



## **Partner E-Newsletter**

April 2004

**Dear Partners:**

### **National Partners List Grows**

We are pleased to announce that five more organizations have agreed to serve as National Partners for *Remaking American Medicine*, bringing the total to 25 major institutions. The Partnership Program includes a diverse array of organizations representing a wide range of constituents, including practitioners, providers, consumers and patient advocates, quality experts, government and regulatory bodies, policy –makers and foundations. Newest Partners include:

- Association for Health Center Affiliated Health Plans
- Center for Healthcare Strategies
- Institute for Healthcare Improvement
- Institute for Safe Medication Practices
- The Robert Wood Johnson Foundation

We are in discussions with other organizations about becoming Partners and welcome your suggestions. Everyone has a stake in improving the quality of health care in America.

### **Production News**

Production for *Remaking American Medicine* continues across the country. This spring, Crosskeys Media will be filming at the following sites:

- McLeod Regional Medical Center, South Carolina
- Whatcom County, Washington
- Cincinnati Children's Hospital Medical Center, Ohio
- HealthPartners, Minnesota
- Cambridge Health Alliance, Massachusetts
- Hackensack University Medical Center, New Jersey.

Many thanks to all of you who have provided possible stories for the series and/or the outreach campaign. Many of your suggestions are truly inspiring. Crosskeys Media is creating a master list of story ideas and will determine which ones will be further investigated. Ideally, submissions should include a brief overview of how the recommended institution and/or individuals are pursuing innovative methods for improving the quality of health care. *Remaking American Medicine* is being told through the eyes of practitioners, patients, family members, hospital administrators and others involved in health care. Stories should be sent to Barbara Lohman at [blohman@devillier.com](mailto:blohman@devillier.com).

## **Partner Support**

Many Partners are actively supporting the series. Here are some examples:

In March, *Remaking American Medicine* was featured during two sessions at the American Health Quality Association (AHQA) annual meeting in New Orleans. Several CEOs, Medical Directors and Program and Communications Directors of the Quality Improvement Organizations (QIOs) met with leaders of the Centers for Medicare and Medicaid Services (CMS). Dr. Stephen Jencks, director, Quality Improvement Group and Dr. Bill Rollow, deputy director, were given an update on how QIO's have begun to initiate local efforts in communities across the country. We are especially grateful to David Shulke, executive vice president of AHQA and Richard Deutsch, AHQA communications director, for arranging the conference sessions.

The Virginia Health Quality Center invited Frank Christopher, executive producer of *Remaking American Medicine* and Linda Devillier, president of Devillier Communications to make a presentation at its recently concluded Virginia Hospital Quality Outcomes Congress. More than 250 participants attended the session. A number of local organizations subsequently offered their help in mounting grass roots efforts across the state. Mike Cheadle, communications director for the Center, arranged the session. The Center is the QIO for the state of Virginia.

Several Partners have also generously shared their time and advice. We want to give a special thanks to:

- Ed Zimmerman, co-director for the Department of Practice and Research at the American Academy of Pediatrics and his colleague Junelle Speller who staffs the Academy's Steering Committee on Quality Improvement and Management for sharing their innovative work in pediatric quality improvement.
- Dr. Warren Skea, director of quality initiatives for the American Heart Association who discussed with the series producers the Association's

“Getting with the Guidelines” and their plans to provide more support to practitioners on improving quality care.

- Dr David Nahrwold, president of the executive committee of the American Board of Medical Specialties and Dr. Stephen Miller, executive vice president offered an insightful briefing on what ABMS is doing in the area of quality improvement and certification in the various medical specialties. The Board’s advocacy will help ensure practitioners are regularly reminded about quality within their specialty areas.
- Jack Ebeler, president of the Alliance of Community Health Plan has introduced the team to several potential new Partners and supporters including Dr. Carolyn Clancy, director of the Agency for Healthcare Research and Quality (AHRQ). As a result, Dr. Clancy has agreed to serve on the Advisory Panel for the series.
- Rick Wade, senior vice president of strategic communications for the American Hospital Association has also helped open a number of doors for *Remaking American Medicine*.

Our team is grateful for everyone’s advice and support. We look forward to ongoing conversations with you.

If you have an upcoming conference or meeting and would like to introduce your members to *Remaking American Medicine* please let us know. Frank Christopher and co-executive producer Matthew Eisen are available to present the program, as are other members of the communications team. Please get in touch with Barbara Lohman at (909) 340-0010 or [blohman@devillier.com](mailto:blohman@devillier.com) to discuss a *Remaking American Medicine* presentation.

### **Organizational Tools**

In May we expect to provide Partners with an organizational guide that will contain tips about how to work effectively with local PBS stations as well as information about local/regional coalitions that are in initial formative stages. The guide will also provide a list of other quality related resources and tools and be available in a downloadable PDF file format so that you can share the information with your constituents and stakeholders.

As always, we welcome your comments, suggestions and of course story ideas.

You can contact:

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