



March 2005

Dear Participants and Supporters:

**Campaign Announces New Funder**

Crosskeys Media®, producers of *Remaking American Medicine™... Health Care for the 21<sup>st</sup> Century* is very pleased to announce that The Nathan Cummings Foundation has made a generous grant to the project. The gift was made possible after a campaign donation target was reached. Crosskeys Media, has earmarked the funds for use in the series and the outreach campaign.

The Amgen Foundation, Inc. was previously announced as the lead corporate sponsor, as was The Robert Wood Johnson Foundation®, which is a major underwriter of the series and the National Partnership Program. In December we also announced that the Josiah Macy, Jr. Foundation made a grant as well.

**National Awareness Advisory Committee (NAAC) Holds First Meeting**

Twenty-six of the thirty NAAC members met for a four-hour strategy and project review session in Washington, DC February 9. Frank Christopher, executive producer and Matthew Eisen, co-executive producer of *Remaking American Medicine* provided attendees with an update on the series including production plans. Linda Devillier, Barbara Lohman and Lee Allen, all of Devillier Communications, Inc. presented an overview of the various aspects of the national outreach campaign and with Mathew Eisen's assistance, provided committee members with a sneak peak at the Web site [RAMcampaign.org](http://RAMcampaign.org).

Following lunch the committee was solicited for their thoughts and observations about the campaign. Out of this discussion came a number of meaningful suggestions involving expansion of the Partnership including recruitment of more groups representing business, consumers/patient advocates and underserved communities.

A key theme proposed by several committee members has already been adopted and prominently placed on the Web site home page. "Improving the Quality of Health Care... Community by Community" is now the tagline for the site and the outreach campaign.

A meeting report has been prepared and is being distributed to all attendees and NAAC members.

The NAAC will convene three more times in advance of the series which will tentatively air in April 2006: June 2005, October 2005 and approximately 10 days prior to the first program is broadcast.

### **RAMcampaign.org Web site launched March 1**

The campaign nerve center and key communications vehicle is now open for business. Among other things the site will house a number of downloadable products available for use by participants in the national outreach campaign at the local, regional and national levels. Among these will be a Leadership Guide, media materials, promotional flyers and photos from the series. The site will also offer the latest news about the series.

Most importantly, the site features a searchable database that lists, on a state-by-state basis, contact information on all of those participating in the campaign. The database will feature Best Practice stories and contact information for National Partner organizations. The database will expand to include PBS stations participating in the campaign.

National Partners will be able to refer their members to RAMcampaign.org to search for Quality Improvement Organizations (QIOs) and others with whom they can team up with on local or regional campaign activities. Password-protected areas within the site for National Partners and QIOs are also available.

### **PBS Incentive Grants Program**

The Amgen Foundation has provided the funding for up to 24 PBS stations to receive incentive grants – four grants of \$15,000 for stations in the top 10 markets and 20 grants of \$7,500 for stations in all other markets.

This competitive grants program is intended to leverage the resources and capabilities of PBS stations, as well as other important stakeholders, including QIOs and local representatives of National Partners. The goal will be to help grantees raise awareness in their communities about the quality improvement movement, and to motivate Americans to become advocates for improving care for themselves and their families.

The deadline for submission of grant applications is Friday, March 25. Grants will be announced on April 25. If you have any questions about this program please call Lee Allen at DCI. His contact information is below. Grant recipients will be listed on RAMcampaign.org and included in the searchable database.

### **Invite *Remaking American Medicine*<sup>™</sup> to a conference or meeting**

If you have an upcoming conference or meeting and would like to introduce your members to *Remaking American Medicine*<sup>™</sup> 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.

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

Campaign participants can call upon the *Remaking American Medicine™* team in our headquarters in Washington, D.C. or in our California office. You can also use DCI to contact Crosskeys Media® 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 or lbdevillier@aol.com
- Barbara Lohman, Senior Vice President: Campaign management, National Partner recruitment and relationships, QIO support. Supervises development of RAMcampaign.org. Available for presentations.  
(951) 340-0010, blohman@devillier.com or blohman1@aol.com
- Lee Allen, Project Director: QIO relationships. Manages PBS Incentive Grants Program. Available for presentations. Primary contact for PBS/station questions.  
202-833-8121 ext. 3009, 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) 833-8121 ext. 3007, achilders@devillier.com

**Crosskeys Media® (CKM):**

Frank Christopher, Executive Producer: *Remaking American Medicine™*  
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