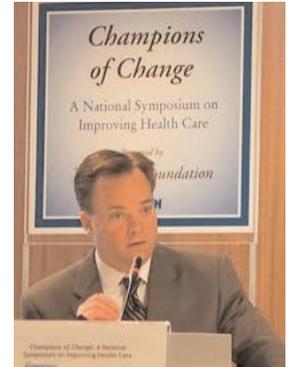


Champions of Change: A National Symposium on Improving Health Care

“Remaking American Medicine is going to help all of us understand just how much transformation is possible. It’s not just a television series. It’s a new dialogue, a call to action, a national campaign to not wait any longer to achieve major improvements in health care.”

-- Dr. Mark McClellan, CMS administrator



The Challenge:

The overarching goal of *Remaking American Medicine™ ...Health Care for the 21st Century* and the national outreach campaign was to motivate and connect individuals, organizations and institutions dedicated to this issue, to initiate a call to action and to generate the largest possible audience for the series. Thanks to a National Partnership Program, scores of prestigious organizations became involved in the campaign, and PBS stations, working with local groups, undertook outreach efforts in communities across the country. A final challenge for Devillier Communications, Inc. (DCI) was to design an event leading up to the series premiere that would encourage others to become actively engaged in this critical effort.



(l-r) Dr. Anne Peters, professor of medicine and director, University of Southern California Diabetes Programs; Dr. Jeffrey Guterman, medical director, Clinical Resource Management, Los Angeles County Department of Health Services; and Carolyn Pare, CEO, Buyers Health Care Action Group and Symposium host John Hockenberry

Strategy:

DCI conceptualized *Champions of Change: A National Symposium on Improving Health Care*, a day-long event that would feature leaders in the quality movement, salute the outstanding work of the *Champions of Change* and serve as the culmination of the national awareness campaign. The Amgen Foundation underwrote the Symposium.

Tactics:

In preparing for the Symposium, DCI:

- Arranged for the Henry J. Kaiser Family Foundation (KFF) to host the event at its Public Affairs Center in Washington, D.C.
- Recruited keynote speakers Dr. Mark McClellan, CMS administrator; Dr. Donald Berwick, president and CEO of the Institute for Healthcare Improvement; and Dr. Carolyn Clancy, director of the Agency for Healthcare Research and Quality, and assisted in the development of their speeches.
- Arranged for Peabody and Emmy Award-winning journalist John Hockenberry to serve as host and moderator; and helped to coordinate the Crosskeys Media® presentation, which included brief film clips from the series.
- Enlisted as panel moderators nationally recognized health care journalists Susan Dentzer, health correspondent for “The NewsHour with Jim Lehrer”; Avery Comarow, senior health writer, *U.S. News & World Report*; and John Hockenberry.
- Created four substantive panel discussions that featured several *Champions of Change* including Sorrel King, patient safety advocate; Dr. Marlene Miller, director, Quality and Safety Initiatives, Johns Hopkins Children’s Center; Dr. Richard Shannon, professor of medicine, University of Pennsylvania School of Medicine; and Dr. Anne Peters, professor of medicine and director, the University of Southern California Diabetes Programs, among others.
- Invited representatives from National Partners, QIOs, policy-makers and the health care press.
- Coordinated all of the logistics including the Symposium Webcast, catering, photography, invitations and collateral material.



"If there – why not everywhere? It's no longer possible to excuse ourselves from not solving defects by saying it's not possible, because it is, it is possible."

-- Keynote speaker Dr. Donald Berwick,
president and CEO,
Institute for Healthcare Improvement



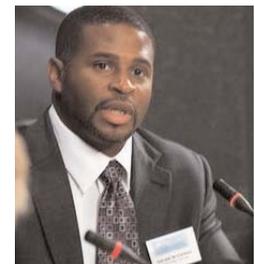
Results:

- The Symposium, which took place on September 27, 2006, was a highly motivational event featuring thoughtful and inspirational presentations. The KFF conference room was packed with all of the key stakeholders.
- The Symposium was also seen by thousands of people via a live, interactive Webcast and will be available for a year on the KFF Web site (kaisernetwork.org).
- DCI arranged for a satellite feed of the Symposium to the public broadcasting system. Several PBS stations engaged in Remaking American Medicine coalition efforts and hosted live screenings in their studios. They included WHYY/Philadelphia, KETC/St. Louis and Maryland Public Television, among others. South Carolina Educational Television Network (SCETV) participated in the live event and also rebroadcast the Symposium on a closed circuit satellite system to more than 50 hospitals across the state.



"The Symposium served as the culmination of the outreach campaign. The keynote speakers were exactly the right people representing the leading organizations in quality improvement efforts in the nation. It was a complex and impressive effort, which you made look easy. We were very proud to have been part of it all."

-- Frank Christopher, executive producer,
Crosskeys Media



Symposium speakers and panelists Picture # 1 - Carolyn Clancy, director, Agency for Healthcare Research and Quality; Picture # 2 - (l-r) Sorrel King, patient safety advocate; Dr. Peter Pronovost, medical director, Center for Innovation in Quality Patient Care, Johns Hopkins Medical Institutions; Dr. Marlene Miller, director, Quality and Safety Initiatives, Johns Hopkins Children's Center; and Dr. Richard Shannon, professor of medicine, University of Pennsylvania School of Medicine; Picture # 3 - Gerald L. McClinton, patient safety advocate



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