

WEBINAR TO TEST BUSINESSES' RESPONSE TO A PANDEMIC

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February 10, 2007, Walled Lake, MI – Scientists and researchers agree – sooner or later a pandemic flu will arrive. But few businesses truly understand its potential impact on their operations. In fact, recent studies indicate only 29 percent of businesses have taken any steps to prepare for responding to a pandemic flu.

To help businesses better understand the challenges, Scott Hiipakka, Vice President, Director of Patriot Services Corporation's Health Preparedness and ReadyBusiness services, will present "Pandemic Flu: Is YOUR business Ready?" via a ConnectTech webinar on Tuesday, February 12 at noon. This presentation will allow participants to gain a better understanding of the multiple impacts of a pandemic event, and the critical steps needed to keep their business operating.

"From a practical perspective, pandemic planning focuses on maintaining essential business activities while minimizing the spread of infection through the workplace," says Hiipakka. "Since a pandemic involves responding to a series of critical incidents while limiting social contact, organizations must prepare differently from standard business continuity planning."

When a pandemic comes, it is likely organizations will face 5-30% absenteeism, supply chain management interruptions, possible public service (water, power, waste disposal, communications and transportation) interruptions, potential facility /office space degradation, security service challenges and more.

"That's why it is critical businesses plan and test for how they will respond in a crisis," adds Hiipakka. "We are very pleased to provide this opportunity for southeast Michigan businesses to increase their preparedness for a pandemic flu event."

Key topics of the webinar include:

- What is a pandemic flu?
- Essential employees and essential business functions and activities
- Key planning including workforce shortages, telecommuting, and crisis communications
- Minimizing illness in workers and customers

To register for the webinar, go to <https://www.connectech.org/calendardetail.aspx?eventid=37>.

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