**International Medical Crisis Response Alliance** 

**Executive Summary 2014**

**The International Medical Crisis Response Alliance (IMCRA)**

**IMCRA** is a non-profit United Nations-affiliated NGO formed by and for medical professionals. We are dedicated to providing free, easy access, interactive, native-language, expert medical educational and reference resources to professional caregivers worldwide faced with both sudden and ongoing medical crises for which they may not be adequately trained or staffed. Founded in 2012 by a direct mandate from UN Office for the Coordination of Humanitarian Affairs (OCHA), IMCRA was asked to provide: “…enduring medical resources which remain easily accessible not only immediately after a disaster, but in the months and years that follow…”

We seek to fulfill the OCHA mandate by expanding our educational offerings to address a variety of global health needs through programs delivered via live, print, electronic and mobile platforms. IMCRA provides unhindered electronic and personal access to acclaimed medical professionals in multiple therapeutic areas who are willing and able to assist local healthcare providers with needed long-term clinical and practical advice. IMCRA faculty is available for consultation for periods of 2-3 years following a disaster situation or as part of an ongoing national medical crisis. With global offices located near the UN and the associated consulates of member nations in New York City, IMCRA is responsive to most relevant medical initiatives originating with the United Nations and affiliated agencies including the World Health Organization (WHO).

**The IMCRA Mission**

Our mission is to fill important and ongoing gaps in the current structure of international response to both acute and ongoing crises by pre-emptively assembling adaptive, interactive medical education resources in the form of 8-15 minute video modules. These modules target specific problems healthcare professionals commonly face on a nation-by nation basis in an ongoing medical emergency.

In addition to its online core curriculum IMCRA serves as a coordination center and clearinghouse for regional medical relief programs. Using a four-phase approach (Outreach Coordination, Online Curriculum, Onsite Programs, and Publications) IMCRA works to ascertain that remediation is maximally effective and available for subsequent use. Using advanced communications technology, IMCRA can take advantage of low-cost wireless cellphone paths that emerging nations favor making the content accessible in most regions worldwide. Our overall goal is to make resources easily accessible during and beyond an immediate crisis.

**Current and Evolving Programs**

IMCRA’s multiple multi-lingual programs reach the professionals who need them ideally structured to meet those needs**:**

* + - * **No cost web access to medical education video modules organized by language and therapeutic area -** Up to 200 free 10-20 minute video modules in English, Chinese, Japanese, Vietnamese, Bahasa Indonesia, Filipino and Spanish with associated abstracts, downloadable reference material and options for interaction with an expert faculty educator. Users first select language, and then therapeutic area (e.g. Radiation Biology, Psychosocial, Chronic Respiratory, Cardiovascular, Perinatal) to access desired modules.
* **Free hand-held access via Android and iPhone** - All web-based modules will be available via the IMCRA APP (in development) with 3-touch and voice-recognition software. Navigation will be by language and therapeutic area with the option of instant transcription and word/phrase retrieval.
* **Onsite programs** – IMCRA onsite workshops in focus therapeutic areas are coordinated with local relief agencies and not only serve immediate needs but are captured for subsequent access on our website and in peer-reviewed publications.
* **Publications Service** – All IMCRA materials can be made available on DVD or CD ROM and as PDF and hard-copy foldouts.
* **U.S.-based programs in coordination with the Johns Hopkins School of Medicine –** IMCRA users will have the opportunity to participate in a biannual workshop in medical crisis response hosted by IMCRA in coordination with Johns Hopkins Medical Center. These workshops will feature presentations by world-renowned experts in both acute and longitudinal medical planning, disaster preparedness and coordinated response. Content will be captured for distribution and on-demand viewing on the IMCRA website.
* **Ongoing world crises network and clearinghouse -**IMCRA will continue to foster the development of an active network of medical experts in long-term disaster response through social media and web blog tools and through *Annual Global Disaster Planning and Response Live Summits* to preemptively improve international cooperation in advance of crisis events.
* **Agile organization sensitive to evolving medical needs** – IMCRA, though its expanding global faculty, collaborating hospitals and related institutions, regularly monitors evolving needs in the regions served. New areas of coverage currently planned for major coverage include infectious disease outbreaks and the global growth of resistance to antibiotics, lifestyle-associated diabetes, pediatric malnutrition/starvation and complex humanitarian emergencies such as terrorism and mass shootings.

**Experience and Credentials**

IMCRA was established in 2012 as a 501c3 corporation under U.S. and New York State law with main offices at 800 3rd Avenue in New York City. The organization has received approximately $250,000 in operational grant funding since inception. IMCRA does not contract out work and most content development and programming is done internally for maximal efficiency in use of support funds.

* Recipient of Shining Star award from the Japan Society (JSFC) in 2013
* Extensive press coverage during workshops and interventions in Japan following the 3-11-11 earthquake-tsunami-radiation emergency in Japan.
* One hundred-twenty three English or native-language medical education modules now online with sixteen more currently in preparation forming a continually updated centralized resource library for healthcare in both English and regional languages
* Four onsite colloquia/workshops with regional academic partners

1. **Fukushima Medical University/Mt Sinai Hospital** (*International medical response coordination and Kokoro-no-Care psychiatric program*)
2. **Oak Ridge Center for Radiation/Mecenat Kigyo Kyogikai** (*Radiation medicine, psychology and cultural remediation program*)
3. **International Red Cross/World Health Organization** (*Geriatric medicine, social alienation and suicide program*)
4. **Japanese Regional Nursing Hokenji** (*Understanding and documenting the long-term caregiver experience: patients, providers, and pragmatics*)

* Participant in United Nations *Rio +20 The Future We Want* initiative
* Appreciation and understanding of cultural and language sensitivities in areas served via multi-lingual professional staff familiar with internal conditions in our target nations.
* Outcomes Tracking - Over 21,000 hits on the base website to date with 2,581 during the last two weeks alone – documents, photos and videos thanking IMCRA for support and help. Interactive portals for recommendations as well as queries

**World-Renowned And Constantly-Growing Faculty:**

* + Cardiology – Nick Homma MD, *Chief of Cardiology - Columbia/Presbyterian*
  + Neurology – Clifford Jack MD, *Chief, Aging and Dementia Imaging Lab - Mayo Clinic*
  + Oncology – Naoto Ueno MD, *Executive Director, Morgan Welch Inflammatory Breast Cancer Center*
  + Pediatric Psychology – Joseph Biederman MD, PhD, *Chief, Clinical and Research Program in Pediatric Psychopharmacology and Adult ADHD MGH/Harvard*
  + Radiation Biology – F. Owen Hoffman PhD, *President and director of SENES Oak Ridge and Center for Radiation Risk Analysis.*
  + PTSD and TBI – John Bradly MD, *Chief of Psychiatry and Deputy Director Psychosocial Health VA Boston Healthcare System*
* Additional academic partners Include:
  + Shenzhen High-Tide Ltd. (Regional anti-diabetes program - China)
  + Bach Mai Hospital (Regional perinatal program - Vietnam)
  + International Association for Dental Research (International dental health program)
  + Medical Teams International (*Encyclopedia of Disaster Response*)

**Summary: Why IMCRA is important and necessary in 2014**

The challenges faced by medical professionals are regional but also global. For example, WHO has recognized that perhaps the greatest medical crisis facing all peoples right now is the growth of resistance to antibiotics with hotspots in East Asia. IMCRA is one of the few organizations poised to directly address this crisis by speaking to regional physicians in their own language, providing objective and unbiased medical resources, offering a conduit for professional queries and additionally serving as a data collection tool for other international agencies. In summary:

* IMCRA provides unhindered, no-cost regional language electronic and personal access to medical professionals expert in multiple therapeutic areas willing and able to assist local healthcare providers (and the general public) with long-term clinical and practical advice.
* IMCRA offers onsite workshops with Johns Hopkins medical faculty specializing in long-term crisis medicine.
* IMCRA is currently the only humanitarian NGO where participating professional medical faculty are available for native-language consultation for periods of 2-3 years following a disaster situation or an ongoing national medical crisis and which subsequently publishes the educational materials it collects.
* In addition to its current live, and web content delivery pathways, IMCRA is developing free hand-held access to educational native language video modules via Android and iPhone using 3-touch and voice-recognition software with navigation by therapeutic area and the option of instant transcription and word/phrase retrieval.