

# Remaking American Medicine National Partnership Program

*“This campaign and the series have really lifted up the entire discussion on quality. I don’t think our institution will ever be the same.”*

*Champion of Change* -- Julie Moretz, director,  
Family Services Development,  
MCG Children’s Medical Center



## The Challenge:

*Remaking American Medicine™ ...Health Care for the 21<sup>st</sup> Century* (RAM), a four-part, prime time PBS television series premiered in October 2006. The goal of the series and the national outreach campaign was to bring to the forefront of national discourse the imperative of improving the quality of health care for all Americans. Crosskeys Media® selected Devillier Communications, Inc. (DCI) for this assignment.

## Strategy:

Based on DCI’s initial strategic communications plan, it was agreed that one of the most important campaign objectives was to develop alliances that would focus on quality issues and to encourage each stakeholder group to collaborate and take specific actions.



Doctors and residents making rounds at Cincinnati Children’s Hospital

To help accomplish this goal, DCI recommended the creation of a National Partnership Program that would forge new relationships with a diverse group of prestigious organizations committed to quality health care. The National Partnership Program, which leveraged collective resources and support, would serve as the foundation for the campaign.

## Tactics:

To create and maintain the National Partnership Program, DCI:

- Identified major organizations representing every major stakeholder including providers, purchasers, quality experts, consumer/patient advocates, the business community and policy-makers.
- Met with their leadership and invited their participation in the campaign.
- Involved Partners in key decision making activities.
- Created RAMcampaign.org and an informative bimonthly E-Newsletter that kept Partners engaged in the campaign.
- Sought opportunities to recognize the quality improvement efforts of the Partners.

## Results:

Over a three-year period, DCI enlisted the support of 49 National Partners with more than 100 million members. This unique and unprecedented collaboration of some of the most influential health care organizations in the country provided the team with invaluable advice. National Partners supported the concept of creating a health care system that values innovation, rewards excellence, recognizes and corrects systemic flaws, and puts the patient at the center of the best care possible. Partners promoted the series to their colleagues and became actively involved at the local, regional and national levels.



## National Partners

AARP, Agency for Healthcare Research and Quality, American Health Quality Association, American Heart Association, Amgen Foundation, American Hospital Association, American Nurses Association, Centers for Disease Control and Prevention, Centers for Medicare & Medicaid Services, Institute for Family-Centered Care, Institute for Healthcare Improvement, the National Business Coalition on Health, the National Governors Association and The Robert Wood Johnson Foundation®, were among the organizations that participated in the awareness effort. (For a complete list, please log on to [RAMcampaign.org](http://RAMcampaign.org).)

Throughout the life of the campaign, DCI involved the Partners in a variety of ways including:

**National Awareness Advisory Committee (NAAC)** – High-level representatives of each National Partner provided strategic counsel through the following NAAC subcommittees:

- Coalition Subcommittee - Provided assistance in the development of local RAM coalitions
- Media Relations Subcommittee - Provided guidance for the national press campaign
- National Symposium Subcommittee - Provided strategic assistance on behalf of *Champions of Change: A National Symposium on Improving Health Care*

**Partner Events** – More than 25 RAM presentations were made at Partner national meetings and conferences across the country and several Partners served as hosts of RAM events. For example, AARP hosted the NAAC at the organization's Washington, D.C. headquarters and the Henry J. Kaiser Family Foundation served as host for *Champions of Change: A National Symposium on Improving Health Care*.

**Partner Communications** – The RAM campaign was featured in numerous Partner Web sites and in scores of Partner publications such as the October issue of *Diabetes Forecast*, the *AHA News*, *American Nurse* and IHI's biweekly newsletter, *Continuous Improvement*, among others.



(l-r) Drs. Berwick and Lavizzo-Mourey

**Partner Spokespersons** – High-profile leaders served as official spokespersons, including Carolyn Pare, CEO, Buyers Health Care Action Group; Dr. Carolyn Clancy, director, Agency for Healthcare Research and Quality; and Dr. Mark McClellan, CMS administrator.

Dr. Risa Lavizzo-Mourey, president and CEO of the Robert Wood Johnson Foundation and Dr. Donald Berwick, president and CEO of the Institute for Healthcare Improvement, participated in a national satellite radio tour just prior to the series premiere.

*“Remaking American Medicine’ is much more than a four-part television series. It is part of a continuing campaign to improve U.S. healthcare.... This is an earnest, sincere, and well-produced series that is easy to watch. It gives viewers an overview of the failings of the U.S. healthcare system, and how dedicated people are trying to make things better.”*

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