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ST. LOUIS **BUSINESS** JOURNAL



LATEST NEWS

May 12, 2005

KETC program addresses Missouri health care

<u>KETC</u>-TV received grants from <u>Primaris</u> and <u>Crosskeys Media</u> to fund a \$245,700 production about health-care issues in Missouri, the station announced Thursday.

Columbia, Mo.-based Primaris is a health-care consulting firm that serves as Missouri's Medicare Quality Improvement Organization. Crosskeys is a national television production team.

The project includes four, half-hour documentaries about health-care issues in Missouri and accompanying education and outreach campaigns. Production will begin this summer.

The four local documentaries, to debut next year, will dovetail with four episodes of "Remaking American Medicine," a national public television series produced by Crosskeys that tells the stories of individuals and institutions addressing problems in America's health-care system.

St. Louis-based KETC will carry the four companion programs adjacent to the national program, and it also will air on Missouri's other public television stations: KCPT in Kansas City; KOZK in Springfield, Mo.; and KMOS in Warrensburg.

Amy Shaw, local project manager for "Remaking American Medicine" and KETC's vice president of education services, said in a statement, "As the national series explores the fundamental way health care is delivered in this country, we will work to inspire patients and the medical community statewide to join the quality care movement."

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