



Campaign Newsletter June 2005

Production News

Over the past month Crosskeys Media® has been in production at a number of sites that will be featured in the series. We are still anticipating broadcast on PBS in April 2006. Recent activities include:

- The team covered the roll out of CPOE at Hackensack University Medical Center in Hackensack, NJ.
- Sorrell King, a major advocate on patient safety issues, was videotaped as she delivered Pediatric Grand Rounds at Pittsburgh Children's Hospital. In addition, the crew covered Ms. King as she toured Shadyside Hospital, which is a part of the University of Pittsburgh Medical Center.
- Taping began at the Medical College of Georgia's patient and family-centered care program
- CKM documented quality improvement efforts occurring in Whatcom County in the state of Washington. CKM has been covering this community-wide effort to transform systems of care since 2002.
- The team taped patients and providers in Pittsburgh to tell the story of how acute care facilities in the region are beginning to collaborate to fight hospital-born infections

Suggestions by many of you, and more than three years of research, are yielding some very inspiring stories. The PBS audience will have a new appreciation for the pioneering work being accomplished in quality improvement and a better understanding of the role they themselves must play in ensuring their own quality care. These will be real and valuable outcomes. As always, we urge you to visit the Press Room at RAMcampaign.org for the latest program descriptions in the *Series Synopsis* document.

Campaign News

National Nursing Organization Joins Campaign

Remaking American Medicine™...Health Care for the 21st Century (RAM) is pleased to announce that the National Organization of Nurse Practitioner Faculties has just signed on as a National Partner. Nurses are responsible for much of the health care patients depend on. Their perspective will be an important part of the series and a vital voice in the national outreach campaign. There are now 37 major organizations representing providers,

consumers/patient advocates, private purchasers, government and regulatory groups, and quality health care experts participating in the campaign.

To learn more the National Organization for Nurse Practitioner Faculties and all of the Partners, please visit www.RAMcampaign.org and click on National Partners. You can connect to their Web sites by following the links.

AARP Hosts National Awareness Advisory Committee (NAAC) Meeting

AARP, a RAM National Partner graciously hosted the June 9 NAAC meeting in their state-of-the-art Cy Brickfield Conference Center in Washington, DC. Thirty of the National Partners were represented at the meeting. The agenda included an update on the series and campaign and presentations by the three Washington metro area PBS stations that received incentive grants to participate in the campaign.

The late morning and afternoon portions of the meeting sessions were devoted to a lively exchange of ideas and suggestions regarding how local coalitions can use the series and campaign to accelerate the transformation of health care quality in their community.

The next NAAC meeting will be held in October.

Coalition Activities

Coalition-building and outreach efforts are continuing across the country. Here are just a few examples of how PBS stations are teaming up with Quality Improvement Organizations (QIOs), local members of National Partners and others in their respective communities. To learn more about coalition building activities or to find a coalition in your state visit www.RAMcampaign.org and go to "Connect with Others".

Johnston, Iowa

The Iowa Coalition is working on production of four segments for *Living in Iowa*, a weekly statewide public affairs program. These segments will encourage patients to become better advocates for their health care.

The coalition currently consists of Iowa Public Television, the Iowa Foundation for Medical Care (IFMC) IFMC Medicare Consumer Advisory Council, which includes representation from the AARP, the Iowa Department of Elder Affairs, the Iowa Medical Society and the Iowa State Medicaid agency. Their community outreach will target nursing homes, home health agencies and hospital groups. The station will produce an Iowa health care consumer toolkit. The coalition will also conduct an extensive statewide assessment of consumer health care needs to guide them for the development of programming content and collateral materials.

St. Louis, Missouri

PBS station KETC is partnering with Primaris Health (QIO) to better educate the public about health care delivery. The coalition includes members from the Missouri Hospital Association, the Missouri Department of Health and Senior Services, and the Missouri Academy of Family Physicians.

Working with Missouri's three other PBS stations, KETC will produce four, half-hour documentaries focusing on health care issues raised in *Remaking American Medicine* and four interstitials that will encourage Missouri residents to become advocates of their own health care. KETC will also create a DVD kit that will include programming, materials on the quality health care movement in Missouri and how to access those resources.

Las Cruces, New Mexico

Because diabetes has reached epidemic proportions in New Mexico, KRWG, one of the three PBS stations in New Mexico, intends to address the issue by increasing awareness of the symptoms, helping to motivate diabetics to take control of their own care and presenting simple life style changes.

The New Mexico coalition includes La Clinica de Familia's Promotora Program, the Cooperative Extension Service at New Mexico State University's College of Agriculture and Home Economics and is led by the New Mexico Medical Review Association, the state's QIO.

KRWG is planning two live call-in programs and will develop bilingual materials.

Promotional Tools

RAM Leadership Guide

The Remaking American Medicine Leadership Guide, designed to serve as a resource for community-based coalitions is now available at www.RAMcampaign.org in PDF and interactive versions. The Guide includes recommendations on how to reach out to local communities and contains background information on two specific issues that will be addressed in RAM: patient/family-centered care and chronic care. National Partners and QIOs were mailed copies in May. Additional copies may be downloaded from the Resources section of the Web site.

Video Clip

A 2 ½ minute video clip entitled "Improving the Quality of Health Care for Children with Cystic Fibrosis" has been added to the Press Room section of the www.RAMcampaign.org and can be downloaded and used on campaign participant Web sites or within presentations. If you have any questions about the clip please contact **Allan Childers**. His information is listed below.

Promotional Kit Revised

Originally released in March, the kit was just revised to include updated publicity materials that may be used in newsletters, magazines and on Web sites. The kit, initially sent to National Partners, includes an introductory story about RAM, several side bar stories, a RAM Style Guide, RAM logos in color and black-and-white and a number of photographs from the series. If you are participating in the campaign and would like a copy of the kit, go to www.RAMcampaign.org and click on Resources. You can also request a CD-ROM version by contacting **Ajeenah Amir** (contact information listed below).

RAMcampaign.org

The team is posting new information and updating existing content daily. We urge you to visit the site to get the latest news about the series and the campaign and to access a growing list of quality improvement products and tools developed by organizations at the forefront of health care. Additionally, the *Connect with Others* database continues to grow with new local coalition activities. Please encourage your members, chapters and local stakeholders to become engaged in the campaign. Just direct them to this database where they can search by state, city and zip code for others involved in RAM.

If you are a National Partner or QIO you have access to proprietary areas on the site. If you didn't receive a password to reach these areas, please contact webmaster@RAMcampaign.org.

Invite RAM to a conference or meeting

If you have an upcoming conference or meeting and want to include RAM, please let us know. Frank Christopher, executive producer, and Matthew Eisen, co-executive producer, as are available for presentations, as are other members of the communications team. Several participating organizations have featured RAM in their conventions and meetings and the team is eager to work with you on arranging participation at your events. Contact Lee Allen to discuss a presentation at an upcoming conference or meeting.

Who to call

Devillier Communications, Inc. (DCI)

Linda Devillier, President: Strategic Counsel, PBS 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: Overall responsibility for campaign management, National Partner recruitment and relationships, QIO support. Available for presentations. (951) 340-0010, blohman1@aol.com

Lee Allen, Project Director: Day to day responsibility for the campaign. Serves as official liaison with Partners, QIOs and PBS stations. Manages PBS Incentive Grants Program. Available for presentations. 202-833-8121 ext. 3009, lallen@devillier.com

Ajeenah Amir, Project Coordinator: Responds to all requests for promotional materials such as written materials, series video clips and artwork. Provides overall support to QIOs/ National Partners Program and Web site. (202) 833-8121 ext. 3024, aamir@devillier.com

Allan Childers, Webmaster: Manages *Remaking American Medicine* campaign Web site. (202) 833-8122 ext. 3011, achilders@devillier.com

Crosskeys Media:

NOTE: Crosskeys Media has a new address and phone number. The new office address is: 2021 Sperry Avenue, Suite #5 Ventura, CA 93003. The new telephone number is noted by Frank's name. The new fax number is (805) 650-8304. Matthew's telephone number remains the same.

Frank Christopher, Executive Producer: *Remaking American Medicine* 805) 650-8300, fc@crosskeysmedia.com

Matthew Eisen, Co-Executive Producer: *Remaking American Medicine* (619) 283-0480, me@crosskeysmedia.com