



## **Personal Recovery Concepts' Solution Improves Availability of First-Responders During Emergencies**

***Interactive Online Workshop addresses gap in individual and family preparedness***

FOR IMMEDIATE RELEASE

January 30, 2009: HUNTINGTON BEACH, CA – Personal Recovery Concepts announced the launch of its Interactive Participation e-Workshop to guide individuals through developing a highly personalized individual and family preparedness plan from the privacy and security of their home. This solution addresses the gap in human resiliency for families, government first-responders and business continuity teams and through lessons learned post September 11 and Hurricane Katrina.

Ninety-three percent of Americans are not prepared for emergencies, according to the American Red Cross. This problem has a direct impact on the availability and focus of government first-responders and business continuity response teams during emergencies – a lesson learned after disasters like 9-1-1 and Hurricane Katrina. After first-hand accounts by responders to these disasters revealed an almost unilateral lack of family preparedness, it was reported they were in a position to choose between their job and concern over the welfare of their families. In many cases, families took priority over job, meaning some responders were not available until their family's safety had been secured. For those who did respond but who were concerned over the welfare of their family, they reported a lack of focus or were inclined to leave their post.

Ann Coss, CEO of Personal Recovery Concepts, LLC, explained the drivers. "Americans are overscheduled. They don't necessarily understand the ways they need to prepare to secure their families. Nor do they understand the information that will be most critical to their recovery after emergencies. If they do seek out a plan, the landscape of information includes more than 11 national agencies and untold numbers of local agencies, leaving even the best-intentioned person overwhelmed."

The online workshop downloads to a home computer for security and walks an individual through the information they need to collect and document, including links to critical supporting agencies for zip-code level contacts that will comprise an emergency plan specific to the places their family and loved ones live, work and spend leisure time. When an individual completes the five-module workshop, they are prepared for everything from a lost wallet to the extreme of natural disaster. The workshop also prepares families for higher-likelihood emergencies such as house fire and identity theft. It also comprehends other care, such as elder-, child- and pet-care.

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The Interactive Participation e-Workshop is a complement to the company's Personal Recovery Professional Software. Where the workshop guides an individual to what information and plans they need to document, the software gives them a central location to store that information.

Once the software is populated with their plan and personal information, a hard-copy can be printed and stored in an emergency, offsite and secure location. But it can also be stored electronically as an encrypted, password-protected file. Both storage options follow best-practices for emergency preparedness and response.

“Our research uncovered stories where first-responders faced gut-wrenching choices, creating extreme circumstances from simply not showing up for duty to an extreme case of suicide,” added Ms. Coss. “Because we’ve done the homework needed to cover their bases for them in emergency preparedness, created a simple software to store it and given them the e-Workshop to step them through a very specific and individual plan, the barriers that prevented family preparedness have been solved, meaning more Americans, regardless of the tasks they face during emergencies, can be available, focused and able to support recovery.”

For more information, contact [info@personalrecoveryconcepts.com](mailto:info@personalrecoveryconcepts.com) or call 866-528-9186.

#### ABOUT PERSONAL RECOVERY CONCEPTS

Personal Recovery Concepts, LLC is a leader in the emerging sector of people-continuity services for government, business and consumers with offices in Huntington Beach, CA and Harrison Township, MI. Its products focus on simplifying the information needed to recover from a wide array of loss or emergencies, organizing this information in simple, highly restorable formats, and preparing individuals through risk assessment, developing a family emergency plan and the prevention, preparation and recovery from commonly occurring emergencies and natural disasters. Personal Recovery Concepts Complete Solution solves the gap in human resiliency for government first-responders, business critical response teams and for employees who face everyday loss with a realized cost impact to the businesses they work for. More information can be found at [www.personalrecoveryconcepts.com](http://www.personalrecoveryconcepts.com) or by calling 866-528-9186.

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