



Campaign Newsletter May 2005

Production News

Two new producers have joined the *Remaking American Medicine* (RAM) production team. Marc Shaffer and Lee Harvey have extensive backgrounds in producing health care stories for a variety of television venues including documentaries, PBS series and network news and news magazines. Marc and Lee will be out in the field with Frank Christopher and Matthew Eisen scouting production sites throughout the month with principal photography beginning in earnest in June.

We also want to call your attention to the recently revised description for the fourth program:

Creating 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.

As with most television projects of this complexity, the production team will continue to refine program storylines. We urge you to visit the Press Room at RAMcampaign.org for the latest program descriptions in the *Series Synopsis* document.

Campaign News

Six New National Partners Join Campaign

RAM is pleased to announce six new National Partners have signed on to the campaign. There are now 36 major organizations representing providers, consumers/patient advocates, private purchasers, government and regulatory groups, and quality health care experts. The new Partners are:

- American Academy of Orthopaedic Surgeons
- Mid-America Coalition on Health Care
- National Business Coalition on Health
- National Association for Home Care and Hospice
- National Business Group on Health
- National Health Council

To learn more about each organization, please visit www.RAMcampaign.org and click on National Partners. You can connect to their Web sites by following the links.

PBS Incentive Grants Announced

Twenty-two PBS stations have been awarded grants to develop coalitions and implement local outreach activities to support RAM. Their respective projects are very ambitious and will be of enormous assistance to the national campaign. Funding for the PBS Incentive Grants was made available through the Amgen Foundation, lead corporate sponsor of RAM.

The station grantees include:

Arkansas Educational Television; Detroit Public Television, Mich.; Iowa Public Television; KETC/St. Louis, MO; KRWG/Las Cruces, NM; KSPS/Spokane, WA; LPB/Louisiana Public Broadcasting; Maryland Public Television; Nebraska Educational Television; NJN/New Jersey Network; Rocky Mountain PBS/Denver, CO; South Carolina ETV; South Dakota Public Broadcasting; TPT/Twin Cities Public Television, MN; UNC Center for Public Television, NC; WCVE/Richmond, VA; WEDU/Tampa, FL; WETA/Washington, DC; WFYI/Indianapolis, IN; WHUT/Washington, DC; WHYI/Philadelphia, PA; WTTW/Chicago, IL.

Here are a couple of examples of the types of coalition projects made possible through the incentive grant program:

KETC, St. Louis, MO

KETC is partnering with Primaris, the Quality Improvement Organization (QIO) for Missouri, to better educate the public about health care delivery. Their 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 the three other Missouri stations, KETC will produce four, half-hour documentaries focusing on health care issues raised in the series. They will also produce four to six interstitials to encourage Missouri residents to become advocates of their own health care.

KETC will also create a DVD resource kit that will include programming, materials and resources on the quality health care movement in Missouri and how to access those resources.

Maryland Public Television, Owings Mills, MD

MPT will utilize the series and its resources to conduct targeted outreach around the issue of cardiac care for senior women. Coalition partners will include Maryland QIO, the Delmarva Foundation, local American Heart Association chapters and the Maryland Department of Aging. MPT is hosting a Leadership Summit on senior wellness and will use the feedback received from the event to assess needs for outreach to senior women.

The station will host screening and discussion events within senior communities, at regional health events and at public libraries to encourage discussion of the issue. With partners, MPT will develop healthy heart checklists to be distributed at community events and screenings and to consumers via mailings and the project Web site.

Most stations have already begun to develop coalitions with their QIOs as well as with other members/constituents of our National Partners. To review brief descriptions of their outreach efforts visit www.RAMcampaign.org and go to "News". We hope you will encourage your colleagues to become involved by contacting the station outreach directors

Promotional Tools

RAM Leadership Guide

DCI is pleased to announce the availability of *The Remaking American Medicine Leadership Guide*, which was designed to serve as a resource for community-based coalitions. It provides suggestions on how to work with PBS stations and calls attention to the excellent products and tools produced by National Partners and other organizations dedicated to quality health care. 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 will be mailed copies the week of May 16. Additional copies may be downloaded at www.RAMcampaign.org in a PDF version. We hope you find the Guide useful in your efforts.

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, DCI Webmaster. His information is listed below.

Promotional Kit

Released in March, the kit contains publicity materials that may be used in newsletters, magazines and on Web sites. The package, 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, contact 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, are available for presentations, as are other members of the communications team.

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) 833-8121 ext. 3007, 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