



Campaign Newsletter November 2005

Production News

Patient- and family-centered care was the focus of extensive videotaping for Program 1 "The Hospital" in mid October at the Medical College of Georgia. Over the next three weeks, additional taping at Hackensack University Medical Center for Program 1 is planned, as is an interview and scenes featuring Sorrel King and her family for "Champions of Change" (Program 4).

Campaign News

Coalition Leaders Call

More than 50 participants joined the Coalition Leader's Teleconference call on October 25 to get a campaign briefing and to hear from and ask questions of several coalition leaders planning a range of RAM activities.

Coalition Subcommittee co-chairs Marc Boutin, VP Policy Development and Advocacy, National Health Council, and Carolyn Pare, CEO, Buyers Health Action Group, made introductory comments followed by presentations from Larry Jopek of WEDU/Tampa and Dave Ruscitti, Florida Medical Quality Association; Gail Thomas Strong, WFYI/Indianapolis and Ellen Murphy, Health Care Excel; Jennifer Trotter, New Mexico Medical Review Association and Tish Bravo, KNME/Albuquerque; and Jennifer Lawson, WHUT, Washington, D.C.

A transcript of the call plus the companion PowerPoint™ presentation is available at www.RAMcampaign.org in the *Resources* section.

Coalition Activities

We're pleased to announce that more than 370 organizations are now participating in the more than 30 RAM coalitions. Our work over the next several months will be to support coalitions as much as possible while helping others develop and undertake meaningful projects in their communities.

With that in mind, here are two more great examples for your consideration and inspiration.

Rocky Mountain PBS

Denver, CO

Rocky Mountain PBS is working with the Anti-Defamation League and the Colorado Foundation for Medical Care (CFMC), its state Quality Improvement Organization, on an outreach project called *Healthy Impact!* Created by the station, this coalition also includes Littleton Adventist Hospital, Regis University, Anthem BlueCross BlueShield, the Asian Pacific Development Center and the Colorado Hospital Association.

The campaign goal is to create awareness of how patients can overcome barriers in their interactions with health care providers. The coalition has a special focus on minority populations. Among the issues to be addressed through this project are the training of medical and nursing students, recruitment of health professionals from minority communities, improving data collections regarding health disparities, and providing language interpretation services for patients with limited English proficiency.

Rocky Mountain PBS will produce two specials for its weekly public affairs program, *Colorado State of Mind*, on the quality improvement efforts undertaken by the *Healthy Impact!* project and *Remaking American Medicine*. The station also plans to host a community Teleconference Summit.

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Detroit Public Television

Detroit, MI

Detroit Public Television (DPTV) and MPRO, Michigan's Quality Improvement Organization, are partnering to address issues of health literacy for underserved populations. The local coalition includes the Henry Ford Health System, Wayne State University, Detroit Medical Center, St. John's Health, the American Medical Association and the State of Michigan's Surgeon General's office.

DPTV will produce a 30-minute program, *To Help You Heal*, and will feature the efforts of *Champions of Change* to reduce health disparities and improve the quality of care. The program will include a panel discussion with providers taking questions from viewers and directing them to tools and resources about patient- and family-centered care. Subsequently, copies of the program will be distributed to physicians throughout the state.

DPTV also plans to produce a teleconference for providers that will include a panel discussion with experts providing strategies on how to improve communication with patients and their understanding of their health care issues. Providers can participate via telephone and the Internet.

Contact: Anne Patten
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Invite RAM to an Upcoming Meeting or Conference Call

The RAM team is happy to make a presentation to your members and colleagues about the series and campaign. Recently various team members have been invited to conference calls organized by the American Hospital Association (AHA), the Association for Community Health Improvement (an AHA affiliate) and the National Association for Children's Hospitals and Related Institutions (NACHRI).

To schedule a time for a presentation contact Lee Allen. His information is listed below.

RAMcampaign.org

Be sure to visit the campaign Web site on a regular basis. New information is constantly being added. You can find a listing of upcoming conferences, news stories and press releases about Partners and the campaign, and new products and tools created to help organizations fully participate in coalitions. You can also let your colleagues know that they can join the campaign newsletter mailing list by subscribing through the site.

If you have questions about RAMcampaign.org or have information you'd like to add to the site please contact Allan Childers, RAM Webmaster. His information is below.

Who to call

Devillier Communications, Inc. (DCI)
QIOs can call upon the *Remaking American Medicine* team at our headquarters in Washington, D.C. or our California office.

- Linda Devillier, President: Strategic Counsel, PBS Stations, National Partner recruitment and relationships, QIO support. Available for QIO presentations. (202) 833-8121 ext. 3005, ldevillier@devillier.com or lbdevillier@aol.com
- Barbara Lohman, Senior Vice President: Campaign management, National Partner recruitment and relationships, QIO support. Available for QIO 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 QIO requests for promotional materials such as written materials, series video clips and artwork. Provides overall support to QIOs/ National Partnership 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: 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*
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- Matthew Eisen, Co-Executive Producer: *Remaking American Medicine*
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