

Remaking American Medicine Campaign

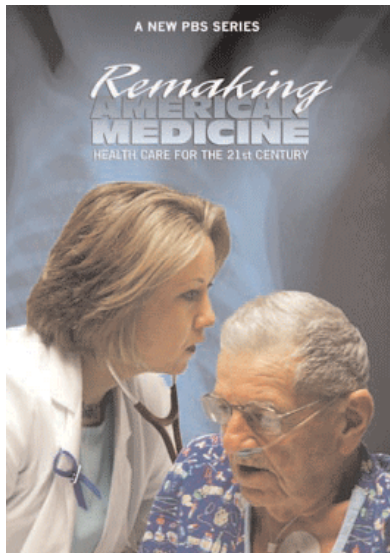
“Between the health care we have and the care we could have lies not just a gap, but a chasm. The American health care delivery system is in need of fundamental change.”

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



The Challenge:

Remaking American Medicine™ ...Health Care for the 21st Century (RAM), a four-part, prime time PBS television series, was the cornerstone of a nationwide campaign designed to change the public's perception of the American health care system. Crosskeys Media® asked Devillier Communications, Inc. (DCI) to undertake a massive outreach effort that would help bring to the forefront of national discourse the imperative for improving the quality of health care for all Americans. The ultimate goal was to motivate, inspire and connect individuals, organizations and institutions dedicated to this issue and to initiate a call to action to improve the quality of health care for all Americans.



Strategy:

DCI initiated a national outreach campaign based on seven major strategies including:

- Leverage the collective resources of a diverse group of national organizations committed to quality health care.
- Create local RAM coalitions that would focus on quality health care while helping to promote the series across the country.
- Focus on *Champions of Change* – individuals and institutions featured in the PBS series and others dedicated to improving the quality of health care.
- Maximize the support and resources of the public television system.
- Initiate an aggressive national media relations campaign that would help generate the largest possible audience for the series.
- Create an organizational campaign Web site that would provide inspiration and support for everyone engaged in the campaign.
- Conduct a National Symposium that would serve as the culmination of the national campaign.

“Remaking American Medicine provides an eye-opening and at times, heart-rending introduction to just a few of the many difficulties – actually failures – of U.S. health care delivery today and does so, somewhat remarkably, without disparaging health care professionals. The public is owed programming such as this.”

-- Journal of The American Medical Association
December 2006

Results:

- DCI enlisted the support of 49 prestigious organizations with more than 100 million members. The RAM National Partnership Program included AARP, Agency for Healthcare Research and Quality, the American Hospital Association, American Diabetes Association, American Heart Association, the American Nurses Association, and the Centers for Medicare & Medicaid Services (CMS), among others. (A Partner list is available on www.ramcampaign.org.)
- DCI helped create 26 RAM coalitions, which were most often spearheaded by PBS stations in collaboration with Quality Improvement Organizations (QIOs). Over the course of the campaign, more than 450 local groups were involved in RAM coalitions.
- DCI managed 22 special PBS incentive grants which allowed stations to take a leadership role in local RAM campaigns.
- DCI encouraged *Champions of Change* to make appearances in town hall meetings and health care forums and on radio and television programs, and to participate in numerous press interviews.
- DCI conducted a national publicity campaign that generated more than 111 million impressions. RAM stories appeared in major newspapers, Partner publications, consumer and health care magazines and in station Program Guides. Spokespersons also appeared on national talk shows.
- DCI helped design and manage RAMcampaign.org which served as the virtual meeting place for National Partners, QIOs, PBS stations, the media, and others committed to quality improvement.
- DCI designed a variety of substantive campaign materials included the RAM Leadership Guide, a PBS Primer, a bimonthly RAM campaign E-Newsletter, flyers, posters and press materials.
- DCI designed and managed *Champions of Change: A National Symposium on Improving Health Care*, which took place at the Henry J. Kaiser Family Foundation's Washington, D.C. office. The event, distributed via satellite to PBS stations and broadcast over the Web, featured national leaders in the quality movement and saluted the outstanding work of *Champions of Change*.



Patient safety expert Dr. Peter Pronovost leads rounds with other physicians and nurses in the Cardiac Surgical Intensive Care Unit at Johns Hopkins Medical Center in Baltimore.

"Thanks to hard work and creative ideas from DCI, millions of Americans will watch the series. This is no accident. When we met in 2002, you recognized that the subject - transforming the quality of American health care - deserved more than the usual PR treatment for documentaries. You knew that if we were to help change the way Americans think about the quality of their health care, we would need a national public engagement campaign that would be deep and wide in its reach. Four years later, the plan that DCI created has been brilliantly realized.

As producers, we are always happy when our work gets attention. As filmmakers, we are convinced that the outreach efforts that DCI created, nurtured and expertly managed will spread the stories of people who are transforming the quality of health care, and by doing so, we believe that patient harm will be reduced and lives will be saved. Thank you."

-- Frank Christopher, Executive Producer
Crosskeys Media



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