



Campaign E-Newsletter

September 2006

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KQED in San Francisco is
the PBS presenting station
for the series.

A Message from Crosskeys Media

In the summer of 2001, we were invited by Paul Tarini, senior director of Communications of The Robert Wood Johnson Foundation, and Dr. Donald Berwick, president and CEO of the Institute for Healthcare Improvement, to create a television program documenting efforts to improve the quality of American health care. Five years later, we are about to see the results of our labor realized with the PBS broadcast of the four-part series, *Remaking American Medicine*, beginning on October 5.

Thanks to the efforts of all of you who have been involved in the national outreach campaign, public television stations across the nation are enthusiastically signaling a commitment to broadcast the series. We anticipate that most PBS stations will air *Remaking American Medicine* in the intended primetime slot: Thursday evenings at 10 p.m. (9 p.m. Central Time). Please check your local television listings to confirm the date and time the series will be broadcast in your community.

In addition to the four one-hour segments, the national outreach campaign will generate local television programs and community events that use the national series to shine a light on local efforts to improve the quality of health care. We are proud to have been part of this ambitious effort to raise national awareness about the need to improve dramatically the quality of health care for all Americans.

Frank Christopher
Executive Producer

Matthew Eisen
Co-Executive Producer

Campaign News

National Symposium is Set Watch via Webcast or at a PBS Station

"Champions of Change: A National Symposium on Improving Health Care" will serve as the culmination of the outreach campaign for *Remaking American Medicine™...Health care for the 21st Century*. It will take place at the Henry J. Kaiser Family Foundation (KFF) in Washington, D.C. on September 27, 2006 from 10:00 a.m. to 3:00 p.m., ET.

Champions of Change: A NATIONAL SYMPOSIUM ON IMPROVING HEALTH CARE

of *Champions of Change*, individuals and institutions that are transforming American health care in communities across the country. Peabody and Emmy Award-winning journalist John Hockenberry will serve as host. The symposium will focus on the following themes:

- * Patient Empowerment
- * Patient- and Family-Centered Care
- * Collaboration
- * Transparency

Dr. Mark McClellan, administrator, Centers for Medicare & Medicaid Services (CMS); Dr. Donald Berwick, president and CEO, Institute for Healthcare Improvement (IHI); and Dr. Carolyn Clancy, director, Agency for Healthcare Research and Quality (AHRQ) are serving as keynote speakers.

The Symposium will also feature three panel discussions with *Champions of Change*. Panel moderators will be Susan Dentzer, health correspondent for *The NewsHour with Jim Lehrer*, Avery Comarow, senior health writer for *U.S. News & World Report* and John Hockenberry. Crosskeys Media will present series clips, which in turn will set the stage for each panel.

Viewers will be encouraged to send in their questions. The Symposium will be Webcast, and distributed via satellite to PBS stations. For those who wish to watch on the Web, please log on the Webcast landing page at www.kaisernetwork.org/ram2006, which is in the "HealthCast" section at www.kaisernetwork.org. Information and links will also be available at RAMcampaign.org. The Symposium will be archived on the Kaiser Web site for a year. For a complete agenda, log on to RAMcampaign.org.

Keynote Speakers



Dr. Donald Berwick



Dr. Carolyn Clancy



Dr. Mark McClellan

We encourage you to alert your members, colleagues and constituents about this important event.

STAY TUNED...

More News

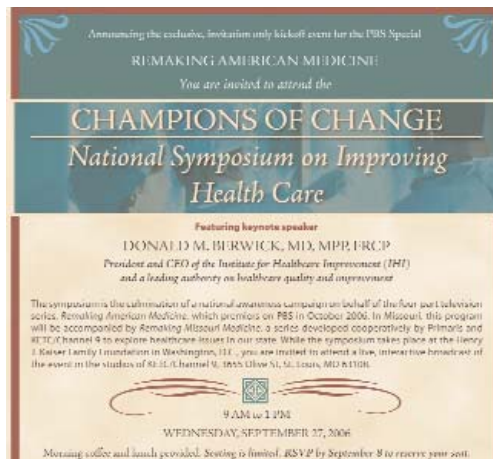
A number of PBS stations and RAM coalitions are promoting and participating in the National Symposium. For example:

WHYY/Philadelphia

WHYY/Philadelphia is hosting a daylong open house using both the PBS satellite feed and Webcast. Among the guests will be RAM coalition members; local policy-makers; and representatives from city and teaching hospitals, local and state public health agencies and insurance firms. The goal is to leverage the issues being addressed by the Symposium while focusing on local subjects to discuss their importance to the Philadelphia community. Leaders will conduct follow-up discussions throughout the day. Coalition members are also galvanizing support around the issues of medical education and patient- and family-centered care.

KETC/St. Louis

KETC/St. Louis is working closely with Primaris Health, the state Quality Improvement Organization, to convene a live studio event. Approximately 125 guests including statewide coalition members, quality health care experts and other community activists are expected to attend. Dovetailing with the National Symposium, the station will focus on health care issues of interest to Missourians. Guests will receive DVD copies of KETC's series "Remaking Missouri Medicine" and copies of a new community health guide.



KETC's Invitation to local coalition members to attend live studio event.

Campaign Contacts

Devillier Communications, Inc. (DCI)

Please note new address and phone numbers for Devillier and Crosskeys:

5335 Wisconsin Ave., NW, Suite 440
Washington, DC 20015

Linda Devillier, President:
Strategic Counsel, PBS Stations and National Partnership.
(202) 885-5544 ext. 461,
ldevillier@devillier.com or
lbdevillier@aol.com

Barbara Lohman, Senior Vice President: Campaign management, National Partnership, media relations and QIO support.
(951) 340-0010, blohman1@aol.com

Lee Allen, Project Director:
RAM Coalitions and PBS Incentive Grants Program.
(202) 885-5544 ext. 459,
lallen@devillier.com

Gail Rubin, Sr. Account Supervisor
Media Relations Campaign.
(505) 265-7215, grpr@flash.net

Allan Childers, Webmaster:
Remaking American Medicine campaign Web site.
(202) 885-5544 ext. 460,
achilders@devillier.com

Peggy Warkentin, Sr. Vice President:
(202) 885-5544 ext. 457,
pwarkentin@devillier.com

Crosskeys Media (CKM)

800 Garden Street, Suite B
Santa Barbara, CA 93101
(805) 966-3700
(805) 966-3744 (Fax)

Frank Christopher, Executive Producer: *Remaking American Medicine*
(805) 966-3700,
fc@crosskeysmedia.com

Matthew Eisen, Co-Executive Producer: *Remaking American Medicine*
(619) 283-0480 – direct number
me@crosskeysmedia.com

THE LATEST WORD ...

More News

RAM Campaign Announces Two National Partners



Two more organizations have officially signed on as National Partners – now bringing the total to 49 prestigious organizations - and have become engaged in the campaign. The Amgen Foundation has played a significant and leading role in funding both the series and elements of the outreach campaign including the PBS Incentive Grants Program and the National Symposium.

The Amgen Foundation seeks to advance science education, improve patient access to quality care, and strengthen the communities where Amgen staff members live and work. Since 1991, the Foundation has made \$70 million in grants to local, regional and national nonprofit organizations that impact society in inspiring and innovative ways. It has also supported disaster relief efforts both domestically and internationally.

The National Alliance for Hispanic Health is helping spread the word about the series and quality health care to the Hispanic community. The Alliance is the nation's oldest and largest network of Hispanic health professionals.



As the nation's action forum for Hispanic health, Alliance members deliver caring services to over 14 million persons every year making a daily difference in the lives of Hispanic communities.

For more information, visit the Alliance's Web site: www.hispanichealth.org or call 1-866-SU-FAMILIA.

Remaking American Medicine National Partners

AARP
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 Health Quality Association
American Heart Association
American Hospital Association
American Nurses Association
American Organization of Nurse Executives
American Osteopathic Association
Amgen Foundation
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-American Coalition on Healthcare
National Alliance for Hispanic Health
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 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®

NUTS & BOLTS...

More News

RAM Coalitions Continue to Flourish

Community engagement is a key element of the RAM campaign. Here are a few examples of how groups are working to promote health care quality and the series.

Salt Lake City, Utah

KUED, the public television station, is working in partnership with HealthInsight Nevada, the Quality Improvement Organization, on a statewide campaign that addresses chronic disease management and how at-risk and low-income populations can access quality health care.



As part of this effort, KUED is hosting a community-wide screening event and panel discussion focusing on Program Three, "The Stealth Epidemic." *Utah*

Now, the PBS station's local public affairs series is also featuring local *Champions of Change*, providers who are committed to chronic disease management.

A special kit, "RAM Workshops in a Box," focuses on consumer issues. It will be available on the station Web site and distributed to hospitals and medical colleges throughout Utah.



Contacts:

Jacqui Voland, Outreach Coordinator, KUED,
(801) 585-3523, jvoland@kued.org

Christie North, Project Coordinator, HealthInsight,
(801) 892-0155, cnorth@healthinsight.org

Watch Series Preview Clips

You can now watch a two-and-a-half-minute series overview clip, as well as brief clips of each of the four *Remaking American Medicine* programs on RAMcampaign.org.

You can find the link on both the Home Page and in the "Press Room."



Dr. Jeffrey Guterman, medical director, Clinical Resource Management, County of Los Angeles Dept. of Health Services, appears in Program Three

More Coalition stories on Page 6.

Two New Web sites for *Remaking American Medicine*

The Amgen Foundation has provided underwriting to launch two new Web sites: www.remakingamericanmedicine.org and www.pbs.org/remakingamericanmedicine. Both sites are consumer-oriented and were developed to support the broadcast of the PBS series. In addition, Blue Cross Blue Shield of Massachusetts has provided underwriting for continued support for RAMcampaign.org, which has served as the nerve center for the outreach campaign since January 2005. The grant makes it possible for all three sites to provide resources, tools and information to health care providers, patients and families through September 2007. Both consumer sites (www.remakingamericanmedicine.org and www.pbs.org/remakingamericanmedicine) are scheduled to launch on Thursday, September 14.

AND FINALLY...

RAM Coalitions continued ...

Indianapolis, Indiana

WFYI, the local PBS station is partnering with Health Care Excel, the state Quality Improvement Organization, encouraging patients and families to become stronger advocates for their own health care. The campaign is focusing on medication management, communication with health care providers, patient safety in hospitals and chronic disease management. Other RAM Coalition members are: 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.

RAM Coalition members are conducting health care forums including at a variety of venues including statewide conferences. Community-wide screening events will be held at the Citizen's Healthcare Forum, Butler University and Riley Hospital.

They are promoting *Remaking American Medicine* on their respective Web sites and in their publications. The WFYI site features several *Champions of Change* from the Indiana School of Medicine. They are considered pioneers in electronic medical records management. *Champions* will be featured in local television and radio programming, online and in coalition partner publications. In addition, coalition members have provided monthly consumer Healthcare Tips that appear on the station Web site and in its "Member Magazine." WFYI is also producing four television spots around the series.

Julie Moretz, a National *Champion of Change* and director of Family Services Development at the MCG Children's Medical Center in Augusta, Georgia, appears in Program Four "Hand in Hand." She was interviewed on WFYI's local sister NPR station.

Contacts:

Ellen Murphy, Public Relations Director, Health Care Excel,
(812) 234-1499, emurphy@inqio.sdps.org
Gail Strong, Outreach Director, WFYI,
(317) 636-2020, gstrong@wfyi.org

Get your members involved

It's not too late to introduce your members and affiliates to *Remaking American Medicine*. Send them a copy of this newsletter and encourage them to visit RAMcampaign.org.

Or use your listserv(s) to distribute this newsletter and encourage your colleagues and friends to tune in to *Remaking American Medicine*.



Health Care Excel's RAM Promotional Flyer