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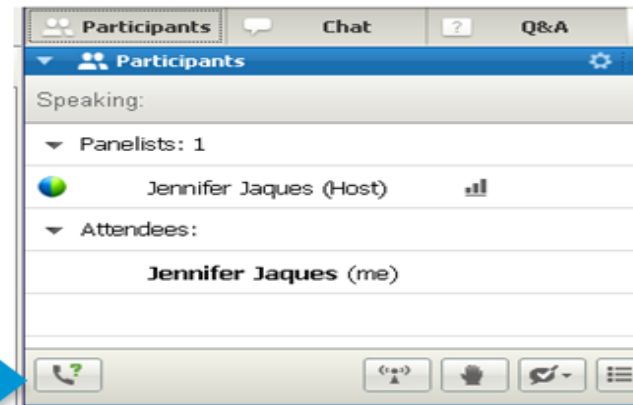
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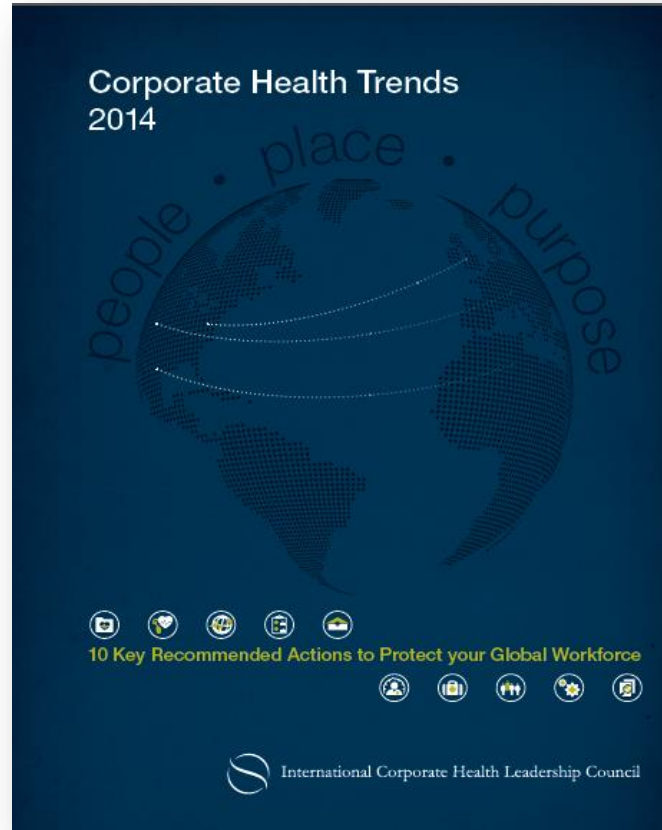
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# Prevent the Drama: Prepare for What's Next



April 21, 2015



International Corporate Health Leadership Council

The screenshot shows the Cisco WebEx Event Center interface. The main content area displays teleconference details: **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. On the right, the **Participants (22)** list shows **Panelists: 5** including Jennifer Sensky (me), WebEx Producer (Host), Julie Freeman, Aracelis Delgado, and Teofilo Henriquez. Below the participants is the **Q&A** panel, which is highlighted with a red box. It shows a question from Jackie Trainer at 10:37 AM: "Lobby slides aren't auto-rotating now." Below the question is a text input field with a 256-character limit and two buttons: "Send" and "Send Privately...".

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**  
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# Thank you for joining us today!

## Look in your inbox for:

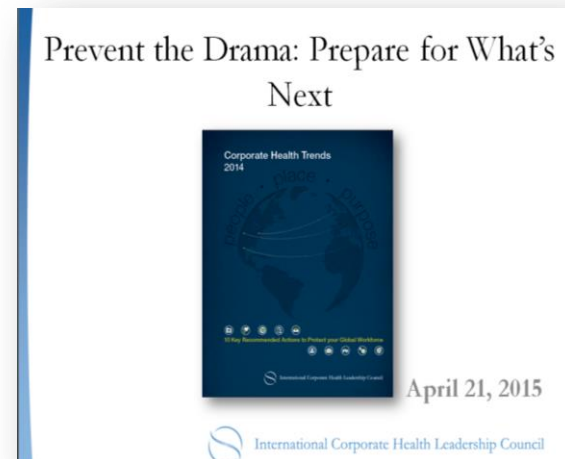
- PowerPoint slides
- Link to the recording
- Executive Briefing
- Benchmark data

## 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.



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# 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.



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# 10 Key Recommended Actions:

People



Place



Purpose



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# 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.???



## Ebola Viral Disease Frequently Asked Questions

Medicine & Occupational  
Health Department  
November 2014  
MOH Issues | CDC Ebola  
Page 1 of 2

### What is Ebola?

Ebola is a type of virus that causes severe hemorrhagic fever and is often fatal in humans. Symptoms may start 2-21 days after exposure and include:

- Fever
- Headache, joint and muscle aches,
- severe itching and rash
- weakness and fatigue
- vomiting and diarrhea
- diarrhea and vomiting
- skin rashes

### How can I get Ebola?

Ebola is transmitted through close contact with blood, organs or other body fluids of an infected animal or person, including blood, sweat, vomit, tears, urine, semen and breast milk.

### What can I do to avoid getting Ebola?

- Avoid direct contact with animals (live or dead) and avoid undercooked bush meat
- Avoid close contact with sick people, especially body fluids
- Practice frequent hand washing with soap and water or use an alcohol-based hand sanitizer.

### Which country can the Ebola virus be found?

As of late October 2014, outbreaks of Ebola are occurring in Liberia, Guinea, and Sierra Leone. Cases have been reported in the U.S. and Spain, and previous outbreaks have been reported over in Nigeria and Senegal.

If you experience symptoms, seek prompt medical attention. For more information, contact your local MOH clinic or healthcare provider.



- Things to avoid:**
- Direct contact with bats and apes or monkeys (alive or dead)
  - Touching eyes, nose and mouth or secretions of sick people
  - Eating undercooked infected bat or primate (bush) meat
  - Eating damaged fruit or fruit with broken or bruised skin
  - Direct physical contact with anyone who is displaying Ebola symptoms
  - Touching the body of a person who has died from Ebola

### While traveling after having been in a country with high Ebola transmission:

- Alert airline personnel about a fellow traveler who appears to have Ebola symptoms.
- If you develop a fever and/or Ebola symptoms (such as weakness, muscle pain, headache and sore throat, followed by vomiting, diarrhea, and bleeding) promptly inform airline personnel.

Seek prompt medical attention if you have Ebola symptoms

ExxonMobil

## Are You Sick?

Are you sick?

Have you traveled to Guinea, Liberia or Sierra Leone in the last 30 days, or

Have you had contact with an ill person that has been in Guinea, Liberia or Sierra Leone in the last 3 weeks?

If answers to questions 1 and 2 or 3 above are YES, notify your MOH Clinic immediately for further directions.

Provide Local MOH Clinic Contact

Be alert!

Due to the recent outbreaks in

## How do I protect myself in a country with high Ebola transmission? \*

### Things to avoid:

- Direct contact with bats and apes or monkeys (alive or dead)
- Touching eyes, nose and mouth or secretions of sick people
- Eating undercooked infected bat or primate (bush) meat
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ExxonMobil

\* as of October 2014: Guinea, Liberia, Sierra Leone

## Health Alert: Ebola Virus Disease

Medicine and Occupational Health  
ExxonMobil  
October 2014

### What is Ebola Virus Disease?

Ebola Virus Disease (EVD) is a type of viral hemorrhagic fever. It is a serious, often fatal disease in humans and infected animals such as monkeys, antelopes and porcupines.

### How is Ebola transmitted?

An Ebola outbreak starts when a human has close contact with blood, organs or other body fluids of an infected animal. The virus can then spread to other humans in several ways:

- Direct contact with the blood, secretions or body fluid of an infected person
- Transmission via infected semen has been shown to occur up to seven weeks after symptoms go away
- Exposure to objects like needles that have been in contact with infected secretions

It is not spread by air or by handling money, buying local bread, swimming in a pool or casual contact with someone with no symptoms.

Early symptoms can be similar to malaria or other common illnesses. They include fever, headache, joint and muscle aches, weakness, diarrhea, vomiting, rash and sore throat. Serious complications include kidney failure, liver failure and/or massive internal and external bleeding. Symptoms may appear anywhere from 2 to 21 days after exposure to the virus.

### Is there a cure for Ebola?

Currently, Ebola has no cure, no specific treatment and no vaccine. Vaccines and drug therapy research are ongoing. Treatment focuses on easing symptoms. Experimental therapies have been approved for use.

I think I was exposed to Ebola. What do I do? Contact a healthcare provider and/or your local health authorities immediately. Meanwhile, practice social distancing, those at highest risk for this hemorrhagic fever are health care workers as well as family and friends of infected individuals.

Can I travel to countries with an Ebola outbreak? Currently, WHO does not recommend any travel or trade restrictions for countries experiencing cases. CDC has issued travel restrictions to Sierra Leone, Guinea and Liberia.

See company guidance for [return travelers](#).

Preventing Ebola

- Avoid direct contact with animals (live or dead)
- Avoid close contact with sick people
- Avoid touching eyes, nose and mouth
- Do not eat bush meat

If you experience symptoms, seek prompt medical attention. For more information, contact your local MOH clinic or healthcare provider.

### HIGHLIGHTS

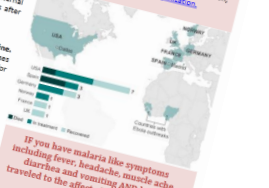
Ebola Virus Disease has affected a number of African countries since March 2014, including Liberia, Sierra Leone, Nigeria, Senegal, Guinea & DR Congo. It has also spread to Spain and U.K.

WHO has not recommended that any travel or trade restrictions be applied.

CDC has issued travel restrictions to Sierra Leone, Guinea and Liberia.

A number of international airports have instituted special screening.

For detailed and up to date case information, please visit the [World Health Organization](#).



If you have malaria like symptoms including fever, headache, muscle aches, diarrhea and vomiting AND have traveled to the affected region within 2-21 days OR been in close contact with a sick person with fever coming from the affected region, immediately consult a healthcare provider.

Are You Sick Poster  
WHO Ebola | CDC Ebola



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# 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.



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

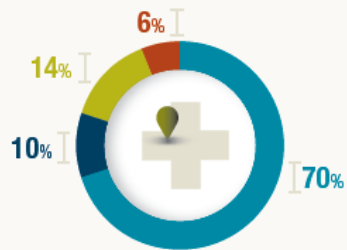


- Importance of communication
- Identifying and gathering resources
- Protecting the workplace

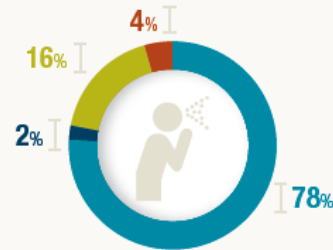


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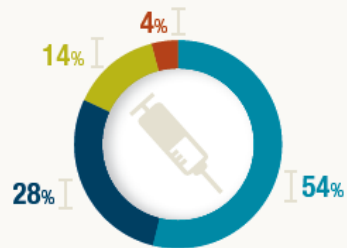
Site-specific medical emergency response plan



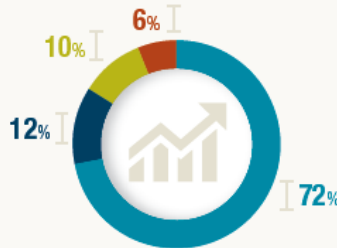
Influenza Pandemic plan



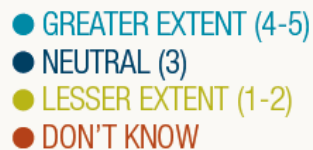
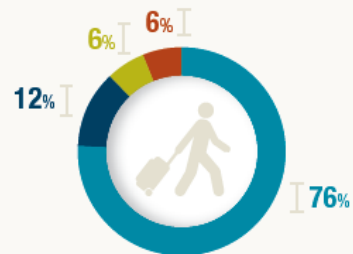
Infectious disease plan



Crisis management/business continuity plan



Identify/track/communicate with travelers impacted by incidents



*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)



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*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?

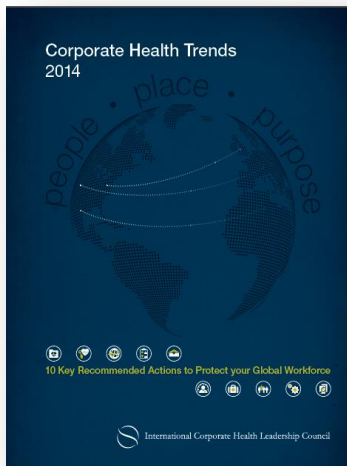


# Q & A - Resources – Upcoming Engagements

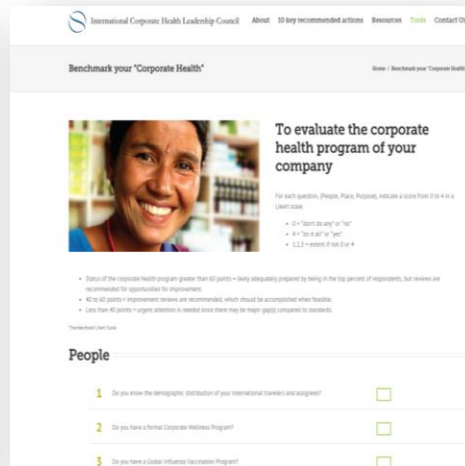
Check out our website:

[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



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