



## Administration for Strategic Preparedness & Response

HHS  
EMPOWER  
PROGRAM

# EMPOWERING COMMUNITIES, SAVING LIVES

## OVERVIEW

The HHS emPOWER Program, a partnership between ASPR and the Centers for Medicare and Medicaid Services (CMS), provides dynamic data, mapping and artificial intelligence (AI) tools, training and resources, which help communities **protect the health of more than 4.5 million Medicare beneficiaries** who live independently and rely on electricity-dependent durable medical and assistive equipment (DME) and devices and/or certain essential health care services.

## INDIVIDUALS WITH ACCESS & FUNCTIONAL NEEDS MAY BE AT-RISK DURING EMERGENCIES

Advances in technology and health care services better enable at-risk individuals (e.g., chronically ill and older adults) to live independently at home. Millions of these individuals **rely on life-maintaining DME and devices that require electricity to operate** (e.g., ventilators) and/or **certain essential health care services** (e.g., home health care services).

Local incidents to large scale natural disasters, infrastructure failures, and infectious disease outbreaks can **rapidly thrust these at-risk individuals into life-threatening situations**, leading many to **overwhelm emergency medical services, hospitals, or shelters when seeking access to care or power sources**. Others may shelter in place due to a lack of resources, transportation, or assistance, putting their lives in danger.

## WHAT THE HHS EMPOWER PROGRAM PROVIDES COMMUNITIES

The HHS emPOWER Program helps communities **protect the health of at-risk populations living independently, better ensure continuity of care and services**, and **reduce system stress** in the event of a natural or man-made incident, emergency, or disaster. The HHS emPOWER Program **uses limited Medicare administrative claims data** to provide the right data, in the right tool, to the right person, at the right time, including:



**HHS emPOWER Map, REST Service, and emPOWER AI**



**Dataset Tools**



**Program Training and Resources**

The HHS emPOWER Program's public map, [HHS emPOWER Map](#), [HHS emPOWER Representational State Transfer \(REST\) Service](#), and voice-activated AI tool, [emPOWER AI](#), provide de-identified data on at-risk populations. The HHS emPOWER Program also provides public health authorities (PHAs) in states, territories, and certain major metropolitan areas (MMAs) with more granular data through the restricted [HHS emPOWER Emergency Planning Dataset](#), which advance emergency preparedness activities and readiness prior to a disaster. In the event of a disaster, a PHA who meets specific requirements may request an official disclosure of a secure, restricted [HHS emPOWER Emergency Response Outreach Dataset](#) with more detailed information to support life-saving response outreach and recovery public health activities.

## HOW THE HHS EMPOWER PROGRAM IS HELPING

PHAs, community partners, health care coalitions, and others nationwide use emPOWER data and tools to **strengthen their emergency preparedness, response, recovery, and mitigation efforts**.

These tools equip public health officials and emergency managers with critical insights to gain population-level situational awareness, anticipate and plan for patient surges, or inform sheltering and evacuation assistance needs. During disasters, PHAs can request more detailed information to support public health activities (e.g., **targeted outreach, wellness checks**) to those who may be adversely impacted.

### HHS emPOWER Program by Numbers

**128,000+** HHS emPOWER Map Users since 2015

**38,000+** HHS emPOWER Program Platform Users since 2021

**1.9 Million+** HHS emPOWER REST Service Uses since 2017

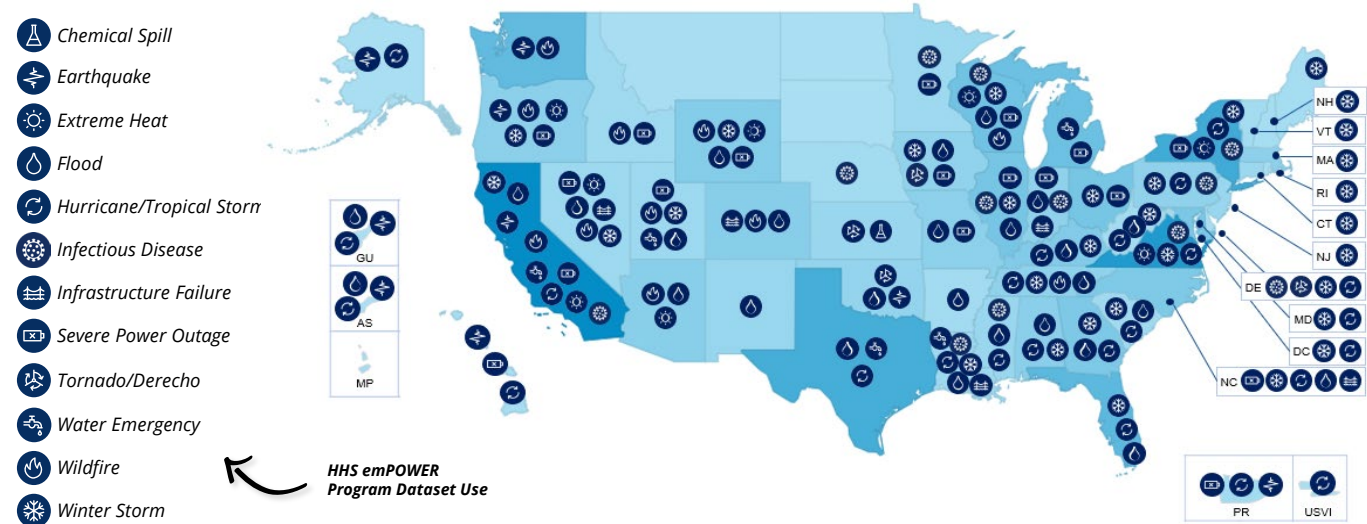
**708** De-identified datasets provided annually to PHAs

**315+** Events where restricted datasets helped inform and support life-saving response activities

## THE HHS EMPOWER PROGRAM IMPACT

PHAs and their partners have used emPOWER tools across a range of critical events that include, but are not limited to, wildfires, hurricanes, extreme heat, winter storms, power outages, critical infrastructure failures, and infectious disease outbreaks. More information on the program's impact and success stories are available via the [emPOWER in Action](#) page.

Since 2013, this program has **emPOWERed communities in all 50 states, 5 territories, MMAs** (Los Angeles County, New York City, and Chicago), and **the District of Columbia** to strengthen emergency preparedness and take action to **protect at-risk populations** throughout incidents, emergencies, and disasters.



### WYOMING: Coordinated Targeted Outreach and Response Activities

During severe blizzards, rural Goshen County used the HHS emPOWER Emergency Response Outreach Dataset and local electric cooperative and company information to prioritize at-risk individuals impacted in areas with prolonged power outages. The county then partnered with the Sheriff's Office to conduct ~25 wellness checks.

### NORTH CAROLINA: Targeted Outreach to Oxygen Dependent Residents

During Hurricane Helene, five counties requested the HHS emPOWER Emergency Response Outreach dataset to address the critical needs of their at-risk populations. Jackson County used emPOWER data to conduct targeted outreach to oxygen-dependent residents in a small town disproportionately impacted due to its location.

### OREGON: Evacuation Route Planning

During severe wildfires, Oregon PHAs used HHS emPOWER Emergency Response Outreach Dataset to identify at-risk individuals and plan evacuation routes in Brookings, a community with a large population of older adults.

### LOS ANGELES COUNTY: Innovative All Hazards Emergency Response Model

During various disasters (e.g., wildfires, mudslides, flooding), Los Angeles County used emPOWER's data and tools to inform their response, leading to an innovative approach featuring multi-agency trainings, forward-thinking protocols, and a robust network of PHAs and their partners. This now serves as a model for other states and territories.

## BUILDING CAPACITY AND EXPANDING EMPOWER

The [“emPOWERing State/Territorial Medicaid and Children's Health Insurance Program \(CHIP\) Data Pilot”](#) provides resources, training, and technical assistance to help state and territory PHAs develop emPOWER datasets using their own state-operated Medicaid and CHIP data.

For example, in September 2024, the HHS emPOWER Program played a vital role in North Carolina's response to Hurricane Helene by providing essential support to the North Carolina Department of Health and Human Services and the North Carolina Medicaid Agency. This collaboration enabled the creation of emPOWER datasets to plan and conduct targeted outreach efforts, collectively protecting the health of at-risk Medicare beneficiaries, pediatric, and other adult disabled populations.

## EVOLVING EMPOWER TO MEET PARTNER NEEDS

The HHS emPOWER Program hosts the [HHS emPOWER Program Platform](#), a **publicly-accessible online platform**, providing educational and training materials and access to emPOWER tools and resources to **help partners rapidly adopt, understand, and use emPOWER data and tools to advance readiness in their communities**.

emPOWER expands the reach and accessibility of its tools through **targeted partner engagement** and **educational opportunities**. The program also regularly adds new, innovative technology, tools, and capabilities that can help partners better protect the health of individuals with access and functional needs in their communities.