

# H1N1 PANDEMIC – The Second Wave



*Employee absenteeism may be as high as 35 percent at the peak of the H1N1 pandemic.*  
(Health Canada)

## Klay Information Management Consultants

Klay Information Management Consulting (KIMC) is an integrated, full service management consulting practice specializing in Business Continuity Management. KIMC specializes in the creation of Business Continuity Plans, including Pandemic Response Plans and Project Management. KIMC is your premiere business solution provider.

## Corpen Group, Inc.

Corpen Group is an independent communications consultancy specializing in crisis and risk communications. With a global client base, and extensive industry experience, Corpen Group wrote Alberta's initial intra-health regions pandemic crisis communications plan, and is currently providing counsel to Health Canada around pandemic communications.

## ARE YOU READY?

The second wave of the H1N1 influenza pandemic has already begun in the southern hemisphere and may arrive in Canada by November. By all indications, this time it could be far more severe.

## The Challenge

Preparing for a pandemic is not the same as preparing for any other type of severe emergency. It won't be about following scripted procedures to adjust to an irregular operational incident, but will be about using flexible procedures to maintain your company's *essential operations*. Bottom line – it will be entirely about the people, and nobody can predict how wide ranging the human resource impacts will be, how they will affect your business, or how long they will last.

Prevention and education is essential for avoiding the spread of H1N1 in the workplace, but a simple and effective response plan is equally important. Your focus needs to be on *business continuity* and highly effective *internal and B2B communications*, not on the traditional business resumption and external communications efforts that normally accompany most other crises. Organizations need to both contain and manage the effects of the flu as it works its way throughout the workplace.

Working in partnership, Klay Information Management Consultants (a leading business continuity firm) and Corpen Group (crisis communications specialists) can provide your organization with a ready-to-use approach for dealing with H1N1. Offering three tailored packages, we can provide a customized set of **response recommendations**, a high-level **action guideline**, or a more detailed but easy-to-follow **business continuity & communications plan**.



# Preparing Your Business for H1N1

The following is a description of the three tailored packages that can be provided.

|                    | Option 1  | Option 2  | Option 3  |
|--------------------|---|---|---|
|                    | <b>Response Recommendations</b>   | <b>Action Guidelines</b>  | <b>Business Continuity and Communication Plans</b>  |
| <b>The Product</b> | Recommendation report for existing plan modification or internal plan development                                       | A guideline for continuance of "mission critical" business functions  | A tailored Plan for <i>Business Continuity</i> focused on key roles, responsibilities and tools   |
| <b>The Process</b> | <ul style="list-style-type: none"> <li>Review of existing materials</li> <li>"Pandemic Action Team" workshop</li> </ul> | <ul style="list-style-type: none"> <li>Review of Existing Materials</li> <li>"Pandemic Action Team" workshop</li> <li>Critical Functions Interviews</li> <li>Staff Orientation</li> </ul> | <ul style="list-style-type: none"> <li>Review of Existing Materials</li> <li>"Pandemic Action Team" workshop</li> <li>Critical Functions Interviews</li> <li>Staff Orientation</li> <li>Table-top exercise</li> </ul> |
|                    | \$6,000 - \$8,000   | \$10,000 - \$13,000   | \$15,000 - \$19,000   |

**FOR MORE INFORMATION, PLEASE CONTACT:**

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