



For Immediate Release **Contact:** Allan Childers, Webmaster
Devillier Communications, Inc.
202 833-8121 ext. (3007)
achilders@devillier.com

Quality Health Care Web Site Supports
Remaking American Medicine™

Washington, DC - July 7, 2005 --- RAMcampaign.org, a new Web site, has been launched as the communications nerve center for groups participating in a nationwide quality improvement outreach campaign leading up to the broadcast of a PBS series *Remaking American Medicine™...Health Care for the 21st Century*.

The four part series is expected to premiere in April 2006 and features an array of pioneering individuals and institutions struggling to improve the quality of health care across the nation. The series will focus on the advances being made to improve the quality of patient care and demonstrate how providers and patients are working together to change fundamentally the way health care is delivered in this country.

"RAMcampaign.org will be instrumental in helping inspire, motivate and connect people who want to help change health care," said Executive Producer Frank Christopher.

Among other features, RAMcampaign.org provides a searchable database, "Connect with Others" that provides descriptions and contact information for local and regional coalitions that will be undertaking a wide range of outreach activities such as town hall meetings and local programming initiatives in support of the series. "We are hopeful that people will search the database and join coalitions in their area," said Mr. Christopher.

The site also features a number of coalition organizing tools including a Leadership Guide, series updates and wealth of information about quality improvement in health care.

As of July 2005, 39 national organizations have signed on as National Partners to the campaign. They include health care providers and purchasers, consumer and patient advocates, and government and regulatory groups. Thanks to PBS stations and Quality Improvement Organizations, there are already 25 local coalitions that have decided to focus on quality improvement activities in their respective communities.

Funding for *Remaking American Medicine* has been provided by lead corporate sponsor, the Amgen Foundation. The Robert Wood Johnson Foundations® is a major underwriter and The Nathan Cummings, Jr. Foundation has also made a substantial grant. Support has also been made available by The Centers for Medicare & Medicaid Services (CMS), an agency of the U.S. Department of Health and Human Services, and the Agency for Healthcare Research and Quality (AHRQ)

To learn more visit www.RAMcampaign.org

(###)