutions have already been identified, planned and qualified

- On-going provision of product has been planned ahead
- Reduced need for storage space at your facility
- The option to have stock delivered directly to the site(s) where you need it to be, thus saving time and freeing up staff resources

Pay as you use, rather than hold stock just in case

The Bottom Line

Contingency plans are just that; PLANS, they need to be created BEFORE something happens. We've learned to help organizations ask the difficult questions so they can be as prepared as possible to face the challenges head on. Begin with the basics and then get as detailed as needed to protect the company's employees, investment and reputation.

As the Business Development Manager of the East Coast for Intelsius, I now live in New Jersey but will be happy to meet with any life sciences industry from Maine to Florida. Let me show you how Intelsius can help your company weather the next storm (or power outage) with little to no disruption in your business so you don't become one of the 40 percent that never reopens.

<http://bit.ly/SryjM2>



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