



Partner E-Newsletter

August 2004

Dear Partners:

National Partners' List Grows

We are pleased to announce that four more organizations have agreed to serve as National Partners for *Remaking American Medicine*, bringing the total to 29 major institutions. The National Partnership Program includes a diverse array of organizations representing a wide range of constituents, including practitioners, providers, consumer and patient advocates, quality experts, government and regulatory bodies, policy-makers and foundations. Newest Partners include:

- AARP
- Agency for Healthcare Research and Quality (AHRQ)
- Association of American Medical Colleges
- Institute for Family-Centered Care

We are pleased to announce that AHRQ has also agreed to join the National Awareness Advisory Committee.

We welcome your suggestions of others who should be invited to become National Partners in *Remaking American Medicine*.

CMS authorizes involvement of nation's Medicare QIOs in *Remaking American Medicine*

CMS has approved the involvement of Medicare Quality Improvement Organizations (QIOs) in *Remaking American Medicine* and the supporting outreach campaign. The decision to authorize involvement was made because of the unique opportunities the series presents to QIOs to promote quality improvement, which is central to their mission. QIOs are individually assessing the best ways to engage in the program and activities may include forging deeper relationships around the series and campaign with affiliates/members of National Partners and others devoted to quality health care. This might involve creating local coalitions in conjunction with their PBS stations, developing grassroots

campaigns that reach providers and Medicare beneficiaries, and reaching out to minority and underserved populations.

To further assist, CMS has also recently awarded contracts to ten QIOs to create state level projects that will help them take advantage of their campaign participation. QIOs receiving these contracts will leverage their involvement by focusing on and enhancing their ongoing quality improvement work. CMS and AHRQ, another National Partner, have also contracted with Crosskeys Media and Devillier Communications to provide hands-on support.

Tasks include helping QIOs more effectively tie in their quality work with the series and launching www.remakingamericanmedicine.org. The campaign Web site will be designed to facilitate QIO engagement with National Partners and their affiliates/members.

Among the QIOs receiving contracts are:

- Lumetra, the California QIO, which is heading a consortium of QIOs including Arizona, Colorado, Florida, Illinois, New Mexico and New York on a project that will draw attention to diabetes in the Hispanic Community. The consortium will use the award-winning Spanish-language diabetes management campaign Viva la Vida produced by Lumetra. The project will tie-in with the *Remaking American Medicine* segment on managing chronic care disease. Additionally, the New York and Illinois QIOs will focus on chronic care in the African-American community. Contact: Carmella Gutierrez, project manager. She can be reached at (415) 677-2029 or cgutierrez@caqio.sdps.org.
- Qualis Health, the Washington QIO, which will leverage the series to showcase transformational improvement in health care quality, specifically in nursing home care. Working with its local PBS affiliate, Qualis will produce a one-hour program on the process of fundamental culture change in nursing homes, with special focus on the Eden Alternative. The program will be produced in a modular format and made available to other QIOs, who with their local PBS stations, will be able to insert their own segments that spotlight quality improvements in nursing homes. In addition, Qualis will develop collateral material kits that will help QIOs facilitate local productions, implement viewer outreach, engage other key stakeholders and measure the impact. Contact: Pam Rabe, Communications Specialist. She can be reached at (800) 949-7536, ext. 2032 or pamr@qualishealth.org.
- Colorado: The Colorado Foundation for Medical Care (CFMC) is using the series to provide local leverage to educate the public about concerns related to delivery of care for diabetes patients and the importance of regular mammography screening. Working with its Rocky Mountain PBS

Channel 6, CFMC plans to position itself as a facilitator for an ongoing statewide dialogue on the importance of improving the quality of health care. Among the work CFMC plans to undertake with a community partnership group is the creation of a brochure on how patients and providers can join the national dialogue on health care quality, a series of "man on the street" interviews on the topic to air on Channel 6 and hosting of expert panels on quality health care after each national series segment airs. Contacts: Kam Valentine, director of communications and Erich Kirshner, public relations manager. They can be reached at (303) 306-4514. Kam can be reached by email at kvalentine@coqio.sdps.org and Erich at ekirshner@coqio.sdps.org.

- New Mexico: The New Mexico Medical Review Association (NMMRA) will use *Remaking American Medicine* as a way of fostering statewide dialogue and building stronger alliances that focus on improving health care quality. NMMRA will recruit targeted health care partners and stakeholders to enhance existing coalitions in the state so that the impact of the series will be sustained beyond the last broadcast. NMMRA will partner with its local PBS and National Public Radio (NPR) stations, to call attention to the quality improvement work of the coalition through local programming, information posted on NMMRA's Web site and development of a quality improvement resource guide. Contact: Jennifer Trotter, communications manager, at (505) 998-9744 or jtrotter@nmqio.sdps.org.
- Nebraska CIMRO-NE: The foundation of CIMRO-NE's outreach campaign will be the development of a local coalition that draws upon the support and leadership of a diverse array of Nebraska health care providers, purchasers, consumers, patient advocacy groups, health care quality experts, and government and regulatory agencies to stimulate dialogue on the importance of improving healthcare. The QIO is planning on working with Nebraska Public Television and its program "Nebraska Connects" to create a one-hour call-in show featuring health care experts who will respond to viewer questions about the state's health care quality issues after the broadcast of *Remaking American Medicine*. Contact: Greg Schieke, MBA, senior vice president at (800) 458-4262 or gschieke@neqio.sdps.org.
- Alabama: The Alabama Quality Assurance Foundation will use the series as a way of reaching the state's Medicare population who may not always receive information about quality health care. The QIO plans to reach out to these groups by producing a series of quality rallies around the state. Each rally will spotlight an individual or group (Quality Champions) exemplifying the improvements in quality health care occurring in Alabama. Among those featured will be physicians, hospitals, home health care providers, and nursing homes. The events will be filmed along with interviews of the Champions and those they serve. The footage will

be used to produce a 30-minute documentary, tentatively entitled *Remaking Alabama Medicine* to be produced through Alabama Public Television and shown on that system. Promotional activities will be organized around this program and collateral materials will be produced to support the effort. Contact: Bill Hawkins, director of communications, at (205) 970-1600.

Web site: www.remakingamericanmedicine.org

In early September, National Partners will receive a description of the proposed campaign Web site and a survey assessing their quality related materials and tools that may be available to other Partners through the Web site. We will also be asking about linking between the campaign site and those of Partners.

Site development will begin in September with a “live” date planned for just after the first of the year.

Production News

Production for *Remaking American Medicine* continues across the country. Crosskeys Media was filming this spring and summer 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

Crosskeys Media continues to seek stories for the series. We’ve been very pleased at the quality of the stories that have been submitted thus far and we continue to welcome your ideas. Crosskeys Media has created 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.

Stories not included in the broadcast will be featured in other ways such as media outreach, on the Web site and through other forms of communications.

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.

Broadening *Remaking American Medicine*

To ensure that the series is viewed as reflective of the entire health care community, the tagline “Health Care for the 21st Century“ has now been added to *Remaking American Medicine*. In the future, you will see this phrase included with the series title.

Partner Support

We continue to value greatly the support and guidance so many of you have generously provided including:

- **American Hospital Association**, Rick Wade, senior vice president, for your ongoing advice and introductions to others who have helped *Remaking American Medicine*.
- **National Quality Forum**, Phil Dunn, vice president of communications for your continuing support and interest in introducing the series to your organization.
- **CMS**, Sue Butler, Division of Partnership Development Center for Beneficiary Choices, and Rick McNaney, government task leader, QIO Communications, for your untiring efforts to find resources so that QIOs could engage in the campaign.
- **AHRQ**, Christine Williams, director, Office of Communications and Knowledge Transfer, for offering your agency’s resources including publications and research on breakthrough quality initiatives and for assisting with the QIO special studies grants.
- **AHQA**, David Schulke, executive vice president, and Richard Deutsch, communications director, for providing us the ongoing opportunity to keep QIOs informed about the progress of the series and outreach campaign.

Conferences

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. Crosskeys Media and Devillier Communications have been invited to attend and/or make presentations at the following conferences:

- Learning Session II of the fourth Washington State Collaborative, sponsored by Qualis Health and the Washington State Department of Health, Seattle, focus on diabetes and cardiovascular disease September 21
- Improving Chronic Illness Care, Seattle, September 23

- Fourth annual QualityNet Conference (QualityNet 2004), sponsored by the Centers for Medicare & Medicaid Services (CMS), Baltimore, Maryland, September 23
- Delmarva Foundation
 - Maryland Medicare Consumer Advisory Council, Baltimore: October 19
 - District of Columbia, Medicare Consumer Advisory Council, Washington, D.C.: October 27
- Center for Health Care Quality, Nashville, October 28: Remaking Healthcare in Tennessee
- Institute for Family Centered Care, 2nd International Conference on Patient- and Family-Centered Care: Partnerships for Enhancing Quality of Care, San Francisco, February 23, 2005
- American Health Quality Association, 2005 Annual Meeting and Technical Conference, San Francisco, February 21-26, 2005

Please get in touch with Amy Burstyn at (202) 833-8121 ext. 3022 or at aburstyn@devillier.com or Barbara Lohman at (909) 340-0010 or at blohman@devillier.com to discuss a *Remaking American Medicine* presentation.

Stories about *Remaking American Medicine*

The Center for Health Care Quality, the Tennessee QIO, has published in the July/August issue of its magazine *Quality Source* the first of a two-part series on *Remaking American Medicine*. The article features an extended interview with Frank Christopher, executive producer, and Matthew Eisen, co-executive producer. The article provides an excellent history about the creation of the project. We will be sending out electronic versions of the article to all of the National Partners in a separate email.

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

You can contact:

Linda Devillier at (202) 833-8121 ext. 3005, ldevillier@devillier.com

Barbara Lohman at (909) 340-0010, blohman@devillier.com

Amy Burstyn at (202) 833-8121 ext. 3022, aburstyn@devillier.com