



ASPR

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

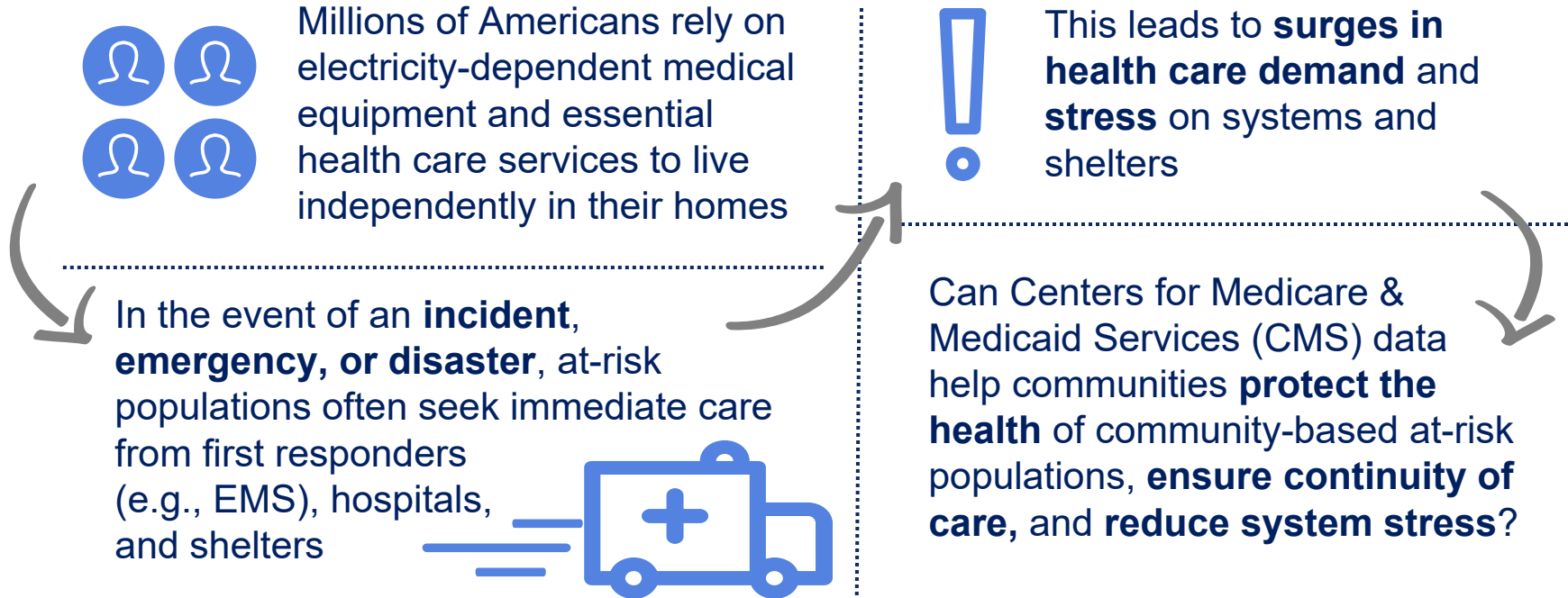
2019

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?



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

Services	All Power Dependent	
# At-Home Hospice (3 months)	# Electricity-Dependent Devices and DME	# Cardiac Devices (5 years)
11	44	50
50	13	11
50	13	11
11	44	50

Restricted to Public Health Authorities

HHS emPOWER Emergency Response Outreach Individual Dataset

INDIVIDUAL LEVEL DATASET - All At-Risk Individuals					
POPULATION - Medicare population is restricted to alive beneficiaries as of November 2014. NA indicates that that the at-risk population is not included in this request.					
NOTE: All data are fictitious and used for illustrative purposes only					
Name			Other Information		Address
Initial Sorting Order	First Name	Last Name	Date of Birth	Enrollment/Plan Type	PO Box or Unknown Address
1	Anne	Smith	November 4, 1944	PFS	0
2	Amy	Brown	February 19, 1955	MA	0
3	John	Taylor	December 20, 2028	MA	0
4	Jane	Doe	March 4, 1966	PFS	0

Secure, restricted to authorized Public Health Authorities

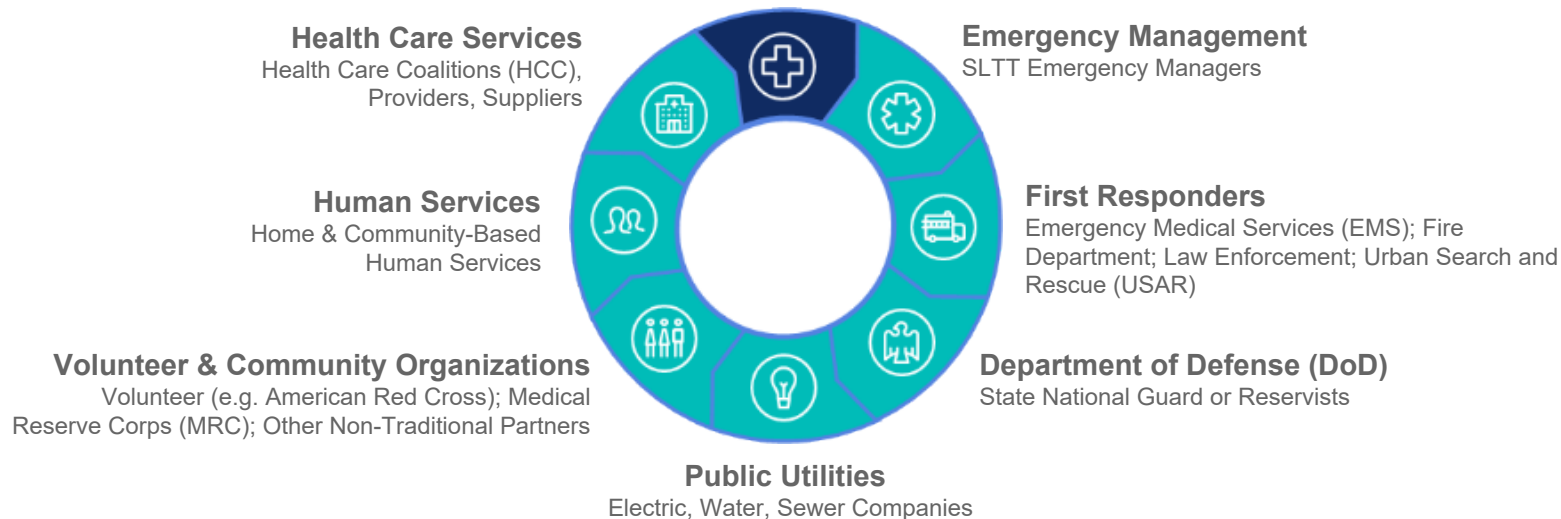


Supporting User Needs with Agile Program Offerings

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)



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

Education and Marketing

- **Clear Program Documents**, for example:
 - Guidance on the key privacy-related information
 - Materials that can help bring industry to the table
- **Step-by-Step Instructions**, for example:
 - emPOWER Cookbook (e.g., how to do a reverse 911 call)
 - How to combine emPOWER data with SLTT proprietary data
- **Data Sharing Toolkit**
- **Technical Use Cases**
- **Stories from the Field**
- **Journey Maps**

Stakeholder Capacity Building

- **Online Portal** to share datasets and provide all education and marketing material in an easily accessible location
- **emPOWER Advisory Committee**
- **Drill/Tabletop exercise module**
- **Mechanisms to Support emPOWER Peer-to-Peer Assistance**
 - Data response EMAC capabilities
 - emPOWER peer network
 - Train-the-trainer materials
 - User support group for IT/GIS
 - Data working group

Data/ Technical Improvements

- **Improve Existing emPOWER Datasets**
 - Additional Medicare data
 - Additional data points for accelerated GIS mapping
- **Incorporate New Data Sources into emPOWER Tools**
 - Medicaid/CHIP data
 - Department of Veterans Affairs (VA) data
 - Department of Housing and Urban Development (HUD) data
 - Health Information Exchange (HIE) data

New Data, Tools and Resources

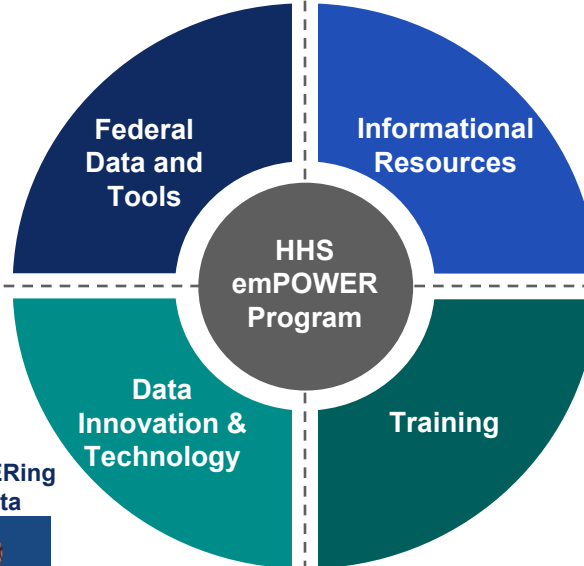
emPOWER Strategy: Translation, Innovation & Expansion

emPOWER Map
and REST Service



emPOWER
Medicare Datasets

Medicare	SP/MSLT	Dependent
PHARMACY	RECEIVED	CERTIFIED
(reason)	(reason)	(reason)
12	12	12
13	13	13
14	14	14
15	15	15



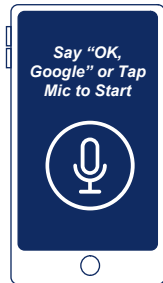
Fact Sheets, Job Aids,
Stories from the Field



emPOWER Portal



emPOWER
AI



emPOWERing
State Medicaid/
CHIP Data Pilot



emPOWERing
VA Data



HHS emPOWER Program
Web-Based Training



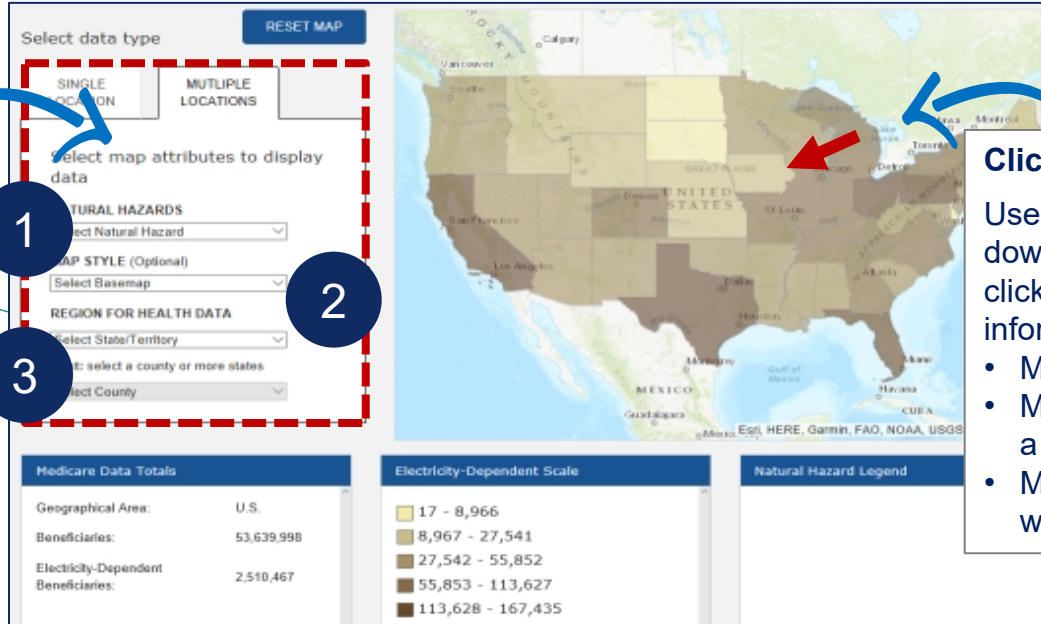
Select Multiple Locations on the HHS emPOWER Map

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



Access the REST Service via the HHS emPOWER Map webpage

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 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](#)

2019 HHS emPOWER Program Web-Based Training

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

emPOWER Portal

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



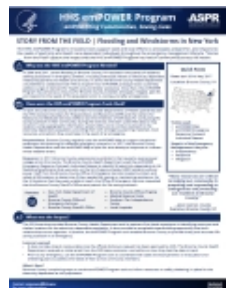
Fact Sheet



Presentations and Slide Libraries



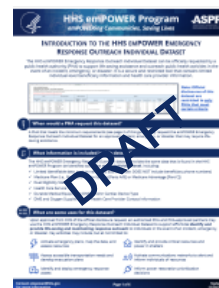
Journey Maps



Stories from the Field



Job Aids



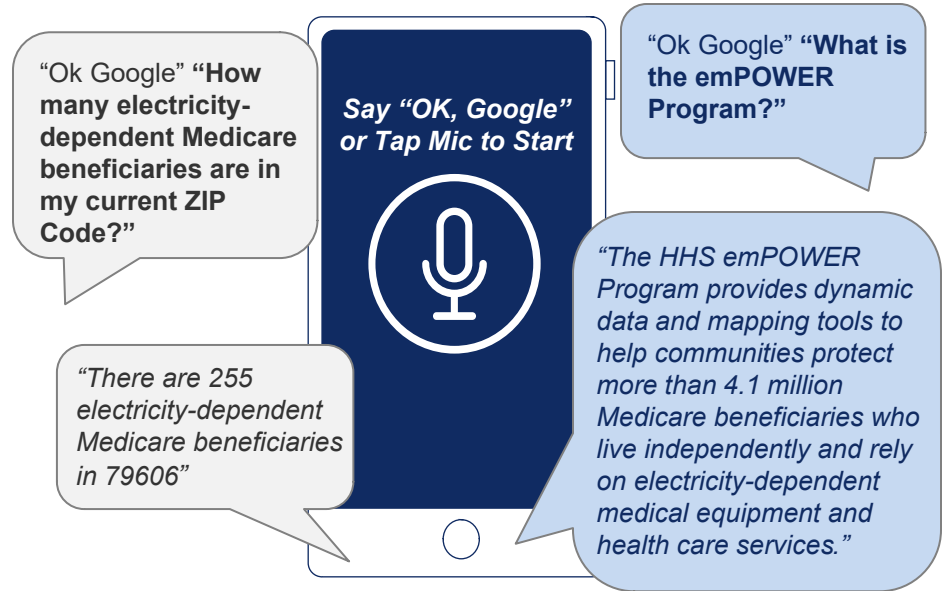
Other resources include:

- Frequently Asked Questions
- Executive Summary
- White Paper
- emPOWERing Medicaid/CHIP Data Pilot materials
- emPOWER AI materials
- ...and more!

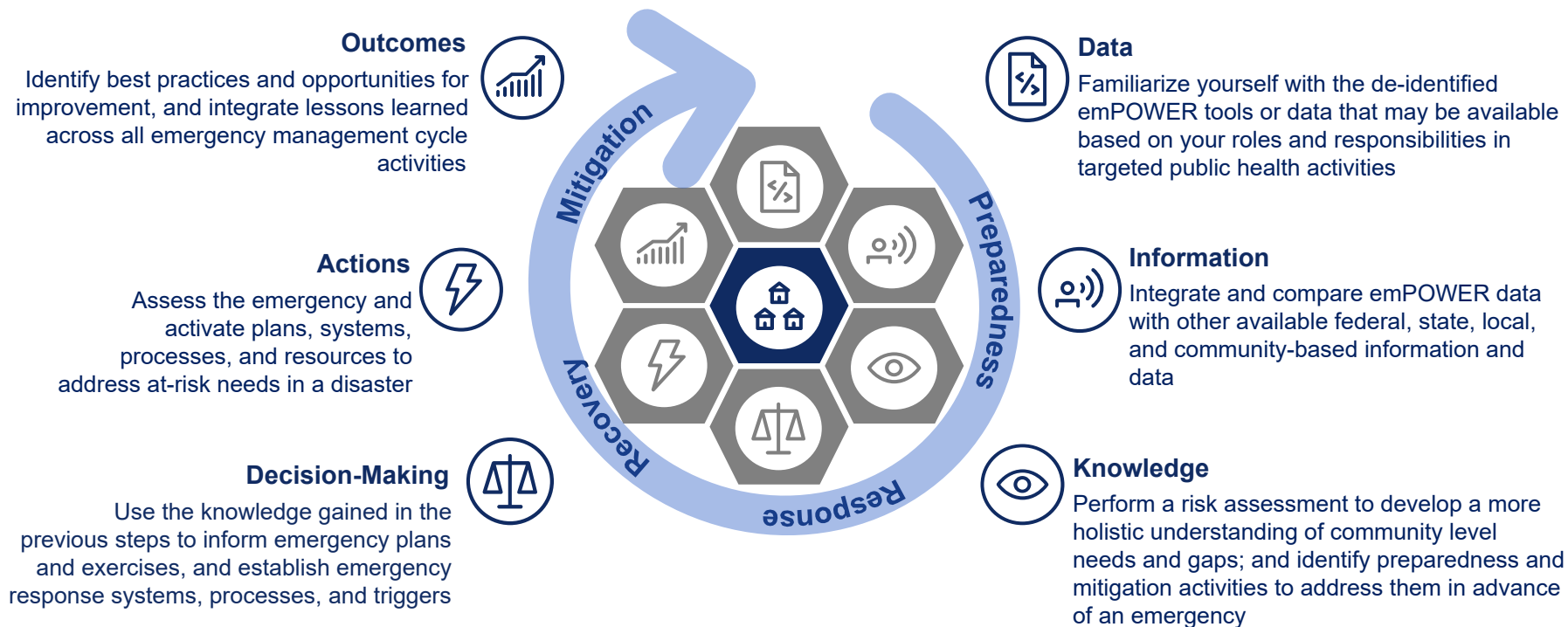
HHS emPOWER AI

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



How emPOWER Advances Community Resilience

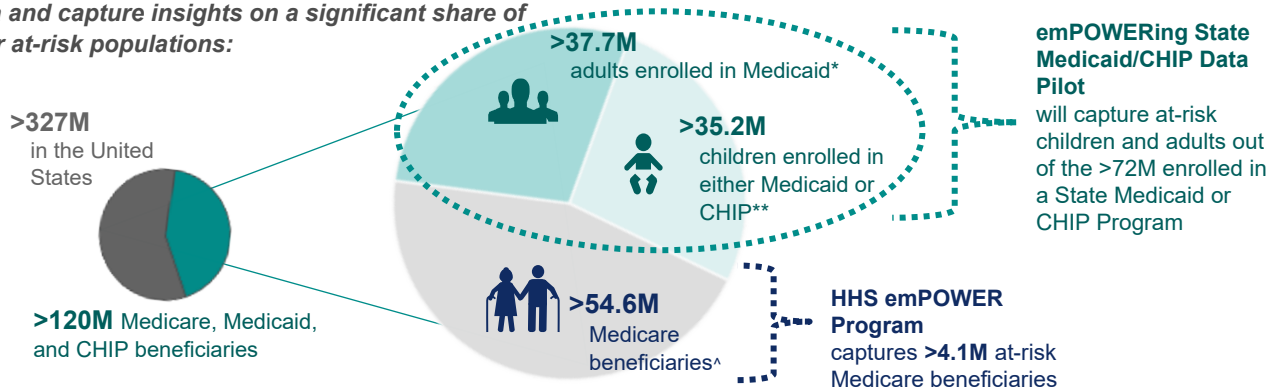


emPOWERING State Medicaid/CHIP Data Pilot

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:



Pilot Partners and Phases

Key State Partners

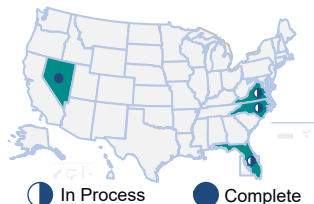
State Medicaid IT/
Enterprise
Coordinator



State Public Health
Preparedness
Director

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)



Pilot Supporting Activities



Intra-State Partnership
Development



Stakeholder
Training



Technical Assistance
and Innovation Support



Communications
Materials Development



Data Sharing

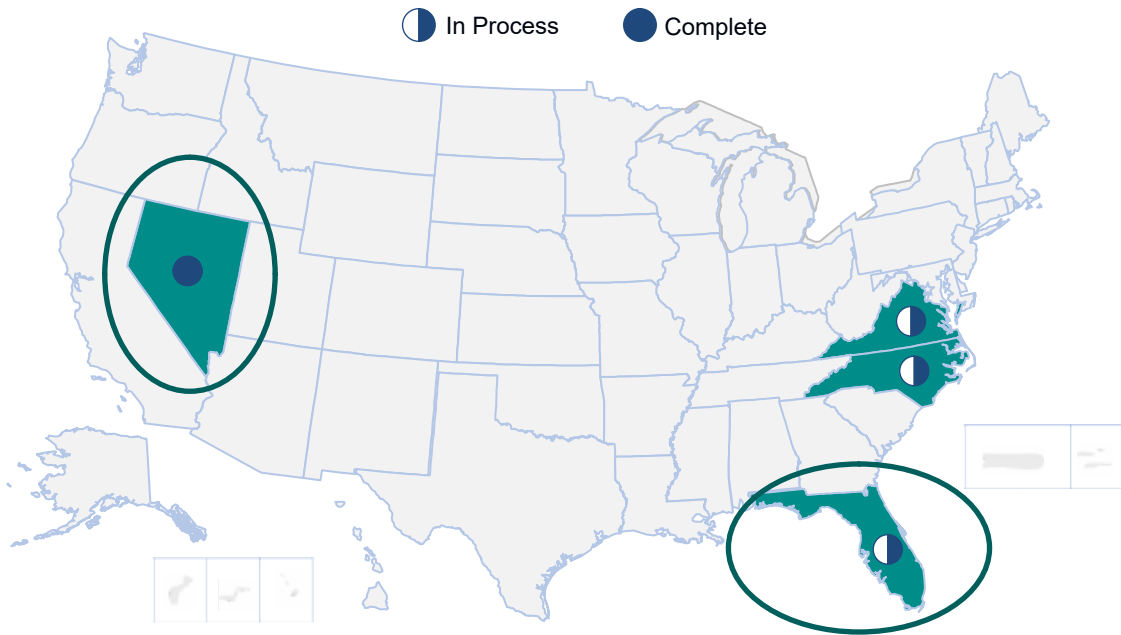
^ As of October 2018, Medicare beneficiaries: age 65+, regardless of income, medical history, or health status, and people <65 years old with permanent disabilities

* As of October 2018, Medicaid: some low-income people (i.e., families and children, pregnant women, elderly) and people with disabilities. In some states,

** As of October 2018, CHIP provides health coverage to eligible children through Medicaid and separate CHIP programs.

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

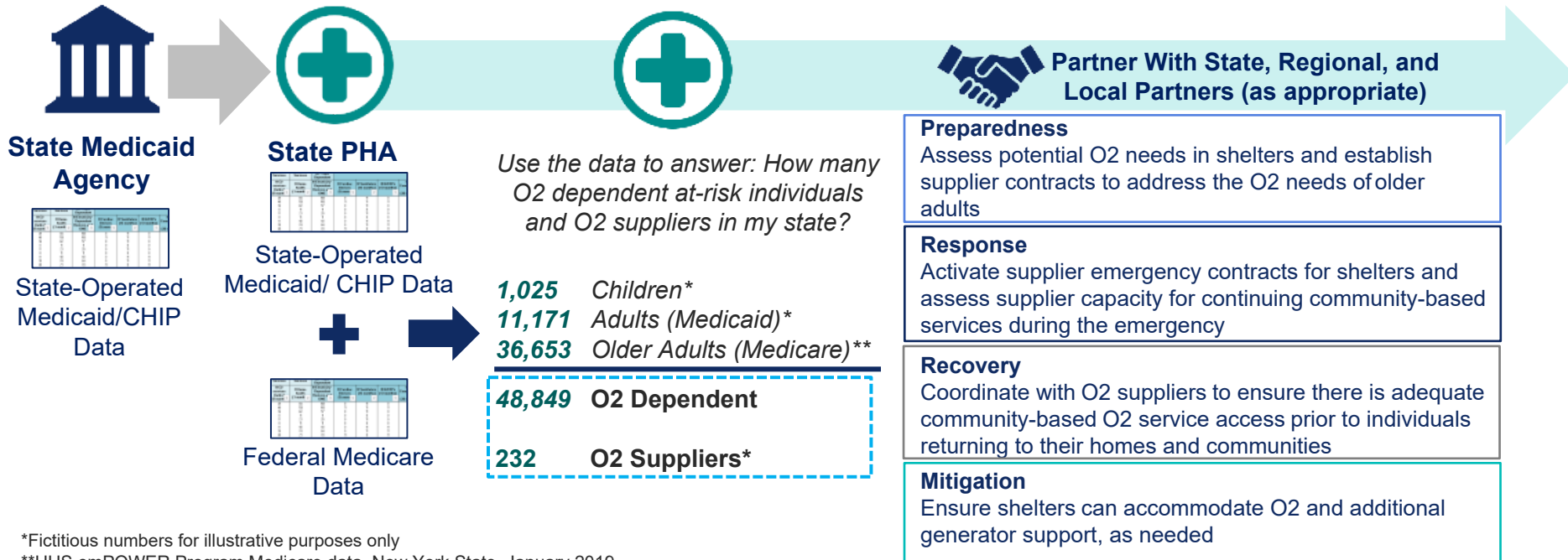


Sample Uses for the Medicaid/CHIP emPOWER Data:

- **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

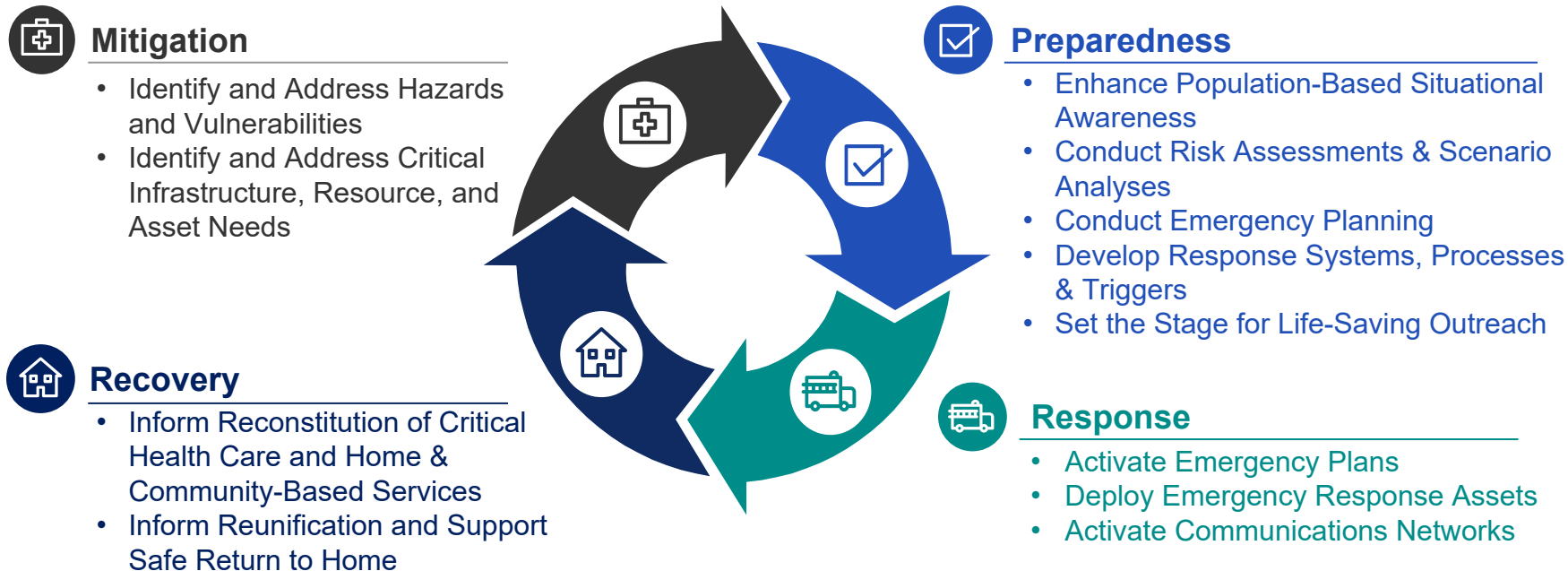


*Fictitious numbers for illustrative purposes only

**HHS emPOWER Program Medicare data, New York State, January 2019

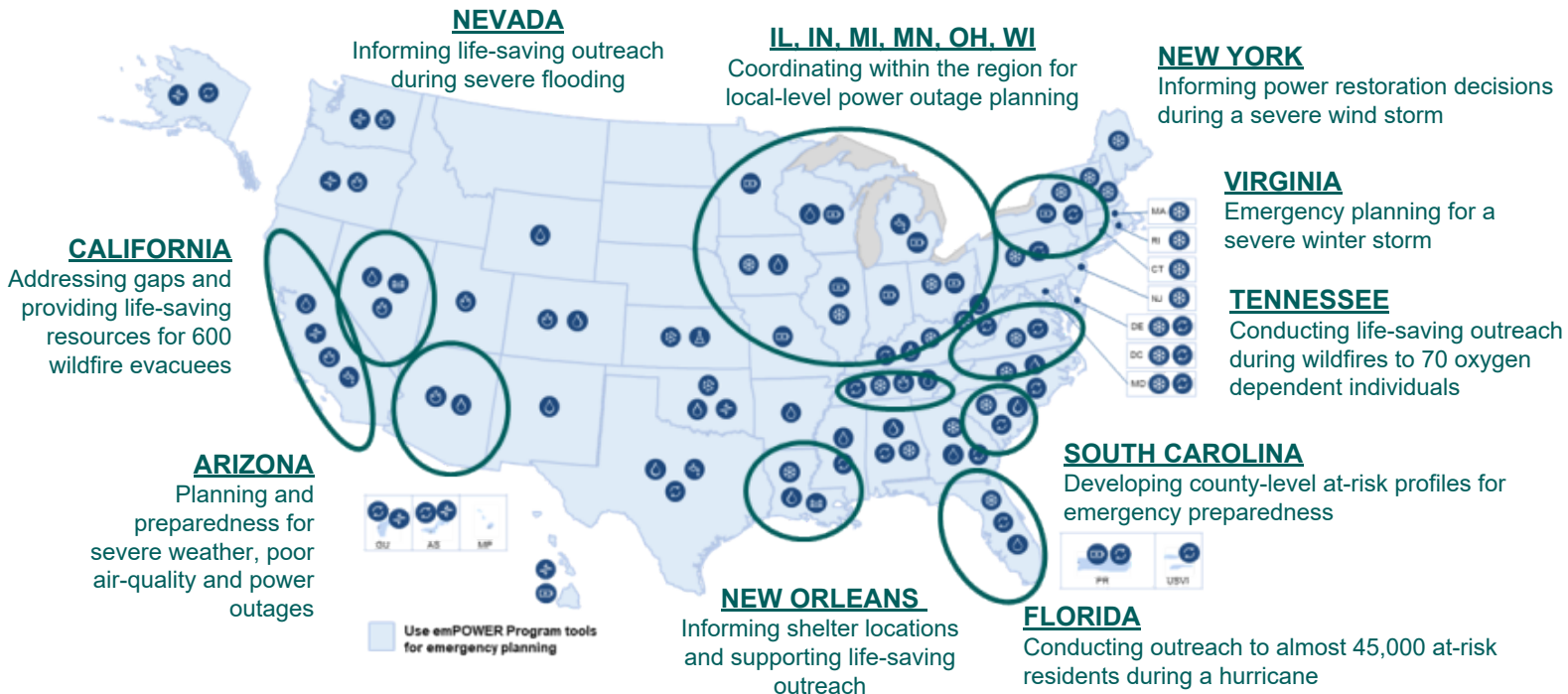
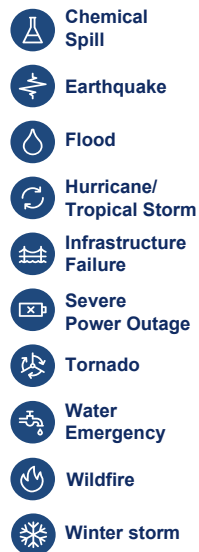
Uses Throughout the Emergency Management Cycle

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



HHS emPOWER Program in Action

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



Elizabeth Rubin, MPH

Community Data Manager

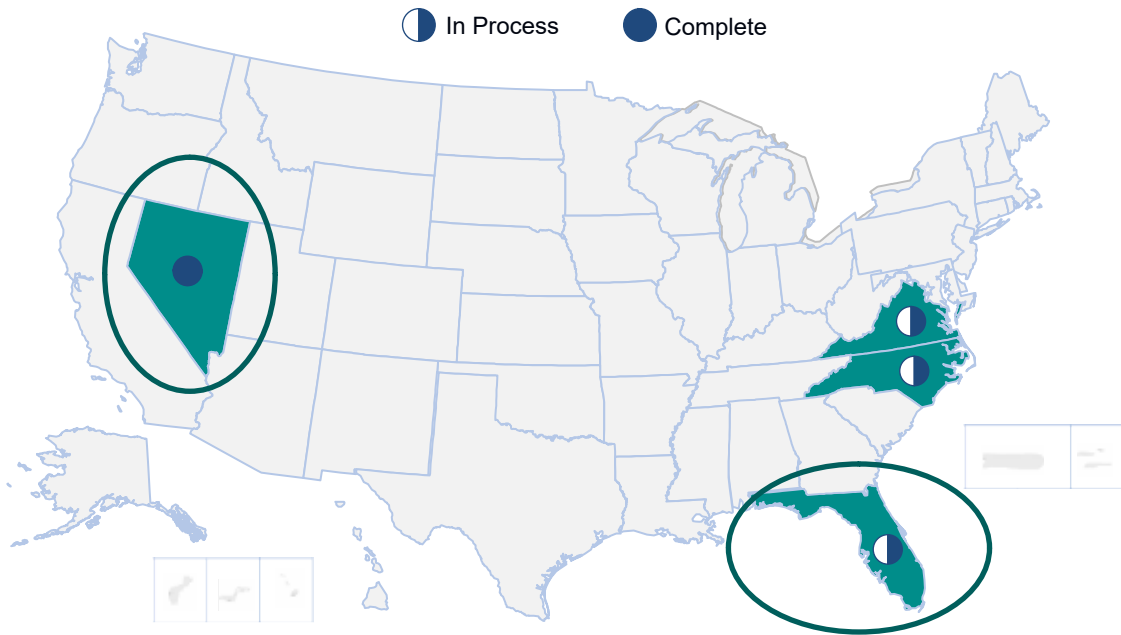
Los Angeles County Department of Public
Health, Emergency Preparedness and
Response Division

Patrick Ashley, MS, MBA
State Hospital Coordinator
Virginia Department of Health

Late Breakers

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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



4 counties in Nevada benefitted from emPOWER Program data

300 homes in flood-prone areas contacted by CCHHS



Supporting partners:

- NV Division of Public and Behavioral Health
- NV Aging and Disability Services
- NV Division of Emergency Management
- NV National Guard
- Tribe Emergency Manager

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**



Supporting partners:

- Florida Division of Emergency Management and Emergency Operations Centers

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



44,500 at-risk residents identified and called

17,000 residents responded to calls

169 individuals requested assistance