HHS emPOWER Program
Empowering Communities through New Practical Applications, Training, Informational Resources, Toolkits, Maps, and Virtual Assistants

Joint Program of the
Office of the Assistant Secretary for Preparedness and Response (ASPR)
and the Centers for Medicare and Medicaid Services (CMS)
U.S. Department of Health and Human Services
2019
Agenda

• Introduction to the HHS emPOWER Program
• New Data, Tools and Resources
• emPOWERing State Medicaid and CHIP Data Pilot
• Presentation from LA County
• Presentation from Virginia
• Late Breakers
Introduction to the HHS emPOWER Program
Why was the HHS emPOWER Program created?

Millions of Americans rely on electricity-dependent medical equipment and essential health care services to live independently in their homes. In the event of an incident, emergency, or disaster, at-risk populations often seek immediate care from first responders (e.g., EMS), hospitals, and shelters. This leads to surges in health care demand and stress on systems and shelters. Can Centers for Medicare & Medicaid Services (CMS) data help communities protect the health of community-based at-risk populations, ensure continuity of care, and reduce system stress?
The HHS emPOWER Program Tools

The HHS emPOWER Program provides dynamic data and mapping tools to help communities protect the health of more than 4.1 million Medicare beneficiaries who live independently and rely on electricity-dependent medical equipment and health care services.

HHS emPOWER Map and REST Service
Publicly available on https://empowermap.hhs.gov/

HHS emPOWER Emergency Planning De-identified Dataset
Restricted to Public Health Authorities

HHS emPOWER Emergency Response Outreach Individual Dataset
Secure, restricted to authorized Public Health Authorities

Preparedness Response Recovery Mitigation
The HHS emPOWER Program was developed in direct response to requests from ASPR’s state, local, and community-based partners, and it regularly adapts its program offerings to meet changes in user demand and shifts in the national security landscape. The program aims to provide the **right data** in the **right tool** to the **right person** at the **right time**.

**Public Health Authorities [ESF-8]**
State, Local, Tribal, and Territorial (SLTT)

**Health Care Services**
Health Care Coalitions (HCC), Providers, Suppliers

**Human Services**
Home & Community-Based Human Services

**Volunteer & Community Organizations**
Volunteer (e.g. American Red Cross); Medical Reserve Corps (MRC); Other Non-Traditional Partners

**Emergency Management**
SLTT Emergency Managers

**First Responders**
Emergency Medical Services (EMS); Fire Department; Law Enforcement; Urban Search and Rescue (USAR)

**Department of Defense (DoD)**
State National Guard or Reservists

**Public Utilities**
Electric, Water, Sewer Companies
emPOWER Program Workshop and Engagement Activities

Through the HHS emPOWER Program Future Workshop in June 2018, in addition to discussions throughout the winter and spring, stakeholders requested several resources for the HHS emPOWER Program and made suggestions for the program’s improvement and growth.

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<thead>
<tr>
<th>Education and Marketing</th>
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<tbody>
<tr>
<td>• Clear Program Documents, for example:</td>
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<td>▪ Guidance on the key privacy-related information</td>
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<td>▪ Materials that can help bring industry to the table</td>
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<td>• Step-by-Step Instructions, for example:</td>
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<td>▪ emPOWER Cookbook (e.g., how to do a reverse 911 call)</td>
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<td>▪ How to combine emPOWER data with SLTT proprietary data</td>
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<td>• Data Sharing Toolkit</td>
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<td>• Technical Use Cases</td>
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<td>• Stories from the Field</td>
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<td>• Journey Maps</td>
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<th>Stakeholder Capacity Building</th>
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<tr>
<td>• Online Portal to share datasets and provide all education and marketing material in</td>
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<td>an easily accessible location</td>
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<td>• emPOWER Advisory Committee</td>
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<td>• Drill/Tabletop exercise module</td>
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<td>• Mechanisms to Support emPOWER Peer-to-Peer Assistance</td>
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<td>▪ Data response EMAC capabilities</td>
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<td>▪ emPOWER peer network</td>
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<td>▪ Train-the-trainer materials</td>
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<td>▪ User support group for IT/GIS</td>
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<td>▪ Data working group</td>
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<tr>
<th>Data/ Technical Improvements</th>
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<tr>
<td>• Improve Existing emPOWER Datasets</td>
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<tr>
<td>▪ Additional Medicare data</td>
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<td>▪ Additional data points for accelerated GIS mapping</td>
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<td>• Incorporate New Data Sources into emPOWER Tools</td>
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<td>▪ Medicaid/CHIP data</td>
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<td>▪ Department of Veterans Affairs (VA) data</td>
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<td>▪ Department of Housing and Urban Development (HUD) data</td>
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<td>▪ Health Information Exchange (HIE) data</td>
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New Data, Tools and Resources
Select Multiple Locations on the HHS emPOWER Map

The newest version (3.0) launched in June 2018 and provides new features that enable HCCs to select their own mapping aggregation with multiple states, territories, counties, or ZIP Codes.

Using Drop Down Boxes
Click on the second tab, and use the drop down menus to get information on:
• Multiple states/territories
• Multiple counties within a state
• Multiple ZIP Codes within a county

Clicking Directly on Map
Use a combination of drop-down box selections and clicking on the map to get information on:
• Multiple states/territories
• Multiple counties within a state
• Multiple ZIP Codes within a county

For more information, see the HHS emPOWER Map Job Aid available on the HHS emPOWER Map website.
Updated HHS emPOWER REST Service_Public

The HHS emPOWER REST Service_Public lets you view and consume HHS emPOWER Map data layers in your own geographic information system (GIS) application to gain situational awareness of electricity-dependent populations.

1. Visit the HHS emPOWER Map: https://empowermap.hhs.gov
2. Select the “HHS emPOWER REST Service_Public” link in the Resources box

Access the REST Service via the HHS emPOWER Map webpage

Access the REST Service through ASPR’s GeoHEALTH Platform

1. Visit GeoHEALTH at https://geohealth.hhs.gov/
2. Select the “HHS emPOWER REST Service_Public” tile

Already a REST Service user? Connect to the new link and end points on ASPR’s GeoHEALTH Platform
This free, publicly accessible course on www.train.org is designed to help HHS emPOWER Program partners better understand the HHS emPOWER Program and integrate its tools into their emergency preparedness, response, recovery, and mitigation activities.

The course is divided into five modules:

1. Introduction to the HHS emPOWER Program
2. HHS emPOWER Map and REST Service
3. HHS emPOWER Emergency Planning De-identified Dataset
4. HHS emPOWER Emergency Response Outreach Individual Dataset
5. Bringing It All Together: The HHS emPOWER Program in Practice

This training is now available at https://www.train.org/main/course/1083714 or search course ID #1083714.
The emPOWER Portal is a one-stop-shop to learn about and apply the HHS emPOWER Program. It will have public and restricted-access pages, giving stakeholders the HHS emPOWER Program information, resources, and datasets that are relevant to their level of access.

**Public**
- Information and Resources
- Presentations and Trainings
- Frequently Asked Questions (FAQ)

**Restricted-Access (RA/RECs, PHAs)**
- State-specific emPOWER Emergency Planning (De-Identified) Datasets [each month]
- Information and Resources on the dataset tools
- Presentations and Trainings on the dataset tools
- Restricted FAQs
HHS emPOWER Program Information and Resources

New communications materials are available for partner adoption and use of emPOWER tools that can advance emergency preparedness, response, recovery and mitigation activities in their communities.

Fact Sheet
Presentations and Slide Libraries
Journey Maps

Stories from the Field
Job Aids

Other resources include:
• Frequently Asked Questions
• Executive Summary
• White Paper
• emPOWERing Medicaid/CHIP Data Pilot materials
• emPOWER AI materials
• …and more!
HHS emPOWER AI

In FY2019 the HHS emPOWER Program will launch HHS emPOWER AI through Amazon Alexa, Microsoft Cortana, and Google Assistant to put emPOWER de-identified data more quickly into the hands of responders.

- Provides users with a public, voice-controlled application that audibly answers a user’s questions about the HHS emPOWER Program or its underlying data, such as the total number of at-risk electricity-dependent Medicare beneficiaries in an area.
- Allows community partners across public health authorities, emergency management, first responders, aging and disability networks, and utilities to have greater situational awareness.

“Ok Google” “How many electricity-dependent Medicare beneficiaries are in my current ZIP Code?”

“There are 255 electricity-dependent Medicare beneficiaries in 79606”

“The HHS emPOWER Program provides dynamic data and mapping tools to help communities protect more than 4.1 million Medicare beneficiaries who live independently and rely on electricity-dependent medical equipment and health care services.”
How emPOWER Advances Community Resilience

Outcomes
Identify best practices and opportunities for improvement, and integrate lessons learned across all emergency management cycle activities

Data
Familiarize yourself with the de-identified emPOWER tools or data that may be available based on your roles and responsibilities in targeted public health activities

Information
Integrate and compare emPOWER data with other available federal, state, local, and community-based information and data

Knowledge
Perform a risk assessment to develop a more holistic understanding of community level needs and gaps; and identify preparedness and mitigation activities to address them in advance of an emergency

Actions
Assess the emergency and activate plans, systems, processes, and resources to address at-risk needs in a disaster

Decision-Making
Use the knowledge gained in the previous steps to inform emergency plans and exercises, and establish emergency response systems, processes, and triggers

Recovery
Identify best practices and opportunities for improvement, and integrate lessons learned across all emergency management cycle activities

Mitigation
Familiarize yourself with the de-identified emPOWER tools or data that may be available based on your roles and responsibilities in targeted public health activities

Preparedness
Integrate and compare emPOWER data with other available federal, state, local, and community-based information and data

Knowledge
Perform a risk assessment to develop a more holistic understanding of community level needs and gaps; and identify preparedness and mitigation activities to address them in advance of an emergency
emPOWERING State Medicaid/CHIP Data Pilot
The emPOWERing State Medicaid and CHIP Data Pilot

ASPR, in partnership with CMS, provides states with guidance, technical assistance, and tools to generate emPOWER datasets from their state-operated Medicaid and CHIP data, giving states a more complete picture of their at-risk populations.

Using the emPOWER guidance, states can generate data and capture insights on a significant share of their at-risk populations:

- **>327M** in the United States
- **>120M** Medicare, Medicaid, and CHIP beneficiaries
- **>37.7M** adults enrolled in Medicaid*
- **>35.2M** children enrolled in either Medicaid or CHIP**
- **>54.6M** Medicare beneficiaries^*

HHS emPOWER Program captures **>4.1M** at-risk Medicare beneficiaries

emPOWERing State Medicaid/CHIP Data Pilot will capture at-risk children and adults out of the >72M enrolled in a State Medicaid or CHIP Program

Pilot Phases

1. State Develops Partnership
2. Federal Partners Provide Technical Assistance
3. State Implements Framework and Generates Dataset(s)
4. State Operationalizes Dataset(s)

Key State Partners

- State Medicaid IT/Enterprise Coordinator
- State Public Health Preparedness Director
- State Medicaid IT/Enterprise Coordinator
- State Public Health Preparedness Director
- State Medicaid IT/Enterprise Coordinator
- State Public Health Preparedness Director

Pilot Supporting Activities

- Intra-State Partnership Development
- Stakeholder Training
- Technical Assistance and Innovation Support
- Communications Materials Development
- Data Sharing

* As of October 2018. Medicare beneficiaries: age 65+, regardless of income, medical history, or health status, and people <65 years old with permanent disabilities
** As of October 2018. Medicaid: some low-income people (e.g., families and children, pregnant women, elderly) and people with disabilities. In some states, CHIP provides health coverage to eligible children, through Medicaid and separate CHIP programs.
^ As of October 2018. Medicare beneficiaries: age 65+, regardless of income, medical history, or health status, and people <65 years old with permanent disabilities.
The emPOWERing State Medicaid and CHIP Data Pilot in Action

Numerous state partners across the country have completed the pilot, are exploring the pilot phases, and are considering participation in the pilot.

Sample Uses for the Medicaid/CHIP emPOWER Data:

- **Developing integrated emergency plans**, systems, processes, and triggers
- Anticipating potential **health care system surge by at-risk populations** (e.g., pediatric, adult, older adult) and **allocate resources** to mitigate system stress
- Identifying **optimal locations, staffing, resources, and power** needs for shelters supporting pediatric, adults and older adult populations with access and functional needs
- Assessing **accessible transportation needs** and evacuation routes
- **Informing power restoration prioritization decisions**
- Informing and supporting potential **emergency outreach and life-saving assistance**
Integrating Federal Medicare and State Medicaid and CHIP Data

emPOWER data can be used to understand the needs of specific at-risk populations, including oxygen-dependent, and implement targeted public health activities across the emergency management cycle.

Partner With State, Regional, and Local Partners (as appropriate)

Preparedness
Assess potential O2 needs in shelters and establish supplier contracts to address the O2 needs of older adults.

Response
Activate supplier emergency contracts for shelters and assess supplier capacity for continuing community-based services during the emergency.

Recovery
Coordinate with O2 suppliers to ensure there is adequate community-based O2 service access prior to individuals returning to their homes and communities.

Mitigation
Ensure shelters can accommodate O2 and additional generator support, as needed.

Use the data to answer: How many O2 dependent at-risk individuals and O2 suppliers in my state?

- 1,025 Children*
- 11,171 Adults (Medicaid)*
- 36,653 Older Adults (Medicare)**
- 48,849 O2 Dependent
- 232 O2 Suppliers*

*Fictitious numbers for illustrative purposes only
**HHS emPOWER Program Medicare data, New York State, January 2019
Uses Throughout the Emergency Management Cycle

The suite of emPOWER Program tools may be used throughout the emergency management cycle, helping communities protect the health of community-based at-risk populations

**Mitigation**
- Identify and Address Hazards and Vulnerabilities
- Identify and Address Critical Infrastructure, Resource, and Asset Needs

**Preparedness**
- Enhance Population-Based Situational Awareness
- Conduct Risk Assessments & Scenario Analyses
- Conduct Emergency Planning
- Develop Response Systems, Processes & Triggers
- Set the Stage for Life-Saving Outreach

**Response**
- Activate Emergency Plans
- Deploy Emergency Response Assets
- Activate Communications Networks

**Recovery**
- Inform Reconstitution of Critical Health Care and Home & Community-Based Services
- Inform Reunification and Support Safe Return to Home

Since 2013, communities in all 50 states and 5 territories have used the HHS emPOWER Program prior to, during, and after the following emergencies, and will continue to request and use emPOWER data in the coming years:

- Chemical Spill
- Earthquake
- Flood
- Hurricane/Tropical Storm
- Infrastructure Failure
- Severe Power Outage
- Tornado
- Water Emergency
- Wildfire
- Winter storm

**HHS emPOWER Program in Action**

**NEVADA**
Informing life-saving outreach during severe flooding

**IL, IN, MI, MN, OH, WI**
Coordinating within the region for local-level power outage planning

**NEW YORK**
Informing power restoration decisions during a severe wind storm

**VIRGINIA**
Emergency planning for a severe winter storm

**TENNESSEE**
Conducting life-saving outreach during wildfires to 70 oxygen dependent individuals

**SOUTH CAROLINA**
Developing county-level at-risk profiles for emergency preparedness

**NEW ORLEANS**
Informing shelter locations and supporting life-saving outreach

**FLORIDA**
Conducting outreach to almost 45,000 at-risk residents during a hurricane

**ARIZONA**
Planning and preparedness for severe weather, poor air-quality and power outages

**CALIFORNIA**
Addressing gaps and providing life-saving resources for 600 wildfire evacuees

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**CALIFORNIA**
Addressing gaps and providing life-saving resources for 600 wildfire evacuees
Elizabeth Rubin, MPH
Community Data Manager
Los Angeles County Department of Public Health, Emergency Preparedness and Response Division
Patrick Ashley, MS, MBA
State Hospital Coordinator
Virginia Department of Health
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- Assessing [accessible transportation needs](#) and evacuation routes
- [Informing power restoration prioritization decisions](#)
- Informing and supporting potential [emergency outreach and life-saving assistance](#)
Use Case: Severe Flooding in Nevada

In HHS emPOWER Program tools helped Carson City Health and Human Services (CCHHS) and Washoe County Health District (WCHD) assess its capacity to assist at-risk populations and engage partners to ensure coordinated outreach.

**Preparedness**
In 2017, CCHHS used both emPOWER datasets to identify and address gaps in resources (e.g., oxygen tanks) for the at-risk population in the event of required evacuations.

**Outreach**
CCHHS and WCHD used the emPOWER Emergency Response Outreach Dataset to identify at-risk individuals living in flood-prone, avalanche-prone, and remote areas, and coordinated with partners to conduct outreach.

**Impact**
CCHHS is expanding use of the emergency planning dataset to help set up mass care operations and inform umbrella contracts with DME companies. WCHD and Washoe County GIS developed an effective way to operationalize emPOWER data within 30 minutes.

**Supporting partners:**
- NV Division of Public and Behavioral Health
- NV Aging and Disability Services

4 counties in Nevada benefitted from emPOWER Program data
300 homes in flood-prone areas contacted by CCHHS

Use Case: Hurricane Matthew in Florida

The HHS emPOWER Program helped Florida quickly identify and provide outreach to tens of thousands of at-risk individuals, setting the stage for life-saving emergency response.

**Preparedness**
In anticipation of Hurricane Matthew, the Florida Department of Health used the emPOWER Emergency Response Outreach Dataset to identify at-risk individuals in seven counties and performed a reverse lookup of phone numbers.

**Response**
A life safety call was made to almost 45,000 residents by the Florida Division of Emergency Management using the Statewide Alerting and Notification System.

**Impact**
Staff contacted the 169 individuals who indicated they might have a health need during and shortly after the hurricane.

Supporting partners:
- Florida Division of Emergency Management and Emergency Operations Centers
- Local PHA and Emergency Managers

- 44,500 at-risk residents identified and called
- 17,000 residents responded to calls
- 169 individuals requested assistance