

Remaking American Medicine is ambitious in scope, journeying across the nation to follow dedicated individuals and institutions as they work to bridge the "quality chasm."

Program Descriptions

"Silent Killer" -- Every year at least 98,000 Americans are killed – and countless more are injured – as a result of medical errors. This program begins by profiling the efforts of Sorrel King, whose 18-month-old daughter died at one of the most respected hospitals in the world, Johns Hopkins. King has gone from grieving victim to engaged activist, partnering with Johns Hopkins to make safety a top priority at the institution. Now she has joined forces with Dr. Don Berwick, a nationally recognized patient safety advocate, to save 100,000 lives in American hospitals.



"First Do No Harm" -- This program focuses on the impact of medical errors in two hospitals and follows the efforts of physicians who are challenging their colleagues to live up to their oath to "First Do No Harm." Hackensack University Medical Center in New Jersey is engaged in an effort to completely transform the way the institution delivers care. The goal is to ensure that the people trusted to provide safe and effective medical treatment do not harm patients. In Pittsburgh, Pennsylvania, Chief of Medicine Dr. Richard Shannon is confronting an epidemic of hospital-acquired infections that are shattering the lives of their victims.

"The Stealth Epidemic" -- Chronic diseases like diabetes and congestive heart failure affect nearly 100 million Americans, and treatment of these illnesses consumes nearly 70% of all health care resources. Yet doctors are often unable to prevent needless suffering or even death, and these failures are threatening the viability of our entire health care system. This program looks at groundbreaking efforts in two very different communities -- Los Angeles and Whatcom County in the state of Washington -- that are fundamentally transforming the physician-patient relationship ... and offers a glimmer of hope for patients across the country who are struggling with their chronic conditions.

"Hand in Hand" -- As medicine continues to become more and more technologically sophisticated and the systems that deliver medical care become more complex, the relationship between providers and patients and their families is more important than ever. This final program tells the story of patients and families who have formed a unique bond in a teaching hospital in the small town of Augusta, Georgia to transform the institution into a nationally recognized facility where partnership is a guiding vision to the care it delivers.



"Between the health care we have and the care we could have lies not just a gap, but a chasm. The American health care delivery system is in need of fundamental change."

--- Crossing the Quality Chasm: A New Health System for the 21st Century
A Report from the Institute of Medicine

A System in Need of Critical Care

Each year Americans spend more than one trillion dollars on the health care system. We waste as much as one-third of those dollars, either not helping patients or, worse, harming them. No individual, rich or poor, is immune from the shortcomings of American medicine. Spiraling health care expenditures provide absolutely no assurance of quality outcomes. While good people are doing the best they can, research has underscored the enormous human and financial toll exacted by a system that makes it difficult to provide safe and effective care for its patients.



"We envision a system of care in which those who give care can boast about their work, and those who receive care can feel total trust and confidence in the care they are receiving."

– Donald M. Berwick, MD, president and CEO
Institute for Healthcare Improvement

The Series

Remaking American Medicine™...Health Care for the 21st Century, a four-part, television series to be broadcast on PBS in September 2006, tackles the complex issue of ensuring quality health care for everyone and provides a glimpse into the type of care we all deserve. *Remaking American Medicine* is a production of Crosskeys Media®, led by award-winning documentary filmmakers Frank Christopher and Matthew Eisen. *Remaking American Medicine* will tell stories of *Champions of Change*, individuals and institutions committed to delivering health care that is safe, evidence-based, efficient and meets the needs of patients and their families.

Drawing on unprecedented access to health care institutions across the nation, the series will present detailed and emotionally engaging profiles of individuals struggling to fix our broken health care system. The stories will be told through the eyes of doctors, nurses, administrators and patients, showing their struggles, their setbacks and their victories. Patient- and family-centered care is one of the overarching themes of the series.

The series will inspire and empower viewers. It will demonstrate what is possible and what quality of care truly means. Most importantly, it will challenge everyone to help transform American health care.

"What is good for families and patients is often good for the health care system as well. Family-centered care is a winning proposition for all concerned."

-- Beverley Johnson
president and CEO
Institute for
Family-Centered Care



**For more information visit
www.RAMcampaign.org**

The series and accompanying national outreach campaign are made possible thanks to the following funders and supporters: the Amgen Foundation, lead corporate sponsor; The Robert Wood Johnson Foundation®, major underwriter; The Nathan Cummings Foundation; and the Josiah Macy, Jr. Foundation. Additional resources have been provided by the Centers for Medicare & Medicaid Services, an agency of the U. S. Department of Health and Human Services, and the Agency for Healthcare Research and Quality.

It's Your Health...You Call the Shots

Supporting the television series is a national outreach campaign designed to mobilize and initiate sweeping change throughout the American health system.



Forty-four prestigious organizations representing a broad cross section of practitioners, purchasers, providers, consumer and patient advocates, quality health care experts, policy-makers and government and regulatory organizations have joined the campaign. They are encouraging their members, colleagues and constituents to promote the series and become involved at the local, regional and national levels.

National Partners include AARP, Agency for Healthcare Research and Quality, American Cancer Society, American Health Quality Association, American Heart Association, American Hospital Association, American Nurses Association, Centers for Medicare & Medicaid Services, Institute for Family-Centered Care, Institute for Healthcare Improvement, Centers for Disease Control and Prevention, the National Business Coalition on Health and the National Governors Association, among others.

Improving Health Care – Community by Community

PBS stations in numerous markets across the country, in collaboration with Quality Improvement Organizations and scores of other organizations are developing local coalitions dedicated to quality improvement. We invite you to join them. You may wish to participate in Town Hall meetings, health care forums, local television and radio programs, discussion groups and other activities. For more information, log on to "Connect with Others" on the official campaign Web site www.RAMcampaign.org.

NOW IS THE TIME. REMAKING AMERICAN MEDICINE INVOLVES ALL OF US

An effective health care system is within our grasp. Your support and participation can help to ensure that health care providers and patients across the nation are united in a single voice and with a single goal in mind – to demand a change in the quality of American health care that is nothing short of revolutionary.

For further information contact: Lee Allen, project director, Devillier Communications, Inc., 202-833-8121, or llallen@devillier.com