



Remaking American Medicine Coalition Conference Call

October 25, 2005 - 2:00 pm ET

Participants in the Conference Call:

Presenters:

RAM Coalition Subcommittee Co-Chairs:

Marc Boutin, VP, Policy and Advocacy National Health Council
Carolyn Pare, CEO, Buyers Health Care Action Group

Featured Coalition Presenters:

Jennifer Lawson, WHUT-TV, Washington, DC
Deneen Richmond, Executive Director, D.C. Delmarva Foundation
Jennifer Trotter, New Mexico Medical Review Association
Tish Bravo, KNME-TV, Albuquerque
Gail Strong, WFYI-TV, Indianapolis
Ellen Murphy, Health Care Excel, Indiana
Larry Jopek, WEDU-TV, Tampa
Dave Ruscitti, Florida Medical Quality Assurance, Inc.

Conference Call Moderators:

Linda Devillier, President, Devillier Communications, Inc. (DCI)
Barbara Lohman, Sr. VP, DCI
Lee Allen, Project Director, DCI

NOTE: A copy of the accompanying PowerPoint presentation for the call is located in the Resources section of RAMcampaign.org.

START CALL

Linda Devillier: I want to thank everybody who's taking the time this afternoon to participate in this first coalition leaders conference call. We have over 50 people who have registered and we do appreciate your time as I said.

We also have some wonderful presenters and I'm assuming that everybody who's been good enough to listen in on this have also downloaded the PowerPoint presentation. And if you don't have it, be sure to go on to RAM campaign and you can get it.

I want to acknowledge the fact that we have some people on the phone that will be taking questions and whose names were not officially on the agenda and that's one Frank Christopher, the gentleman who's producing CrossKeys Media. And Frank is going to be available to take questions and there are three times during this event that you can ask him any questions you will.

I also want to tell you that we have a wonderful team here. Barbara Lohman, Lee Allen, Allan Childers, and Ajeenah Amir are also going to be taking questions throughout the afternoon as well as well as making presentations.

So having said all that, you probably could tell by receiving this PowerPoint in advance that the goal of this meeting is to inspire, to motivate, and more importantly to learn from one another. And with that in mind, that's why we've invited our coalition leaders in four groups across the country to give you examples of the great stuff that they are doing. We have 32 coalitions and they're all doing a great job. But we can only feature four in this particular call.

For those who are already started down the road, you know what the coalitions are meant to do. The RAM coalitions are the foundation of this campaign. They are there to take advantage of the series that's being produced and it serves as a catalyst for them to mount a public awareness effort in their respective community or state.

We are very fortunate that we've got as many QIOs and PBS stations who have been involved with this for some time, in many cases have taken the leadership role in moving ahead with the coalitions. There are other organizations though that are also taking a leadership role so I want to tip my hat to all of you because without your leadership none of this would have happened.

And the other group of course that we're going to support and I'd say something nice about is all of our national partners. Because once again, without the national partners this never would have taken off.

The coalition -- what's the goal? The goal of each coalition is to determine what issue or issues you want to focus on in your community that relates to what's in the series. And you all were sent the leadership guide back five or six months ago so it sort of outlined how you should proceed in determining what those goals will be. And I know that each one of our speakers will address that as part of their presentation.

We've also asked the coalition leaders to establish alliances with key stakeholders and obviously to mobilize your communities. We've asked the coalition to represent all the diverse interests to feature what we're calling *Champions of Change*, and I believe most people on this phone call know what I mean by that -- individuals and institutions who are leading the charge in their communities -- to take advantage of the lessons learned and to capitalize on the national promotion effort around the series.

We're very pleased to tell you that we already have 370 organizations currently participating in the 32 RAM coalitions across the country. That's about 130 more than we had back in June when Lee Allen made a presentation in front of the National Awareness Advisory Committee. And we're quite pleased with the numbers and we know it continues to grow. And we're also pleased that we've got 15

national partners who are engaged at the local level. We'd love to have more national partners get involved.

I promised I would make my presentation very brief so I'm going to turn this over to Marc Boutin. But before I do so let me explain to you what Marc's and Carolyn Pare's roles are. They are on the National Awareness Advisory Committee.

The national awareness advisory committee is made up of one representative from each one of our national partners. The committee has met twice and we have asked the committee to break itself down into subcommittees to focus more carefully on areas that are of most concern to this campaign.

The coalition subcommittee was created last summer and we had our first meeting. And we have a complete list of those committee members at the back of this PowerPoint presentation. Please feel comfortable in contacting any of them. They are there to assist you. And Marc and Carolyn were kind enough in the first meeting to actually raise their hands when I asked who would like to serve as co-chairs. And they did and they have been terrific and I'm going to turn this over to Marc.

Marc Boutin:

Thank you Linda. My name is Marc Boutin and I'm the Vice President of Policy Development and Advocacy at the National Health Council, which is an umbrella organization that promotes quality health care for all people.

We have 110 members and they are all national health related organizations, 50 of which are patient advocacy organizations like the American Cancer Society, American Heart Association which are also national partners and are working with you at the local level in the coalition. Collectively our patient organizations represent approximately 100 million people with chronic diseases and/or disabilities.

But let me take a moment and just speak on behalf of the national partners and tell you all how thrilled we are to be working with you in *Remaking American Medicine*. As you all know we hope to catalyze a paradigm shift in the way people think about their health care. And as a group we're trying to imagine how quality health care is achieved through a partnership between informed and respected patients and their families and a coordinated health care team.

The challenge with all of this is that the evolution from a passive recipient of health care to active participation in management of care represents a true departure in the way health care is delivered. At the council we like to say "It's Your Health, You Call the Shots."

And we all know that the efforts to change such deep-rooted social behaviors around issues like health care require public awareness, some sort of sense of outrage, and mobilization. And we're excited because we think the PBS series is certainly going to promote awareness and may even provoke some outrage.

But the real issue or the real effort is going to come with the RAM coalitions. That's where we're going to mobilize patients and their families to challenge the system to make it more patient centered or patient focused. Now more than ever, patients and their families are really becoming ready to call the shots in their own health care. And as Linda said, I want you all to know that the national partners stand right behind you.

We truly support your efforts and you should certainly feel free to contact us if our local chapters or affiliates can help you in your local coalition efforts or if there's anything that the coalition subcommittee can do to help you as you're planning your efforts to promote this series and promote patient centered care.

And I'd also just like to put out a request there to the group that if there are partners on the call that have affiliated organizations in California or Texas that might be interested in leading coalition efforts in either of those two states, certainly let us know. We'd be more than happy to work with you.

And now I'm looking forward to hearing more from Carolyn and Barbara and Lee and certainly from our four RAM coalitions that are going to present from Tampa, Indianapolis, New Mexico, and Washington, D.C. Let me turn it over to Carolyn.

Carolyn Pare:

Thanks Marc. I appreciate the opportunity to be on the call today. My name is Carolyn Pare and I'm the CEO of the Buyers Health Care Action Group out of Minnesota. We're actually a coalition of 35 large employers based in Minnesota and we've all been working together as a coalition for 15 years.

Let me tell you, since coalition work is basically my business I can tell you that there is nothing stronger than a community that coalesces around a common vision and works together in a multi-stakeholder way in order to achieve a particular stated collective goal.

One of the things that we've recognized in our 15 years of coalition work here in Minnesota is that there is so very much to do. There's plenty of opportunity, there are plenty of projects. And each one of us could go our individual ways and work on those specific projects. However we recognize that if we can take some time to engage the other stakeholders in our marketplace we end up with a much better product, a result that actually has far more impact in the community overall.

Sometimes when you're putting coalitions together you tend to stay with the group that you're most comfortable with. That is they might be other academic organizations, they might be other hospitals, they might be health plans with maybe some of the providers they contract with, they might be advocacy organizations. And they address a certain slice of the pie.

That is important. I would just suggest however that if we bring all of those groups together at the same table and we do it with the purchaser and the consumer in mind as well, again we'll end up in a great place.

I think here in Minnesota we have a legacy of having both a lot of groups that are working on a lot of things. But we do come together periodically as a community to check in with one another, see what we're working on. And we work together in order to execute on something where we all have a shared perspective.

I'd encourage all of you who are building coalitions right now to really look towards the business community. The business community has incredible access to patients and to the consuming public through the information it needs to put out, most employers have to put out at open enrollment time and throughout the year, and with the tremendous push that's going on right now as employers move to more consumer directed health plans and try to get more information out to their consumers. They can be a fabulous touch point for any coalition that needs to get information out to individual consumers.

So I would encourage all of you that if you haven't already connected with the business community or with an employer coalition in your market that you work to get those groups in. I'm sure they'd be happy to use *Remaking American Medicine* as a rallying cry for the efforts that they already have underway in your communities and I think you'd find them incredibly supportive in your areas.

One of the ways that you can find out if there's a coalition in operation is by going to the National Business Coalition on Health, that's NBCH.org, and you can get a full listing of coalitions that are already represented by that umbrella organization and identify coalitions that may already be operating in your markets.

There are over 70 coalitions actually in the country that represent well over 7000 employers in the United States. And so again I would encourage you to enlist the support of business through business coalitions in your markets. I think this is just such a fabulous campaign. I think it gives such a great opportunity to bring our communities together around a very, very important subject that affects all of us.

And so I'd encourage you. And should you have any questions about in fact how to tap into these coalitions, I'd be more than happy to answer those. With that I'll turn it over.

Linda Devillier: Thank you Carolyn, and now it's Barbara Lohman.

Barbara Lohman: Hi, this is Barbara Lohman. I'm very pleased to be involved in this call and to focus on a particular aspect of the coalition development process that we introduced all of you to just a few months ago.

This came as a direct result of actually the coalition subcommittee and your two co-chairs that you've heard from as well as some ideas that were suggested to us by Dr. Rollow at CMS and others on the National Awareness Advisory Committee.

And that is this -- to try and provide to our coalition some very strategic and tactical ways to incorporate more consumer-oriented messages at the local level within the coalition activities. And as Marc has already alluded to, there was a wonderful phrase that came out of the National Health Council called it's your health, you call the shots.

And we have taken that slogan if you will and created a white paper, which was distributed to all of you about some very specific ways that coalitions can in fact embrace this patient- and family-centered care agenda that is emerging with regard to health care quality around the country.

Hopefully all of you did receive it. If you did not I can tell you that it is available on the RAM campaign web site in the Resources section. So I would invite you to take a look at that.

There's a wonderful quote that we actually also borrowed from Beverly Johnson at the beginning of this section in the PowerPoint that I think kind of encapsulates what it is that we mean by patient and family centered care. What is good for families and patients is often good for the health care system as well.

Family centered care is a winning proposition for all concerned. And the reason that makes so much sense and is so relevant in particular to *Remaking American*

Medicine is because I think that you will see through the series how that theme plays out throughout the four different hour programs that are being developed by CrossKeys Media.

So what have we done with this and of course with this theme? Well first of all as I mentioned, it is a major theme interwoven throughout the series. So we think in terms of coalition activity, the work that you're currently doing and the work that other coalitions will begin to launch around the country. This is a wonderful sort of rallying cry to build off of.

It is definitely a consumer oriented message and it does educate, sensitize, and motivate the public which are all key things in moving the public awareness needle as Marc alluded to in his presentation. We want to use this theme to motivate individuals to learn more about health care quality and how they as consumers and as potential caregivers for their family should be involved.

We believe that when we can pull these various elements together and we believe this happens at the coalition level, that we can begin to create an attitudinal change among public about how to in fact move health care quality forward in this country.

Some of the things that were included in that document, and again were at the suggestion of our coalition subcommittee as well as other members of the National Awareness Advisory Committee, was the idea of trying to provide some more specific tactical approaches that coalitions could undertake in their communities.

And I think you're going to hear a little bit later as we listen to our featured coalitions how some of them have already begun to incorporate some of these activities within their work. And it may then give others that are on this call a chance to think about how they can also emulate those examples.

But here are just a few that actually come from the white paper -- the idea of challenging hospitals and community providers to adapt the IOM's *Ten Simple Rules for the 21st Century Health Care System*, an interesting way to try and get a coalition working together to foster change within the hospital or provider community.

To, and this may be an activity that coalitions may want to make as a centerpiece of their activity, but to get patient and family caregiver involvement in hospital system design teams. This is something that Beverly Johnson's group has been particularly good at the Institute for Family Centered Care. But here is an action step that a coalition could rally around that could become the centerpiece of their work as a RAM coalition.

To implement campaign measurements and evaluate the extent to which providers move to adopt patient centered standards so that you actually begin to create measurements that you might even choose to report to at the community level.

So those are just a few of the ideas that we think can help coalitions. I think you're going to hear a little bit later through these presentations how some of these ideas are being in fact woven into the 32 coalitions that exist. And I'm looking forward to hearing from these folks as to other ideas that they're incorporating into their campaign work.

I think at this point I'd like to go ahead then and turn it over to Lee Allen who probably deals more on a day-to-day basis with the DCI team and with the coalitions. And so Lee, I'll let you pick it up from here.

Lee Allen:

Thanks so much Barbara. Greetings everyone. I'm excited about this call today because as you know I've had individual conversations with all of you and you're doing such great work in your communities on this campaign. And I'm really happy that we're able to share that with others today. And it was really tough choosing the four that we did to make the presentations but hopefully we'll have other opportunities to share the good work you're doing.

You know that we are providing tons of resources to the coalition effort at DCI and CrossKeys Media and through national partners. And I'll quickly go through some of those with you because we want to get to the coalition reports.

You know that DCI is providing guidance and advice throughout the campaign. And in particular we're encouraging national partners to engage with your local efforts and we would like of course for you to do that as well. There's a wealth of resources and support from our national partners, many of them on this very call.

And we have had the fortune, the good fortune to work with many of our national partners through teleconferences that are ongoing. You can see the list here. The first one is the National Association of Children's Hospital and Related Institutions and then you can see the other national partners that we are working with on this campaign.

I might also add that we are not only at the teleconferences and meetings, but we're also working with statewide quality improvement conferences and we're participating in other local coalition meetings as well.

I'd also like for you to take a look at the coalition building resources. Many of you, I've ingrained in your souls to use the RAM Leadership Guide in terms of your coalition building effort. But there are many other resources available as well. The Community Toolbox, which was developed with funding from the Robert Wood Johnson Foundation and was actually developed at Kansas State University.

That is referenced in Chapter 10 of the Leadership Guide along with several other of these publications that you'll see here that will help along in your community coalition building resources. They're all listed in Chapter 10 of the Leadership Guide.

Now, besides coalition building resources we have national partners outreach resources. And these are under the category of patient- and family-centered care. And these are examples of Web sites, publications, and brochures that you can use in your coalition building efforts. So you can see that list there.

And of course in addition we are making campaign tools and resources available to you through RAMcampaign.org. It's an excellent way to connect with others, going to that database and finding out others who are working on quality improvement efforts within your community or region or other parts of the United States.

And on the campaign web site in the Press Room we have PowerPoint presentations, promotional flyers, press materials and video clips. We'll continue to add to that throughout the campaign. And of course I hope all of you are receiving your

monthly campaign e-newsletter and we encourage you to invite your coalition members to go to RAMcampaign.org and sign up for the monthly e-newsletters received in their email box.

I think the next thing I would point out is our coalition outreach efforts. Many of you are involved in all of these activities locally. That's just a reminder, of a list that will remind you of some activities that you're able to undertake. As Linda stated earlier, we currently have 32 coalitions and they're all involved in different levels and doing excellent work. But today we'll feature four locations who will share with you their current campaign activities. And I'm pleased to report in all four cases the PBS station and the Quality Improvement Organizations are working together.

First we'll hear from Jennifer Lawson and I want to say that Jennifer is a pro at building consensus, local consensus having been the top programmer at PBS for a number of years. She is now a general manager at WHUT in Washington, D.C. She has a special interest in this campaign as WHUT is located on the campus of Howard University and they work very closely with the Howard University Hospital Center. So Jennifer we'd love to hear from you.

Jennifer Lawson: Thank you Lee. And first let me say it's a real pleasure to join you on this call along with Deneen Richmond who's the Executive Director of the Delmarva Foundation in D.C. and one of our key partners in this campaign.

And it's not only that we are located on the campus of Howard University which is associated with Howard University Hospital, but that the building in which our station is housed was formerly Freedman's Hospital.

And so it's quite commonplace that many visitors to our station say "Oh gee, I was born in this very building." Because for many years Freedman's Hospital was the only hospital providing care for the largely African-American community in Washington, D.C. So that's the sort of genesis of our connection with this campaign.

And the community that our station serves, we serve a large audience - our signal reaches over three million people in the greater Washington area. But our primary audience is an audience for whom we believe this series is of critical importance. We have a very large and diverse community in Washington and that many people suffer from a range of health care problems.

So we see this campaign for us, the RAM campaign, and we intend to use the series to focus really in two directions. One is what we call WHUT "Caring for Your Health," and the other is "Quality Care for All." Both - this entire campaign those are the focus - those two areas will be the areas that we will focus on in our campaign and we are planning a yearlong campaign.

One aspect of it will be centered around preventive health - preventive care, and in that respect we plan to look at health issues that affect our communities that we serve in particular. So we'll focus on breast cancer, diabetes, high blood pressure and HIV/AIDS. And these are diseases that hit minority communities particularly hard.

The other, "Quality Care for All," through this we really hope as the RAM campaign itself does, to help citizens connect through - all through partnerships and coalitions with health care providers and with organizations to really what we hope is to start

and help to build a lasting coalition of people who will then begin to look at the health care policies and how we can then encourage quality care for all in our community and also patient centered care.

So we identify very strongly with the themes of *Remaking American Medicine*. And as a public television station we know well the value of public broadcasting in having when there's a beautiful and well produced television series that can be the heart of a campaign that it can provide the sort of real glue to bring people together to give people in the community something concrete to talk about, things from which they can radiate out to real action steps. And so that's what we are planning to do.

We also really hope that the series itself and that our use of the series by creating forums within our station and out in the community will generate real dialogue on patient-centered care and policies that will encourage quality care for all.

So our main campaign goals are to really increase the awareness of health care policy issues, particularly a patient-centered care, and also to encourage the commitment of preventive health care and health maintenance and the act of strengthening family and community.

We've already started with some issues from other outreach efforts that we've had and we're moving those, we're transitioning those over so that we will have health care as a focus with this idea that really strengthening your individual health is also an act of strengthening family and community.

We have as our coalition partners a real range of organizations and institutions. Deneen Richmond and the Delmarva Foundation have already been mentioned. Howard University Hospital will also be a partner as will the American Hospital Association, the D.C. Department of Health. Our local NBC affiliate regularly and has had for years a campaign of focus - and a focus on preventive health care activities and we plan to again link to them as well as a way of being able to promote this to a wide range of citizens.

Lee Allen has been just terrific in reminding us of all of the wealth of materials that this particular series has to accompany it. So this is not just a television series -- this is a full-blown campaign. And every time we say, "Lee, we were thinking about developing this," Lee says "remember, look in your Leadership Guide." We already have A, B, and C. So it's wonderful to have the wealth of resources that already exist through the campaign.

We plan to create two local television specials to localize, to take some of the major themes of the campaign and to localize them to our community. In addition we will have - we will promote the series and all of the related materials on our web site, on the station's web site.

We also plan to sponsor two community forums and to focus on these issues and we'll produce a series of on-air promotional spots as well. And again, you know, as Lee has pointed out, since there is such a wealth of materials already available, we definitely plan to take full advantage of the existing tool kit.

We are very fortunate that we also have a commercial radio partner, WHUR, which is also located on the campus of Howard University. WHUR is frequently the number one station and it's the most popular station by Arbitron ratings in the

Washington area. And so we plan to also take advantage of our relationship with this radio station to promote the series and our forum in that manner too.

Another really fortunate aspect of our campaign I think is the wonderful relationship that we have here in our community with the other public broadcasters.

Washington, D.C. is a very fortunate area in that we have a wealth of distinctly different public broadcasting stations. We have Maryland Public Television that broadcasts in the range and then we also have WETA, which is the primary public television station in the area and covers a large area in northern Virginia as well.

We plan - we have been having wonderful discussions with both stations. We have a terrific relationship and we've been having wonderful discussions with them about the potential of partnering and partnering to have in addition to our individual campaign. And Lee can tell you, they have terrific ideas that they will be doing as their individual RAM campaign as we will.

But in addition to what we've been discussing as our individual element that we're exploring the idea of a regional summit. And right now we are exploring a summit on the theme of envisioning the ideals in patient-centered care. And what we would do as a part of this is to also create spots, promotional spots both for the summit and for the series that we would then co-brand and run on all three of our stations. So that is something that we are exploring at the moment and we are quite excited by the potential of this.

But, you know, we're excited by the potential of our working together as broadcasters, but more importantly we're excited by the potential of working together with people like Deneen Richmond from Delmarva and some of the many other health care organizations in the area to really try to change the equation and change the nature of the dialog with the citizens in this area. And we might add that our community is a fairly visible one on a national level.

Linda Devillier: Thank you very much Jennifer. I think we're going to have to move ahead to Jennifer Trotter.

Jennifer Trotter: This is Jennifer Trotter. I'm the Communications Manager with the New Mexico Medical Review Association. I really appreciate this opportunity to speak today on our RAM efforts here in New Mexico. NMMRA is the state's Medicare Quality Improvement Organization for New Mexico. Our work on RAM began more than a year ago and we first focused our attention on creating a coalition that would include all three of the state's PBS stations as well as providers and stakeholders that we worked closely with on an ongoing basis to improve health care quality.

NMMRA received support from the Centers for Medicare and Medicaid Services or CMS to form our coalition to produce local programming and materials and to devote a portion of our work specifically on diabetes care among Hispanic populations in our state. Our work however with our coalition is much broader than that. Our coalition is actually open to anyone involved in health care quality improvement, no matter what their focus is.

But because diabetes was being targeted coalition recruitment efforts began with a group that was already established in the state called the New Mexico Health Care Takes on Diabetes coalition. NMMRA has had a long time relationship with this group and its Executive Director so it was really easy to win their support early for RAM efforts.

We also approached other stakeholders who we've had relationships with and they were - it was very easy to get them all kind of on board early on. Eleven people from the 22-member diabetes group in fact attended our first coalition meeting. They really recognized that there were opportunities through this project to promote both, you know, their efforts, the group's efforts as well as those of each individual member in these different coalitions.

Other coalition members were recruited through our quality improvement management teams here in our organization. We have teams that work on nursing home, home health, hospital, and physician office projects. So they were all recruited to become involved.

Our consumer advisory council was also tapped into. And of course it was also critical to get all three of our state CBS stations involved very early in this project. I presented in one of the slides here the goals that we've set for our RAM coalition and we've got about 30 organizations that have joined to date.

Because our funding from CMS to build our coalition and produce RAM related products really ends this month, we focused all of our attention over the past year on things that could be done in anticipation for promoting RAM later and to do other events, kind of build groundwork that would be needed to do other things as the air date approaches.

For example last winter we began by collecting success stories that we sent on to Devillier and to CrossKeys for consideration in the national series. In the spring we collected more stories and ideas for the coalition to consider for use in some local programming segments. I'm going to have Tish, talk a little bit more about KNME's role in just a minute. Then over the summer we also collected even more stories for a printed resource guide that the coalition developed.

Our coalition also helped out in developing content for our web pages where visitors could both join our coalition, they still can, or they can submit information for our resource guide. The site lists all of our coalition members and it also links to RAMcampaign.org. In a couple of weeks we'll post our resource guide there as well. Our coalition was really helpful in assisting all three of our PBS stations in connecting with health care providers in their areas and learning about all the great things that are being done to improve care and make care more patient centered.

Before I have Tish talk about KNME efforts I did want to mention that the PBS station down in the southern part of New Mexico is very involved in our coalition. KWRG in Las Cruces made contact that assisted in efforts there to produce local programming that is focusing on building awareness around diabetes prevention and care especially amongst Hispanics.

That station worked with local diabetes health care workers and their state universities cooperative extension services to film cooking classes that will give diabetics tips on how to prepare food that's healthy for them. The station plans to air that program next month and then again when the national series airs.

We are also assisting the station by producing magnets in English, refrigerator magnets that are in English and Spanish that show graphically healthy food portions to help diabetics form better eating habits. I'm going to now let Tish talk about

production of three short film segments and how they're going to be used as part of this project.

Tish Bravo:

Yes, what we're hoping to do to tie in with the national *Remaking American Medicine* program is to have a series of follow-up shows that will air across the state that are kind of town halls with a studio audience and a panel of experts and medical providers as well as a call-in element so viewers in our more rural area can participate as well.

And to kind of enhance that programming we spent the past couple of months creating a series of field packages that profile some of the local champions of change and they've turned out really well. One is about a local grassroots non-profit that is starting community gardens and doing diabetes prevention education.

Another is on a senior mentor program out of the university where they match up first year medical students with senior citizens in the community to talk about improving doctor-patient communication.

And the third one is on a tele-health clinic that is using video conferencing technology to help battle the Hepatitis C epidemic we have here in a lot of the more rural portions of the state where there are no specialists who are able to address the kind of complicated treatment of Hepatitis C.

So we've filmed kind of mini documentaries about each of those that are going into these town hall forums that will air in conjunction with the national program in the spring.

Jennifer Trotter: Thanks Tish. We also have a slide that talks a little bit more about our resource guide. The Community Resource Guide includes all of these segments about all of these things that were filmed as well as other stories and efforts that were not selected for the filming. We are hoping that this 28-page booklet that now contains 27 different listings will be helpful for local media as we begin promoting our efforts in the national series.

We also hope to create a revised electronic version of this guide a little bit closer to when the series airs because we know that there's a lot more going on in the state than that is just listed in this initial resource guide.

Some of our next steps include continuing to hold coalition meetings. We see our coalition as really helping to promote RAM through their various networks. They are also really useful in identifying champions of change and working with PBS to gain additional funding for that call-in program that we're hoping to air that includes the film segments that we've produced.

Our greatest benefit in all of this process however, at least for the quality improvement organization, has been this opportunity to increase the work that we're doing with all of our stakeholders and providers where - in a project where everyone can benefit and receive recognition for the work that they are doing.

I know that we haven't been able to go into a lot of detail but I do encourage you to contact either myself or Tish if you have questions or need additional information about what we're doing here in New Mexico.

Lee Allen: Terrific Jennifer and Tish. Thank you so much. Now we are at the point where we'll have our first Q&A. I did want to remind everyone that the transcript of this call and the PowerPoint presentation will be on RAMcampaign.org for the next couple of months. We'll have the transcript up by the end of the week. Now we'll take any questions there might be.

Lee Allen: Any questions out there?

Christine Williams: This is really just a comment that I wanted folks to know about after the last couple of presentations. I'm at the Agency for Health Care Research and Quality and we are actually holding three town hall meetings this fall that will talk about health care quality.

And we're actually in touch with the three PBS stations in those cities. The first was Chapel Hill, North Carolina; the second is Oklahoma City; and the third is Philadelphia. So I'd be happy to share any of the lessons learned with folks that will plan any kind of event like this as part of the RAM campaign.

Linda Devillier: Thank you Chris very much. Any other questions?

Linda Devillier: Well if there are no questions why don't we just continue?

Lee Allen: Okay, I've had the good fortune of working with Gail Thomas Strong on a number of community outreach projects over the last eight years. And Gail's leadership in coalition building has led WFYI's involvement in many health care projects in Indiana. So we're pleased that Gail along with Health Care Excel is leading the ramp effort in Indiana.

Gail Thomas Strong: Hello everyone. Ellen Murphy and I are going to sort of kind of go back and forth just a little bit. You can see from the slides that our campaign has zeroed in on a couple overarching themes, mostly on patient family centered care and helping people to learn how to make more effective health care decisions for themselves or their families.

WFYI's involvement in this campaign really began with the initiative of Ellen Murphy from Health Care Excel and Ellen will say just a few things.

Ellen Murphy: Thank you, good afternoon. I am the Public Relations Director for Health Care Excel here in Indiana. And just really briefly I wanted just to mention, Gail and I were discussing my presentation yesterday. And I want to just briefly comment on sort of the uniqueness of our partnership and how the QIO community has partnered with the PBS station.

And actually in my knowledge base I didn't really - when I learned about the RAM campaign and what we wanted to do here at Health Care Excel, I had a little research to do and I'm really just trying to get the feelers out there and the complexity of our business at the quality improvement organization.

I had contacted a number of stations across Indiana to see what the interest was and WFYI, Gail called me out of the blue and after I had sent an email message out. And so it was wonderful to know that there's a partner out there that really delves into the health care issues. And I had researched some information on the web and really that's sort of how from the QIO perspective we actually got both feet wet with this project.

And from that we have been very, very lucky to bring a variety of partners together for our coalition. And I think that does make it unique. It does allow the QIO even to step out of the realm of the Medicare population in a lot of respects. So that has - we've had a lot of good experience with our coalition meetings and I'll go ahead and let Gail get into some of the specifics.

Gail Thomas Strong: When Ellen and I met and began to plan the initial steps of the RAM campaign, one of the first things we did was to compare the list of who knew whom in the community. Indianapolis is well situated in that we are not only the state capital but a local community so it means we can often work at both the local level and the state level simultaneously. And our partnership list, part of which you see on the slides, is an example of that.

So back prior to even the initial proposal being written to Devillier, we gathered a list of folks together inviting them to just explore a topic with us. And at that initial meeting we had quite a few representatives in the room from many kinds of organizations and simply began a planning process where we talked about RAM, talked about who might some important audiences be for us to communicate with, what might important messages be, and what might strategies be.

That really became the genesis of our proposal and you can see from our slides that we decided there were important messages and strategies to use for health care consumers, that there were strategies for health care practitioners and strategies for policy makers. So we're trying to really work on three levels simultaneously.

I will say that part of what helped us I think to sort of push this process forward more quickly is that WFYI had a lot of history with some of these partners from prior campaigns that were connected with health. So while we certainly enlarged our table and brought more on board, existing relationships helped us to get through those initial stages of learning what folks agendas are and what their particular needs are.

So at this point we've had a few events including a screening at which Frank was able to bring RAM and show it to a statewide conference and answer questions. We are beginning some of our other communication strategies and working with partners. We have met about four or five times now with our coalition partners and anticipate another meeting in a couple of weeks.

So for us it's a matter of figuring out all the venues and opportunities to communicate with audiences that our partners have and then layering onto that the unique communication capabilities of both Health Care Excel and WFYI.

Lee Allen: You guys are doing great work in Indiana. Last October when I started working on the RAM campaign, one of the first QIOs that I had the opportunity to speak with was the Florida Medical Quality Assurance, Inc. Dave Ruscitti said he shared with me an ambitious campaign that they had underway in the state of Florida in the area of diabetes in partnership with WEVQ in Tampa. Here we are a year later and they have really realized their coalition efforts. And I'm asking Dave to please share the good work that you and Larry have been doing with this group.

Dave Ruscitti: Thanks Lee. I'm Dave Ruscitti. I'm the Corporate Communications Coordinator for Florida Medical Quality Assurance and we are the Florida QIO.

To begin with we got a special grant through the Centers for Medicare and Medicaid Services in partnership with seven other QIOs across the country, one of which being New Mexico, and we all decided the one thing we had in common was a similar topic being diabetes in the Hispanic community. So we used that as our focus for this program and then approached the BDU and Larry Jopek to move forward with this.

We brought it - we started a couple of initial talks and determined our focus and to see what other organizations we were going to bring into the mix and that's how we formed our committee and some of those are listed there on the slides.

And our initial couple meetings with our committee we determined our outreach activities and then the additional programming that we were going to pursue to bring the *Remaking American Medicine* series to a local level. Well I was going to turn it over to Larry Jopek to do the piece on the programming.

Larry Jopek:

Okay, what we did was we decided that we were going to use - since we had some of these shorts that were done on diabetes that we were going to use them. And we did a basically a discussion panel of experts from different fields to discuss diabetes and you and what can be done and why it is a little stronger in the Hispanic community.

We also at that point did the program in English and in Spanish so there is a SAP channel that runs with it. And we have aired it once so far. We also took calls for people where they could call in to get a copy of the book, you know, "Controlling Your Diabetes." And so - and that's been pretty successful.

We also - they can also go online to our web site or to FMQAI's and download the book. We're in the process of setting up a date, probably in February, where we will have at our studios all the members from the Tampa Bay Health Care Collaborative, which was an organization that had already started and was about a year old that we figured was a great coalition to bring in as a partnership. It started primarily for a lot of the underserved community with a lot of clinics to look for help in those different clinics and in many of the hospitals and doctors volunteer.

And so at this point we decided it was a perfect partner to bring in because so many of the organizations that we wanted to communicate with and get people involved with taking charge of their health especially on this topic were already members of this. So we will have a screening of this program at either a luncheon or a breakfast at our studio and we will, you know, to just help continue to build the awareness on it.

Also the morning of the airing of the program back in September when we were taping it, we had a kick-off breakfast where we invited members of the medical community to come in and to sit down and just do a roundtable discussion.

Some of the other future things that we have planned, one of the MPR stations, WMNF, does a couple of programs in Spanish and they said they are going to do a couple of segments probably in February on the issue and they will hold some, you know, live programs.

We've had the steps program through the CDC. There's two steps grants in our viewing area -- one from Hillsboro and one from Pinellas. Those folks have jointly worked together at some of the different functions that they have. They've handed

out some of the, you know, the booklet. And so those are just some of the things that we have on the table.

So it's - our program is moving along. We're about, probably about halfway through. We've, you know, run print ads. We've done two print ads so far that go out to about 30,000 members in our premiere magazine. And I think that just about covers it.

Lee Allen: Dave and Larry, if anyone on the call is interested in getting a copy of your program could you make that available?

Larry Jopek: Absolutely, you can just shoot me an email; ljopek@wedu.org and we can send you a DVD.

Lee Allen: I've seen the program and it's excellent. Thanks to both of you for the good work you're doing. I will remind everyone that the contact information and phone numbers are in your PowerPoint presentation for all our presenters today. If you didn't get a chance to ask a question, I'm sure they'll all be happy to talk with you. And now we'll have another brief Q&A.

Janice Selinger: Yes, this is Janice Selinger from NJN. I just had a question whether you had more of a timetable of when the actual series. I saw something that talked about June now. Is that what it looks like?

Frank Christopher: First of all thank you for participating in this meeting. It's really inspiring to see all the good work. We are right now submitting a fine rough cut of one of our programs that focuses on community wide transformation. We're submitting that to PBS. It should arrive on their desks on Monday. And as you know we've been in discussion with them since the inception of this project and they were very enthusiastic about it and quite impressed with the level of work on the coalition level as well as the incentive grant program on the PBS station level.

So there's a great enthusiasm for it. However as you would expect, they need to see a program. This is our first -- excuse me -- first edited full program. They've seen excerpts up to this point. That should give them a sense of the flavor and style of the series based on this first program. And we should have some response from them I'd say by the middle of November.

But our feeling from discussions that the earliest it should broadcast would be June. And we're hoping that this first program will give us something of a commitment for exact programming, but if they need to see all four programs then that probably will - that decision probably won't be reached until after the first of the year.

Linda Devillier: Other questions?

Lee Allen: Since there are no further questions, I would just remind everyone that we'll be putting the transcript up and keeping the PowerPoint in the Resources section of ramcampaign.org. We encourage you - obviously all of you have seen the PowerPoint but we would encourage you to share the information with your colleagues either at your stations or your quality improvement organization or in your national, you know, within your national organization to take a look at what's transpired here today and motivate others to get involved in the coalition effort.

So we thank all of you for your time and energy today and for particularly to the eight folks who shared information with us about their excellent coalition work. And I'll just turn it back over to Linda for any closing comments she might have or anyone else for that matter.

Linda Devillier: All I wanted to do was add a big thank you to our co-chairs for all the time putting this together this conference call. Thank you everybody, have a great afternoon.

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