

Remaking AMERICAN MEDICINE

HEALTH CARE FOR THE 21st CENTURY

“Between the health care we have and the health care we could have lies not a gap, but a chasm.” ---Crossing the Quality Chasm: A new Health Care System for the 21st Century, Institute of Medicine, 2001

The Series

Remaking American Medicine...Health Care for the 21st Century is a four-part television series with major funding from The Robert Wood Johnson Foundation. The series, which is expected to premiere on PBS in early 2006, features an array of pioneering individuals and institutions as they work to bridge “the quality chasm”. It is a compelling story told through the eyes of clinicians, medical educators, administrators and patients, showing their struggles, their setbacks and their victories. The ultimate goal of the series is to inspire and empower viewers and to show what is possible – what transforming the quality of care can mean for all Americans.

The series includes the following programs:

- *Transforming Acute Care*: Introduces viewers to the reality of health care in the 21st Century and reveals how innovative health care leaders are changing the way care is delivered as they create the “new” hospital.
- *The Patient at the Center*: Shows how the physician-patient relationship is being remade through the care of patients with chronic illnesses. The program will profile individuals and institutions that are developing new models of care that could ultimately affect every aspect of how the health system treats chronic conditions.
- *Perfect Care for Everyone*: Examines how daring efforts to create models of excellence in acute care and chronic disease management are being adopted by entire communities throughout the country.
- *Providers of Care for the 21st Century*: Demonstrates how the tradition-bound education of physicians and other providers is a source of a number of problems in health care. It profiles several visionary educational institutions that are training clinicians to meet the challenges of today’s health care system.

A National Outreach Campaign

Remaking American Medicine and the companion outreach campaign will stimulate a national dialogue about the importance of improving American health care while issuing a call to action at the local, regional and national levels to improve the quality of care. The campaign will promote best practice models, create and sustain national and local coalitions of stakeholders, raise public awareness about opportunities for improving the quality of health care, encourage Americans to become their own health care advocate, and maximize the support and resources of the public television system.

One of the major elements of this massive grassroots effort is a unique National Partnership Program that includes 29 national organizations representing health care providers, purchasers, consumers, patient-advocacy groups, health care quality experts and government and regulatory agencies. (See list below.) National Partners have agreed to promote the series and encourage their members to participate in coalition efforts throughout the country to develop local events and/or local television programming in conjunction with the national broadcast of *Remaking American Medicine*.

National Partnership Program

Remaking American Medicine is proud to have enlisted the support of the following organizations.

- AARP
- Agency for Healthcare Research and Quality
- Alliance of Community Health Plans
- American Academy of Pediatrics
- American College of Physicians
- American College of Surgeons
- American Health Quality Association
- American Heart Association
- American Hospital Association
- American Hospital Association – Health Research and Educational Trust
- American Nurses Association
- American Osteopathic Association
- Association of American Medical Colleges
- Association for Health Center Affiliated Health Plans
- Buyers Health Care Action Group
- Center for Health Care Strategies, Inc.
- Centers for Medicare & Medicaid Services (CMS)
- Foundation for Accountability
- Grantmakers in Health
- Institute for Family-Centered Care
- Institute for Healthcare Improvement
- Institute for Safe Medication Practices
- Joint Commission on Accreditation of Healthcare Organizations
- National Association of Children's Hospitals and Related Institutions
- National Association of Public Hospitals and Health Systems
- National Hispanic Medical Association
- National Medical Association
- National Partnership for Women & Families
- National Quality Forum
- The Robert Wood Johnson Foundation

Crosskeys Media

Remaking American Medicine is a production of Crosskeys Media, headed by award-winning documentary filmmakers Frank Christopher and Matthew Eisen. The series is being produced in consultation with an independent panel of leading health care experts and will be presented on PBS by public television station KQED/San Francisco.

Devillier Communications, Inc. (DCI)

DCI, a Washington, D.C.-based public relations and marketing firm, is responsible for the national outreach campaign, working in collaboration with Crosskeys Media. For additional information about the campaign, please log on to www.crosskeysmedia.com or contact:

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