

GUEST COLUMN: Rapid Response and Recovery: Responding to Disruptive Events in the Health Care Industry

By Ryan Moore, Account Executive, M3 Insurance



Chris Halverson

The way a day will unfold is unpredictable—it's a fact that every health care employee can agree on, a state of existing that you have come to terms with in your work in this industry. But there are some situations that even a veteran health care worker can't be expected to adapt to, disruptive events that can shake up your entire organization and make it impossible to continue business as usual. Are you prepared?

[M3's Rapid Response & Recovery Unit \(R3\)](#) was assembled with this very scenario in mind. We know that being prepared is always the right choice. But you can't develop a plan for every possible disruptive event. That's a full-time job, but it's not your job. It's ours.

Events that could disrupt your health care organization

The unexpected is almost to be expected in a health care setting, but some events require a seasoned team to triage the incident and deploy the right resources. R3 is with you through every unexpected, disruptive event imaginable including:

- Natural disasters
- Fires
- Chemical spills

- Accidents
- Active shooter incidents
- Cyber attacks
- Building loss

Rapid response & recovery for critical events

Any of these unexpected events could put a stop to your typical business operations, which, due to the nature of your work in health care, could have major implications for the health and well-being of your community, your employees and your patients. When the unexpected happens, R3 is your partner to move from crisis to command.

Along with having an experienced team, having one individual run point on the incident is imperative to timely response and recovery. Often, this is M3's director of rapid response & recovery, [Chris Halverson](#), who has 30+ years of experience in risk management and crisis mitigation.

Chris, together with the R3 team, responds quickly, triages the incident, and deploys recovery resources as needed. This can entail appearing onsite to assess damage firsthand and take incident stabilization and injury management measures, including securing property from further damage.

During a critical event, **R3 quickly implements their four-phased approach:**

- Crisis management
- Assessing and identifying scope of damages
- Providing quick claim support
- Assist in settlement and resolution

Key takeaways

Every day is unpredictable in health care, but some situations require expertise that is beyond your typical scope. M3's Rapid Response & Recovery Unit was formed to provide our clients with an action-oriented resource that can take the pressure off crisis management and put it in the hands of an experienced team. Being prepared is always the right choice.

Reach out to [your M3 account executive](#) today to discuss how R3 could be an asset to your organization when the unexpected happens.