

The National Campaign

The national outreach campaign for Remaking American Medicine is intended to help motivate, re-energize and inspire individuals, organizations and institutions to support the improvement of health care in their respective communities. The goal is to stimulate a national dialogue about the importance of improving American health care and to facilitate the development of coalitions that will augment such a conversation at the local, regional and national level.

National Partnership Program

The series and a supporting national outreach campaign are made possible through lead corporate sponsorship by the Amgen Foundation with major underwriting from The Robert Wood Johnson Foundation®. The Nathan Cummings Foundation and the Josiah Macy, Jr. Foundation have also made grants available. Additional resources to support the campaign have been made available through the Centers for Medicare & Medicaid Services, an agency of the U.S. Department of Health and Human Services and the Agency for Healthcare Research and Quality.

To date, 42 national organizations have agreed to join the campaign as National Partners. They represent health care providers, purchasers, consumers and patient advocates, health care quality experts and government and regulatory agencies. Collectively, National Partners reach more than 100 million Americans. National Partners are encouraging their members/affiliates to become involved in Remaking American Medicine coalitions in communities across the country.

For a complete National Partner list, please visit www.RAMcampaign.org.

The Producers: Crosskeys Media®

Remaking American Medicine™ is a production of Crosskeys Media, headed by award-winning documentary filmmakers, Frank Christopher and Matthew Eisen. The series is being produced in consultation with an independent panel of leading health care experts. The series is being presented on PBS by public television station, KQED/San Francisco.

"It's your health...you call the shots"



Resources for better healthcare

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HEALTH CARE FOR THE 21st CENTURY

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

- Margaret Mead

Broadcast Series

Remaking American Medicine™...Health Care for the 21ST Century is a four-part, primetime public television series expected to be broadcast in the spring of 2006. The series follows an array of pioneering individuals struggling to remake the American health care system. Drawing on extraordinary access inside health care institutions, the series presents compelling stories that will empower viewers to become advocates for better care and to make decisions about public policy that will improve the quality of health care for all Americans.

Individual RAM Programs

The Hospital begins by introducing viewers to health care as it actually is, not as they believe it to be. The program profiles acute care facilities that are struggling to deliver care that is safer, more effective, more efficient, and ultimately yields dramatic improvements in patients' lives.

Chronic Disease reveals the enormous challenges facing a health care system largely unprepared to address the needs of the nearly 100 million Americans now suffering from chronic illnesses. The program will explore innovative models of care that not only save resources and improve the health of those with chronic illnesses, but also are fundamentally transforming the relationship between patients and their providers of care.



Community by Community examines how models of excellence in acute care and chronic disease management are being expanded to entire communities. This program will look at efforts to improve health care within a local region, while at the same time exploring the economic, political and social forces that often stand in the way of such reform efforts.

Champions of Change looks at the challenges facing those attempting to improve the quality of the entire health care system. The program examines three levers of change that have the potential to drive improvement efforts: innovative education programs; patient advocates working both inside and outside the system; and collaborative efforts among the major stakeholders in health care.

Visit RAMcampaign.org to learn more about the national campaign. The web site is designed to help you connect with others who are involved in this initiative and provides important tools and resources for those who wish to begin their own efforts.

Nebraska's Efforts

CIMRO of Nebraska, Nebraska Educational Telecommunications (NET) and a coalition of Nebraska health care stakeholders are working together to support the PBS primetime series *Remaking American Medicine*™...Health Care for the 21ST Century.

The Nebraska Remaking American Medicine Coalition has helped to identify Nebraska health care issues for local programming efforts. Coalition members will also work to raise awareness on the health care quality improvement movement and motivate community members to become advocates for improving care for themselves and their families.

Local perspective to the national PBS program will include coverage by NET Television's weekly news magazine *Statewide* and NET Radio. In addition, viewers will have the opportunity to ask health care-related questions during a one-hour call-in program that will air in conjunction with the NET Nebraska Connects series.

How to Get Involved

To become involved in Nebraska's *Remaking American Medicine* efforts, please contact CIMRO of Nebraska's Communications Director, Keri McDermott at 402/476-1399 or via e-mail at kmcdermott@neqio.sdps.org or visit www.cimronebraska.org



Nebraskans Remaking American Medicine Coalition Members

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