

Health Care Materials Management Society of NJ, and Firestorm

Present

Emergency Preparedness and Social Media

February 15, 2012 t 5 p.m. to 8 p.m.

About This Program: Clearly the advances in communications have opened doors to emergency planning in healthcare that was not available just a short time ago. Social Media has been recognized as a valuable tool by FEMA and Homeland Security in helping agencies prepare and respond to any category of crisis incident. If you have turned on broadcast news in the last year you may be well aware of the impact of social media in the Middle East, and Egyptian political crisis' and recovery after the Earthquake in New Zealand. Below is a short passage of the importance of Social media in healthcare as reported in the New England Journal of Medicine this past July.

Clearly, social media are changing the way people communicate not only in their day-to-day lives, but also during disasters that threaten public health. Engaging with and using emerging social media may well place the emergency-management community, including medical and public health professionals, in a better position to respond to disasters. The effectiveness of our public health emergency system relies on routine attention to preparedness, agility in responding to daily stresses and catastrophes, and the resilience that promotes rapid recovery. Social media can enhance each of these component efforts.

Who Should Attend: EVERYONE! Directors of Materials Management, Supply Chain/Resource Managers, Facilities Management, Support Services Management, Environmental Services, Corporate VP's of Supply Chain Management.

About the Speaker: Blair Neville

Blair Neville has more than 30 years of professional experience in the Technology and Financial Services environments. Blair has successfully combined an Industrial Engineering background with extensive business development experience to deliver reengineering cost saving and business control solutions for domestic and international companies. Blair's extensive domestic and international experience was acquired through senior leadership positions in two successful start-up ventures. Developing and implementing new business operations have been the cornerstone of Blair's professional career. Participating in the growth of a company from its initiation to maturity has been one of Blair's biggest challenges but opening and growing a successful technology marketing business in England was one of his most rewarding. Blair has taken advantage of these varied opportunities to gain significant exposure managing complex projects, creating and implementing operational frameworks and designing process flows. He has been recognized for using his strategic management experience, financial expertise and technical capabilities to deliver asset management solutions, that help companies protect and enhance the value of their corporate assets.

Join Us at:

The Kenilworth Inn

Kenilworth, NJ 07033

Phone: [800-775-3645](tel:800-775-3645)

Directions: From the Garden State Parkway, North or South, take Exit 138.

Make a left at the traffic light. As soon as you see a Shell Station and an A&P; make a left between the two and it will take you up to the Kenilworth Inn parking lot.

The Kenilworth Inn

AGENDA

- **Registration & Appetizers** 5:00 p.m. to 5:50 p.m.
- **Welcome** 5:50 to 6:00 p.m.
Stephen Faup
President HMMS-NJ
- **Education Session** 6:00 to 7:00 p.m.
Blair Neville
Firestorm
- **Dinner & Adjournment** 7:00 to 8:00 p.m.

Sponsor: HMMS thanks Firestorm for sponsoring this evening's guest speaker.

Firestorm

Firestorm® is a national leader in crisis management, vulnerability analysis/threat assessment, and business continuity. Firestorm's PREDICT. PLAN. PERFORM. ® process leverages next-generation consulting services, tools and software creating resilient organizations.

Firestorm can help your business protect its people, brand, reputation and bottom-line by:

- Identifying what can go wrong before it happens (i.e. natural disasters, **workplace violence**, communicable illness, **social media risk; structural risk**);
- Designing plans to prevent or mitigate those events (Emergency Response; **Crisis Management/Communications; Business Continuity**);
- Testing those plans (Tabletop Exercises; Simulations; Shelter-in-place and Evacuation Scenarios)
- Training your people on what their role and responsibility is in a **crisis** or disaster (at home and at work);

- Responding 24/7 when you call us to assist with any **crisis**, disruption or disaster (on site in less than 24 hrs.)
- Recovering critical functions after the **crisis** is over

Program Registration

Registration: There will be **NO charge for HMMS-NJ members** who attend; however, you still must register for this program.

Non-Members Fee is \$40.00 and is payable at the door.

If you need to verify your membership status, please call Bill Schweber at [917-523-7079](tel:917-523-7079) or via e-mail at bschweber@hmms-nj.org.

Please RSVP by: Monday, February 13, 2012

E-mail registration to: event-reg@hmms-nj.org

Please include names, titles and e-mail addresses of those you register as well as the facility name, your direct phone number and how many in your party will stay for dinner.

If you cannot respond online, please contact Bill Schweber, HMMS Vice President, at [917-523-7079](tel:917-523-7079), to register by phone. *(Only online registrations will be confirmed.)*

Note: Unable to attend after registering? Please contact **Bill Schweber, HMMS Vice President**, at [917-523-7079](tel:917-523-7079) as soon as possible since all meals are paid for in advance. Your consideration is appreciated.

Continuing Education Units (CEU's): Credits will be applied for by HMMS-NJ and be sent to all attendees.