



# C a m p a i g n E - N e w s l e t t e r

June 2006

THANKS AND APPRECIATION  
TO OUR UNDERWRITERS,  
SUPPORTERS AND FISCAL  
AGENTS

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[www.RAMcampaign.org](http://www.RAMcampaign.org)

## Series Update

### **PBS Schedules Series in Prime Time**

Crosskeys Media® is pleased to announce that *Remaking American Medicine™...Health Care for the 21<sup>st</sup> Century*, will be broadcast nationally on PBS every Thursday evening in October, beginning October 5 through October 26 at 10 p.m. (check local listings).

*"On behalf of Matthew Eisen and everyone at Crosskeys Media, we want thank all of our partners in the Remaking American Medicine*

*outreach campaign for your support for - and belief in - the project. With your help, we can encourage millions of people to view this important public television series. We urge you to renew your efforts to connect with public television stations in your communities to ensure that the message of the series - "It's Your Health...You Call the Shots" - reaches the largest audience possible."*



- Frank Christopher

### **RAM Promotional Clip**

Crosskeys Media is making available a 32-minute DVD featuring all four programs in the series. It will be sent to Partners, PBS stations and QIOs. We encourage you to use this DVD in your coalition and other outreach efforts.

STAY TUNED...

## Campaign News

### National Awareness Advisory Committee Meeting

The third and final National Awareness Advisory Committee (NAAC) meeting was held on May 9 at the AARP headquarters in Washington, D.C. Thanks to Mike Naylor, AARP's senior advisor,



May 2006 NAAC Meeting at AARP Headquarters

policy and strategy, for hosting the session.

Approximately 40 National Partner organizations and guests attended the meeting, which provided an update on the campaign and featured the work of National Partners, PBS stations and QIOs.

Frank Christopher of Crosskeys Media made the announcement about the PBS primetime schedule and then presented a 30-minute preview of the series. Each of the NAAC Subcommittee chairs (Coalitions, Media Relations/Promotion and National Symposium) provided updates on their respective activities. In addition, there were presentations by the Delmarva Foundation and WHUT-TV, which are working together on outreach activities in the Washington, D.C. area, and KETC-TV/St. Louis presented their extensive statewide RAM campaign.

Lee Allen, project director, provided an update on RAM coalitions and the PBS Station Incentive Grants program. Twenty-seven RAM coalitions are working with 420 local organizations and institutions -- many of which are members of the National Partners. Forty-two local television and radio programs related to RAM are in production across the country, RAM coalitions have scheduled 39 screening events, and 16 Town Hall meetings are also in the planning stages.

### Remaking American Medicine National Partners

#### AARP

AcademyHealth

Agency for Healthcare Research and Quality

Alliance of Community Health Plans

American Academy of Orthopaedic Surgeons

American Academy of Pediatrics

American Association of Colleges of Nursing

American Cancer Society

American College of Physicians

American College of Surgeons

American Diabetes Association

American Health Quality Association

American Health Quality Foundation

American Heart Association

American Hospital Association

American Nurses Association

American Organization of Nurse Executives

American Osteopathic Association

Association of American Medical Colleges

Association for Community Affiliated Plans

Buyers Health Care Action Group

Center for Health Care Strategies, Inc.

Centers for Disease Control and Prevention (CDC)

Centers for Medicare & Medicaid Services (CMS)

Grantmakers in Health

HRET – American Hospital Association

Institute for Family-Centered Care

Institute for Healthcare Improvement

Institute for Safe Medication Practices

Joint Commission on Accreditation of Healthcare Organizations

Mid-America Coalition on Healthcare

National Association of Children's Hospitals and Related Institutions

National Association for Home Care and Hospice

National Association of Public Hospitals and Health Systems

National Business Coalition on Health

National Business Group on Health

National Coalition on Health Care

National Governors Association

National Health Council

National Hispanic Medical Association

National Initiative for Children's Healthcare Quality

National Medical Association

National Organization of Nurse Practitioner Faculties

National Partnership for Women & Families

National Quality Forum

The Henry J. Kaiser Family Foundation

The Robert Wood Johnson Foundation®

THE LATEST WORD ...

## Campaign News

### National Symposium

The National Symposium, which will serve as the culmination of the national awareness campaign, will take place on September 27, 2006 at the Henry J. Kaiser Family Foundation (KFF) offices in Washington, D.C. It will underscore the issues addressed in the series, feature the important work being undertaken by RAM coalitions and serve as a thought-provoking and highly informative event.



Dr. Donald Berwick  
of IHI

Dr. Donald Berwick, president and CEO of the Institute for Healthcare Improvement (IHI), will serve as the keynote speaker. Several other nationally recognized individuals committed to quality improvement will make presentations as well as a number of *Champions of Change* who appear in the series. John Hockenberry will serve as the host. The event will be produced as a live Webcast in order to facilitate the widest possible audience and participation by coalition members and other stakeholders. The Amgen

Foundation is underwriting the National Symposium. We encourage you to "hold that date" on your calendar!

### Three More National Partners

We are pleased to announce that the American Diabetes Association (ADA), the National Initiative for Children's Healthcare Quality (NICHQ) and AcademyHealth have joined the National Partnership Program.

The ADA is the nation's leading nonprofit health organization providing diabetes research, information and advocacy. Founded in 1940, the American Diabetes Association conducts programs in all 50 states and the District of Columbia. Its mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. Dr. Anne Peters, one of the nation's leading diabetologist, is featured in Program Three, "The Stealth Epidemic." Ten RAM coalitions are focusing on chronic disease, specifically diabetes prevention and management.



Founded in 1999, NICHQ is an education and research organization dedicated solely to improving the quality of health care provided to children. Led by experienced children's health care professionals, NICHQ works to improve children's health care independently and by working in collaboration with others who share this goal.



AcademyHealth, which has been an active member of the RAM National Awareness Advisory Committee, is the professional home for health services researchers, policy analysts, and practitioners. It is a leading, nonpartisan resource for the best in health research and policy.



## Campaign Tools & Resources

### RAM Press Kit

The *Remaking American Medicine* press kit is now available on RAMcampaign.org in the "Press Room." Each piece can be easily downloaded in both PDF and Word formats. National Partners, PBS stations and QIOs will be receiving complete kits in a CD-ROM mailing this week.

The press kit includes the series release as well as individual press releases for each program. They can be easily customized for your use.

In addition, there are several profiles of the *Champions of Change* featured in the series, photos and campaign graphics, quality related statistics, brief descriptions of each program, a Q&A with Executive Producer Frank Christopher and a bio of series host John Hockenberry.

We encourage you to use these materials in your magazines and newsletters, with your press contacts and on your respective Web sites. Please feel free to include your organizational logo on the Word versions if you wish to co-brand with the campaign.

You will continue to receive additional publicity materials in the coming months, including suggested Op-eds and bylined articles authored by several national spokespersons. Check the "Press Room" at RAMcampaign.org for the most up-to-date materials.

#### PRESS KIT - Section 2 - Champions of Change

Find out all the information about each of some of the outstanding people featured in the four Remaking American Medicine programs.

#### Individual Champions of Change Stories



**Dr. Don Berwick**

[Web page](#) [PDF](#) [Word](#)



**Sorrel King**

[Web page](#) [PDF](#) [Word](#)



**Julie Moretz**

[Web page](#) [PDF](#) [Word](#)



**Dr. Anne Peters**

[Web page](#) [PDF](#) [Word](#)

#### Section 1 - Series and Programs

[Overall Series Synopsis](#)  
[Overall Series Release](#)

#### Program Releases:

- 1 - "Silent Killer"
- 2 - "First Do No Harm"
- 3 - "The Stealth Epidemic"
- 4 - "Hand in Hand"

[Section 1 - Main Page](#)

#### Section 3 - Campaign Materials

[National Partner List](#)  
[Host - John Hockenberry Q and A with Frank Christopher](#)  
[Crosskeys Media bio](#)  
[Quality of Care Statistics](#)  
[Coalition Information](#)

[Section 3 - Main Page](#)

#### Section 4 - Series Photos

- 1 - "Silent Killer"
- 2 - "First Do No Harm"
- 3 - "The Stealth Epidemic"
- 4 - "Hand in Hand"

[Section 4 - Main Page](#)

## Campaign Contacts

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## More Tools & Resources

### Patient- and Family-Centered Care – Top Ten Lists



The Institute for Family-Centered Care (IFCC) is making available several "Top Ten" lists that you may wish to use in your respective campaigns. They can be found in the "Resources" section on [RAMcampaign.org](http://RAMcampaign.org). They include:

**For Providers: Patients and Families as Advisors** – Aimed at health care professionals, these suggestions are meant to encourage providers to incorporate patient- and family-centered care values into their practice.

**For Consumers: Patients and Families as Partners** – Aimed at family members, this list provides suggestion on how consumers can determine if their health care provider embraces patient- and family-centered care.

**Top Ten Advisory Roles** - Aimed at patients and family members, this list is meant to encourage consumers to actively participate in health care change.

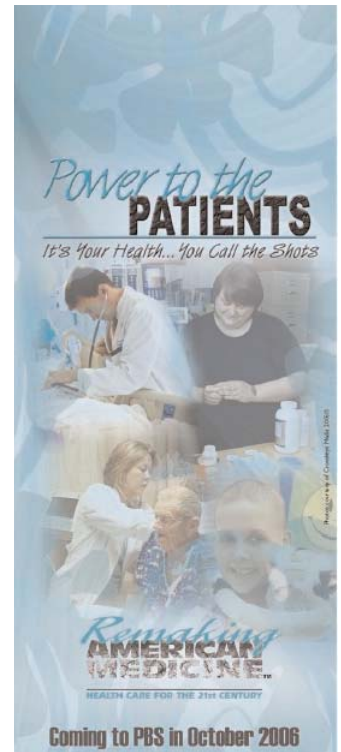
**Top Ten to Ensure Quality Care** - Aimed at patient and family members, this list suggests how they can become partners in their own health care and ensure quality outcomes.

**Quality Indicators of an Effective Provider** - This list helps identify quality health care providers who embrace patient- and family-centered care.

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### "Power to the Patients"

The South Dakota RAM coalition has produced a brochure (in both English and Spanish) that provides useful tips on how consumers can better manage their health care. It also includes a handy checklist that allows patients to track their medications and dosages. This is a good example of a brochure which targets consumers that you can easily replicate for promotional purposes. "Power to the Patients" (see picture at right) can be found on [RAMcampaign.org](http://RAMcampaign.org) in the "Resources" section.



**NOTE: Please send any campaign-related materials that you have produced to Lee Allen at [lallen@devillier.com](mailto:lallen@devillier.com). We will post on [RAMcampaign.org](http://RAMcampaign.org).**

AND FINALLY...

## RAM Coalitions

### Champions of Change

Several local *Champions of Change*, pioneers in electronic medical records and chronic care, will be featured in local television and radio programming produced by WFYI. Their stories are on the WFYI Web site and will appear in coalition partner publications.

The site also features the work of Dr. Richard

Shannon, Chief of Medicine at Allegheny General Hospital in Pittsburgh, who is leading

the fight in confronting the epidemic of surgical site infections. Dr. Shannon appears in Program Two, "First Do No Harm," which focuses on the impact of medical errors in hospitals.



Visit the Indiana RAM Coalition Web site at [wfyi.org](http://wfyi.org).

### Indiana RAM Coalition Patient- and Family-Centered Care

The goal of the Indiana RAM coalition is to encourage patients and families to become stronger advocates for their own health care.

Coalition members include PBS station WFYI; Health Care Excel, the state Quality Improvement Organization; the

Indiana School of Medicine; Butler University; the University of Indianapolis School of Nursing; the Riley Children's Hospital; and the Central Indiana Council on Aging.

Champions of Change



**Richard P. Shannon, MD**  
UPMC's "Learning System" did a report on a drug-resistant infection acquired in hospitals (IRISA, as it is known). NPR.org also followed up with a Q&A with Dr. Richard Shannon, Chief of Medicine at Allegheny General Hospital in Pittsburgh. Dr. Shannon is leading the way in confronting the epidemic. He is also featured as a "Champion of Change" in program three of the Rail series, "First Do No Harm," which focuses on the impact of medical errors in hospitals. NPR Stories, USA Today Article.



**Stephen A. Kovacs**  
Two years ago, researchers at U and across the country began testing the footage System One, a portable unit that allows patients to conduct their own analyses at home or on the road...and the preliminary results are promising. Says Michael A. Kovacs, M.D., the study's principal investigator and medical director of U's Continuous Ambulatory Peritoneal Dialysis and Acute Dialysis Units.



**Richard Francis**  
Don Francis, Ph.D., is Professor of Medicine and Geriatrics and a Senior Research Scientist at the Regenstrief Institute, U School of Medicine. He is also a senior scientist in the Center for Implementing Evidence-Based Practice Health at the Richard L. Roussouw VAMC. Ron is a health services researcher with a special emphasis on qualitative data analysis. Ron also serves as the statewide competency director in professional for the School of Medicine.



**J. Ward Overmire**  
J. Ward Overmire, M.D., Ph.D., associate professor of medicine at the Indiana University School of Medicine and research scientist at the Regenstrief Institute for Medicine has been a three-year, \$1.5 million grant from the Agency for Healthcare Research and Quality (AHRQ) of the Department of Health and Human Services. AHRQ awarded the money to study how information technology can improve patient safety. The project will focus on patients with two prevalent and costly conditions: congestive heart failure and asthma.

Jan. Feb. March April

these:

- Eat a wide variety of healthy foods, especially from plant sources
- Cut back on portion size and fat
- Exercise each day
- Maintain a healthy weight
- Limit alcohol use
- Do puzzles and crosswords
- Use smart safety precautions: bicycle and motorcycle helmets, seat belts, infant and child car seats, sun screen, and other protective gear
- See your clinic, nurse practitioner, physician's assistant, or physician for preventative care and medical treatment
- If you are 65, take advantage of the Medicare physical benefits
- Take advantage of screenings covered by your insurance company, as well as those at health fairs

For more information:  
[www.alz.org](http://www.alz.org)  
[www.cancer.org/healthcheck](http://www.cancer.org/healthcheck)  
[www.medicare.gov/healthoverview.asp](http://www.medicare.gov/healthoverview.asp)  
[www.americanheart.org](http://www.americanheart.org)  
[www.clarian.org](http://www.clarian.org)  
[www.healthfinder.gov](http://www.healthfinder.gov)  
[Food and Nutrition Information Center](http://Food and Nutrition Information Center)  
[www.seniorfitness.net](http://www.seniorfitness.net)

Coalition members are focusing on chronic disease management, patient safety, and better communication with health care providers with a special focus on the underserved. They have made presentations at statewide conferences and are promoting the series and campaign on their respective Web sites and publications. They are also conducting health care forums and Webcasts and plan to host community screenings and discussions around the series premiere in October.

The RAM Web site also features monthly consumer "Healthcare Tips" produced by coalition members. For more information, please contact:

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