



# Q I O E - m e m o

February 2006

## Feature Story

### QIO Coalition Activities

#### Indiana Builds RAM Coalition Efforts

Ellen Murphy at Health Care Excel is working very closely with WFYI, their PBS station in Indianapolis on the *Remaking American Medicine* outreach campaign.

The campaign is addressing the issues of patient- and family-centered care, specifically how patients can effectively manage their own health care.



Other coalition members include the Indiana School of Medicine, the University of Indianapolis School of Nursing, the Riley Children's Hospital and the Central Indiana Council on Aging.



The coalition is focusing on six areas as a part of their outreach campaign. They include: medication management, how to talk to health care providers, patient safety in hospitals, resources for the underserved, chronic disease management, and how patients should communicate with family members.

To demonstrate the importance of these topics to quality health care, the coalition developed eight "quick tips" for consumers that will be used during the outreach campaign in publications and on organizational Web sites. They also include links to Web sites that contain relevant consumer tools and resources.

See an example of a tip in the panel. If you would like to see all of them, go to Health Care Excel's Web site: [www.hce.org](http://www.hce.org), or the "Resources" section of [RAMcampaign.org](http://RAMcampaign.org).

### Be Safe While in the Hospital



Sometimes a hospital stay is necessary. When you are a patient, or have responsibility for a patient, reduce risk and errors.

Here's how:

- > Speak up with questions and concerns. If you don't understand what's happening or why, ask!
- > Ask all persons approaching you for care whether they have just washed their hands.
- > Check to make sure you are receiving the right treatments and medications.
- > Ask the health care team members who they are, what they are there to do, and look for an ID badge.
- > Ask why procedures are being done.
- > Request written instructions for treatments that must be done at home.

For more information:

[www.rileyhospital.org](http://www.rileyhospital.org)

[www.medicare.gov/Publications/Home.asp](http://www.medicare.gov/Publications/Home.asp)

[www.npsf.org](http://www.npsf.org)

**Remaking American  
Medicine National  
Partners**

AARP  
 Agency for Healthcare Research and Quality  
 Alliance of Community Health Plans  
 American Academy of Pediatrics  
 American Academy of Orthopaedic Surgeons  
 American Association of Colleges of Nursing  
 American Cancer Society  
 American College of Physicians  
 American College of Surgeons  
 American Health Quality Association  
 American Heart Association  
 American Hospital Association  
 American Nurses Association  
 American Organization of Nurse Executives  
 American Osteopathic Association  
 Association of American Medical Colleges  
 Association for Community Affiliated Plans  
 Buyers Health Care Action Group  
 Centers for Disease Control and Prevention  
 Center for Health Care Strategies, Inc.  
 Grantmakers in Health  
 HRET – American Hospital Association  
 Institute for Family-Centered Care  
 Institute for Healthcare Improvement  
 Institute for Safe Medication Practices  
 Joint Commission on Accreditation of Healthcare Organizations  
 Mid-American Coalition on Healthcare  
 National Association of Children's Hospitals and Related Institutions  
 National Association of Home Care and Hospice  
 National Association of Public Hospitals and Health Systems  
 National Business Coalition on Health  
 National Business Group on Health  
 National Committee of Quality Health Care  
 National Coalition on Health Care  
 National Governors Association  
 National Health Council  
 National Hispanic Medical Association  
 National Medical Association  
 National Organization of Nurse Practitioner Faculties  
 National Partnership for Women & Families  
 National Quality Forum  
 The Centers for Medicare & Medicaid Services (CMS)  
 The Henry J. Kaiser Family Foundation  
 The Robert Wood Johnson Foundation®



**Campaign News**

**National Partners Key to Local Coalition Success**

In January, the National Governors Association joined the RAM National Partnership Program. There are now forty-four prestigious organizations supporting the campaign effort. To date, RAM coalitions have enlisted the support of 370 local organizations. Forty-eight local chapters, representing 17 National Partner organizations are actively engaged in planning town hall meetings, health care forums, local television and radio programs, discussion groups and other activities.

These include local chapters of AARP, National Hospital Association, American Heart Association, American College of Physicians and the American Nurses Association, among others.

Including local members of the National Partners will be a key to your success. Please invite them to get involved in your campaign. See the current list on this page.

**RAM Featured at AHQA  
Technical Meeting**

Matthew Eisen, Crosskeys Media® and Lee Allen from DCI will be hosting a RAM presentation at AHQA's annual meeting. It is scheduled for Thursday, February 23 from 2 – 3 p.m.

They will provide a series overview and clips and the latest on the outreach and media campaigns.

Dave Ruscitti, Florida Medical Quality Assurance, Inc. and Deneen Richmond, Delmarva Foundation will also present their local coalition activities. Matthew and Lee will be around all day.

Please contact them if you would like to schedule a meeting.

## Campaign Tools & Resources

The goal of the outreach campaign is to empower patients to get more involved in their own health care.



National Partners and local coalitions are developing an array of consumer tools and resources to support the RAM campaign.

You can find many of these listed in Appendix E of the Leadership Guide (in print and on [RAMcampaign.org](http://RAMcampaign.org)) and in the "Resources" Section of the Web site. Examples include:

### *Speak Up: Help Prevent Errors in Your Care*

Advice on how you can make your care a positive experience. Individual brochures are available for ambulatory care, home care, hospitals (English and Spanish), and long-term care. (Source: The Joint Commission on Accreditation on Healthcare Organizations)

### *Five Steps to Safer Health Care*

What you can do to get safer health care. Also available in Spanish. (Source: the Federal Citizen Information Center of the U.S. General Services Administration)

### *Be an Active Member of Your Health Care Team*

Guidelines on how to play an active role in reducing the risks related to using medications.

(Source: Agency for Healthcare Research Quality)

### *20 Tips to Help Prevent Medical Errors*

Ways to work with your provider and others to make the health care system safer. Also available in Spanish.

(Source: Agency for Healthcare Research Quality)

### *20 Tips to Help Prevent Medical Errors in Children*

Fact sheet to help parents help their children avoid medical errors. Also available in Spanish.

(Source: Agency for Healthcare Research Quality)

## Champions of Change

Don't forget to submit your *Champions of Change* stories to Lee Allen. They are an excellent way to feature the pioneering work of providers, patients and their families to make health care in America safe, efficient and effective. *Champions of Change* can be used in your outreach and promotion efforts and for spokespersons for the campaign.

## Campaign Contacts

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**Campaign Reminders**

Check out the new RAM series program descriptions in the "About *Remaking American Medicine*" section of [RAMcampaign.org](http://RAMcampaign.org).

Call Lee Allen at DCI if you would like to discuss any element of the campaign (see contact info on page 3).

See campaign materials and resources produced by QIOs and PBS stations by visiting the "Resources" section of [RAMcampaign.org](http://RAMcampaign.org).



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THE FINAL WORD ...

**More News**

**QIO Bimonthly Call**

The *Remaking American Medicine* (RAM) team conducted its bimonthly call with QIOs on Wednesday, January 25. Matthew Eisen, Crosskeys Media reported that PBS plans to air the series in September 2006. He also provided a production update and reported that new program descriptions are available for the series.

The descriptions can be found in the "About *Remaking American Medicine*" section of [RAMcampaign.org](http://RAMcampaign.org).



Barbara Lohman discussed the national media relations campaign and broadcast promotion plans. She is seeking advice from various QIO communications staff on elements to include in a media kit. If you have ideas please contact her. Jennifer Trotter of the New Mexico Medical Review shared information on their statewide RAM campaign. Her report generated lots of discussion about other activities QIOs are undertaking in their respective markets.

To access an audio recording or minutes from the call, please contact Jennifer Willey at the COMMQIOSC ([jenniferw@qualishealth.org](mailto:jenniferw@qualishealth.org)).

**Updated Promotional Flyer**

A new four-page RAM promotional flyer is now available for your use. For upcoming coalition meetings and other local activities, please visit the QIO-protected area of [RAMcampaign.org](http://RAMcampaign.org) and download it now!

**Remember to visit [www.RAMcampaign.org](http://www.RAMcampaign.org)**