



December 2004

Dear Partners:

### **Campaign Announces New Funders**

Crosskeys Media<sup>®</sup>, producers of *Remaking American Medicine*<sup>™</sup>...*Health Care for the 21<sup>st</sup> Century*, is very pleased to announce that the Amgen Foundation, The Robert Wood Johnson Foundation<sup>™</sup> and the Josiah Macy, Jr. Foundation have recently awarded grants to the series and outreach campaign.

The Amgen Foundation is lead sponsor for *Remaking American Medicine*<sup>™</sup>. Their generosity is helping fund the series and will also underwrite the PBS Incentive Grants Program that is providing resources for stations to more fully participate in local coalition activities. In addition, the National Symposium on Quality Health Care Improvement, which will serve as the series premiere and launch event immediately before the broadcast is being made possible through Amgen.

The Robert Wood Johnson Foundation is the major underwriter for *Remaking American Medicine*<sup>™</sup>. This is their second grant to this project. This new grant will be used to underwrite the National Partnership Program, which includes work to link partners nationally and locally to create new improvement efforts or join existing efforts. It also supports an expansion of RAMcampaign.org (see below) that will help partners use tools such as the Leadership Guide and other promotional materials to support participation by their members.

The Josiah Macy, Jr. Foundation has made a grant to *Remaking American Medicine*<sup>™</sup> that furthers the Foundation's focus on improving the education of health professionals, particularly physicians. The Foundation's grant will be used toward the *Remaking American Medicine*<sup>™</sup> television documentary series' fourth program, entitled "Providers of Care for the 21st Century."

The generosity of these Foundations is especially significant because their contributions will make a sustaining impact on the visibility on the issue of quality improvement after the series broadcast is completed.

### **Production Update**

We continue to encourage you to submit best-practice stories for consideration by Crosskeys Media<sup>®</sup> for the series or stories that may be featured in the outreach campaign. If you have examples to share and have written clearance or if the stories are in the public domain, please forward them to **Frank Christopher, Barbara Lohman** or **Lee Allen**. We are especially interested in stories that focus on underserved or minority populations and stories related to advances in chronic care. Stories should be submitted no later than mid-December 2004 for consideration.

*Remaking American Medicine*<sup>™</sup> is in pre-production and new production activities will begin in January 2005. Recent meetings with PBS in Washington, D.C. confirmed the tremendous enthusiasm building for the series. Although it is still far too early to confirm

a broadcast date, indications are that the series will premiere either late 2005 or early 2006. We will keep you apprised.

**RAMcampaign.org Web site and National Partner Survey:**

Work has begun on the new Web site – RAMcampaign.org. Intended to serve as the nerve center for the campaign, the Web site will house a number of downloadable products available for use by National Partners and their members and stakeholders. Among these will be a Leadership Guide, a Promotional Kit that will update throughout the campaign, media materials, promotional flyers, brief video clips and photos from the series. Partners will also be able to turn to the site for the latest in production news. Most importantly, there will be a searchable database that lists, on a state-by-state basis, contact information on all of those participating in the campaign. Partners will be able to refer their members to RAMcampaign.org to search for others with whom they can team up with on local or regional campaign activities. A password-protected area for National Partners is being developed within the Web site as well.

In the past few weeks National Partners were sent a survey from Devillier Communications, Inc. (DCI) describing the site in more detail and asking for your feedback in some key areas. We encourage you to respond to the survey as quickly as possible so that we can include a brief description of the excellent work you are conducting on behalf of the campaign. We're also interested in hearing from you about creating links between our respective Web sites. We expect to have RAMcampaign.org up and running by early February 2005.

**\*We are requesting that all National Partner surveys be returned to DCI by December 21. If you have questions about the survey or didn't receive it, please call Lee Allen at DCI. His contact information is listed below.\***

**National Partnership for Women & Families Joins Campaign**

We're pleased to announce that the National Partnership for Women & Children has joined the *Remaking American Medicine*™ campaign as a National Partner and member of the National Awareness Advisory Committee. The National Partnership is a nonprofit, nonpartisan organization that uses public education and advocacy to promote fairness in the workplace, quality health care, and policies that help women and men meet the dual demands of work and family. There are now 30 major organizations signed on to the campaign.

**Invite *Remaking American Medicine*™ to a conference or meeting**

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, executive producer, and Matthew Eisen, co-executive producer, are available to present the program, as are other members of the communications team.

A new video developed from stories appearing in the series has been produced. The 11-minute clip focuses on quality improvement in chronic disease care and management. The clip is an excellent visual accompaniment for presentations.

## **Pursuing Perfection in Health Care**

*Pursuing Perfection*, a unique and compelling seven-part video series, that focuses on the goal of improving patient outcomes will be unveiled during the Institution for Healthcare Improvement's (IHI) National Forum December 12-15 in Orlando, Fla. Produced by Crosskeys Media<sup>®</sup>, these 20-minute motivational videos are designed to improve the quality of American health care by stimulating a will for change in health care organizations across the country.

The videos draw on the experiences of seven major health care institutions in the Pursuing Perfection initiative, a program supported by The Robert Wood Johnson Foundation and under the direction of IHI. Some of the stories within the series will be featured in *Remaking American Medicine*<sup>™</sup>.

The *Pursuing Perfection* videos can be used as powerful tools for change at multiple entry points: management presentations, employee orientations, quality improvement teams, or board meetings. A Discussion Guide provides essential resources and directs users to Web-based ancillary materials designed to assist organizations in improving the quality of care at their institutions. Each video in the series features a stand-alone story spotlighting major quality issues in today's health care system. For more information, visit [www.ihl.org](http://www.ihl.org).

## **New Member to the Remaking American Medicine Team**

We would also like to take this opportunity to introduce Lee Allen who has recently joined DCI as project director for *Remaking American Medicine*<sup>™</sup>. Working closely with Linda Devillier, president, and Barbara Lohman, senior vice president, Lee will be managing many of the day-to-day activities of the outreach campaign. Lee brings to the team more than 20 years of community outreach experience within the public television community, both at the local and national level. He is very enthusiastic about this project and we believe you will enjoy working with him.

## **Devillier Communications, Inc. (DCI)**

National Partners can call upon the *Remaking American Medicine*<sup>™</sup> team in our headquarters in Washington, D.C. or in our California office. You can also use DCI to contact Crosskeys Media<sup>®</sup> or you may wish approach them directly. Here is our team:

- Linda Devillier, President: Strategic counsel, PBS and stations, National Partner recruitment and relationships, QIO support. Available for presentations. (202) 833-8121 ext. 3005, [ldevillier@devillier.com](mailto:ldevillier@devillier.com) or [lbdevillier@aol.com](mailto:lbdevillier@aol.com)
- Barbara Lohman, Senior Vice President: Campaign management, National Partner recruitment and relationships, QIO support. Available for presentations. (951) 340-0010, [blohman@devillier.com](mailto:blohman@devillier.com) or [blohman1@aol.com](mailto:blohman1@aol.com)
- Lee Allen, Project Director: National Partner and QIO relationships. Available for presentations. Primary contact for PBS/station questions. Supervises development of Web site including surveys. 202-833-8121 ext. 3009, [lallen@devillier.com](mailto:lallen@devillier.com)

- Amy Burstyn, Account Executive: Supervises and responds to all requests for promotional materials such as written materials, series video clips and artwork. Provides overall support to National Partnership Program, QIOs and Web site. (202) 833-8121 ext. 3022, aburstyn@devillier.com
- Allan Childers, Webmaster: Manages *Remaking American Medicine*™ campaign Web site. (202) 833-8122 ext. 3011, achilders@devillier.com

**Crosskeys Media® (CKM):**

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