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News Release

IAEM-USA Announces the 2023 Business and Private Sector Integration and Public Sector Partnership Award

Oct. 19, 2023 (Falls Church, Va.) – The IAEM-USA Awards & Recognition Committee of the International Association of Emergency Managers (IAEM) has selected Operation Pulse Lift for the IAEM-USA 2023 Business and Private Sector Integration and Public Sector Partnership Award. The award will be presented at the President’s Banquet and Awards Ceremony on Nov. 8 at the 71st IAEM Annual Conference & EMEX in Long Beach, California.

Operation Pulse Lift

2023 IAEM-USA Business and Private Sector Integration and Public Sector Partnership Award

Operation Pulse Lift, led by Synaptic LLC, in cooperation with the U.S. Auxiliary of the Civil Air Patrol and the American Red Cross, was a remarkable emergency management initiative that responded to the dire blood collection situation caused by COVID-19 restrictions. Following a call from the Surgeon General, this coalition quickly mobilized to establish blood collection centers at 44 sites across 19 states, ultimately collecting over 23,000 units of whole blood and thousands of other blood products. Their efforts, including no-cost marketing, provision of equipment, and strategic planning, saved over 70,000 lives, with 61,000 lives saved during the pandemic. This unprecedented public-private partnership exemplified the power of collaboration during a crisis, significantly mitigating the impact on the nation’s blood supply and ultimately preventing a severe shortage during the pandemic’s peak.

The Business and Private Sector Integration and Public Sector Partnership Award recognizes excellence in integrating public/private emergency management partnerships.

IAEM-USA, the nation’s largest emergency management professional association, is a non-profit professional organization representing more than 5,800 emergency management and homeland security professionals for local communities, state and federal disaster officials, private sector, non-governmental organizations, and others involved in preparing for, responding to, and recovering from all types of disasters including acts of terrorism. IAEM provides access to the largest network of emergency management experts who can provide advice and assistance, the Certified Emergency Manager program, annual scholarships, a comprehensive monthly newsletter, and more.

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