



Partner E-Newsletter

January 2004

Dear Partners:

Welcome to the first in a series of updates about *Remaking American Medicine*, a landmark television series funded by The Robert Wood Johnson Foundation. As you know, *Remaking American Medicine* is being produced by award-winning filmmakers Crosskeys Media and is intended for broadcast on PBS in fall 2005.

These updates about the series and the accompanying public outreach campaign will be sent to you on a regular basis. As always, we welcome your calls and/or emails. Information about how to reach Devillier Communications, Inc., (DCI), which is in charge of the outreach campaign, is contained at the end of this memo. If there are others in your organization you want to receive these updates, please send us their names and email addresses and we'll be happy to add them to the distribution list.

Production News

Remaking American Medicine, a four-part series, will present detailed and emotionally involving profiles of individuals taking significant professional as well as personal risks in attempting to transform health care. The stories will be told through the eyes of clinicians, medical educators, administrators and patients, showing their struggles, their setbacks and their victories.

Throughout this winter and spring, Crosskeys Media will be considering stories that may be included in the series. Filming is scheduled to begin in spring 2004 and will continue through early 2005. Partners are encouraged to provide examples that may be featured in the series as well as in the outreach effort. The four major themes in the series include:

- ***Transforming Acute Care*** profiles hospitals that are creating systems of medical care that are safe, evidence-based, coordinated and centered on the needs of the patient.
- ***The Patient at the Center*** shows how the physician-patient relationship is being remade as health care institutions confront an epidemic of chronic diseases.
- ***Perfect Care for Everyone*** follows daring efforts to raise the quality of health care throughout entire communities.

- **Remaking Medical Education** demonstrates how innovative medical education programs are preparing physicians to meet the challenges of the 21st Century.

If you have examples of breakthrough quality health care initiatives that relate to these themes, please forward the information to Barbara Lohman at DCI. Her contact information is at the bottom of this document.

Partnership Program Reaches 20

We are very proud to announce that twenty organizations representing a broad cross section of stakeholders devoted to improving the quality of health care have agreed to serve as National Partners. They include:

- Alliance of Community Health Plans
- American Academy of Pediatrics
- American College of Surgeons
- American Health Quality Association
- American Heart Association
- American Hospital Association
- American Hospital Association – Health Research and Educational Trust
- American Nurses Association
- American Osteopathic Association
- Association of American Medical Colleges
- Buyers Health Care Action Group
- Centers for Medicare and Medicaid Services (CMS)
- Foundation for Accountability (FACCT)
- Grantmakers in Health
- Joint Commission on Accreditation of Healthcare Organizations
- National Association of Children's Hospitals and Related Institutions
- National Association of Public Hospitals and Health Systems
- National Hispanic Medical Association
- National Medical Association
- National Quality Forum

We are most grateful for the interest and support of all of our Partners.

Discussions are being held with a number of other organizations. If there are groups you believe should be made aware of *Remaking American Medicine*, and invited to become a Partner, please alert Barbara Lohman.

Partners on the Move

The American Health Quality Association (AHQA) and their members, the nation's network of Quality Improvement Organizations (QIOs), have already formed a Communications Committee to support *Remaking American Medicine*. Many QIOs have expressed interest in developing local/regional coalitions with members and affiliates of other National Partners. Additionally, several QIOs have taken steps toward creating relationships with PBS stations. To learn more about their efforts, contact Richard Deutsch, director of communications, AHQA, 202-261-7573 or Barbara Lohman at DCI or the Chairs of the QIO Communications Committee:

Arizona QIO contact: Debra L. Nixon, MSHA, BSN, Vice-President, Corporate Development & Communications, Health Services Advisory Group, 602-665-6108

New York QIO contact: Sheila McCullagh, Director Consumer Protection and Outreach, IPRO, 516-326-7767 ext. 619

Colorado QIO contact, Erich Kirshner, Public Relations Manager, Colorado Foundation for Medical Care, 303-306-4514

The Alliance of Community Health Plans recently arranged a conference call for the Communications Directors of their members to discuss ways to maximize involvement and visibility in the public outreach campaign.

The Association of American Medical Colleges recently held a briefing telephone call with Crosskeys Media to discuss medical schools that are addressing quality improvement within their curriculum.

Ways You Can Help

Please consider the following:

- Invite Crosskeys Media and/or DCI to make a presentation at one of your upcoming conferences, conventions or meetings. A compelling audiovisual package has been developed to support these presentations.
- Alert DCI if you have brochures or pamphlets about quality improvement that could be distributed as PDF files to other National Partners and to the public.
- Share your examples of quality improvement for consideration in the series and/or as a part of the outreach campaign and discuss how your members can participate at the grass roots level.

National Awareness Advisory Committee Members

Remaking American Medicine is honored to have the support of so many leaders in the health care community who have joined the National Awareness Advisory Committee for the outreach campaign. These individuals were the first to lend their organization's name to this endeavor last spring. The Committee serves as the sounding board for the campaign, providing advice and counsel on suggested strategies and tactics that may be employed to further the outreach effort. We greatly appreciate the following individuals for their willingness to share their insights:

- W. David Helms, PhD, President and CEO, AcademyHealth
- David Leach, MD, Executive Director, Accreditation Council of Graduate Medical Education
- David L. Nahrwold, MD, President of Executive Committee, American Board of Medical Specialties
- David G. Schulke, Executive Vice President, American Health Quality Association

- Richard H. Wade, Senior Vice President for Strategic Communications, American Hospital Association
- Barbara A. Blakeney, MS, ARRN, BC, ANP, President, American Nurses Association
- Martin S. Levine, DO, Chair of AOA Bureau of Osteopathic Clinical Effectiveness, American Osteopathic Association
- Sue E. Butler, Division of Partnership Development, Centers for Medicare and Medicaid Services
- Dale L. Austin, Senior Vice President and COO, Federation of State Medical Boards
- Lauren LeRoy, PhD, President and CEO, Grantmakers In Health
- Doriane C. Miller, MD, Senior Director of Quality and Clinical Initiatives, Health Research and Educational Trust - American Hospital Assn.
- Allen J. Vaida, PharmD, Executive Vice President, Institute for Safe Medication Practices
- Paul Schyve, MD, Senior Vice President, Joint Commission on Accreditation of Healthcare Organizations
- Ed Martinez, Assistant Vice President, National Association of Public Hospitals and Health Systems
- Elena Rios, MD, MSPH, President and CEO, National Hispanic Medical Association
- L. Natalie Carroll, MD, Immediate Past President, National Medical Association

Working with Devillier Communications, Inc.

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