

Remaking AMERICAN MEDICINE



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



A system in need of critical care.

We spend over a trillion dollars on our health care system each year. As much as a third of those dollars are wasted, either not helping patients or, worse, harming them. No individual, rich or poor, is immune to the shortcomings of American medicine. Spiraling health care expenditures provide absolutely no assurance of quality outcomes. While there are good people everywhere in health care trying to do a good job, research has underscored the enormous human and financial toll exacted by a system that makes it difficult for them to provide safe and effective care for their patients. Consider the statistics:

Between 48,000 and 98,000 people die each year in hospitals from preventable medical errors. One million more are injured.¹

Preventable medical errors drive up health care costs by as much as \$29 billion annually.²

Doctors provide appropriate preventive care only 50% of the time, effective chronic care 60% of the time and evidence-based acute care only 70% of the time.³

Nearly \$400 billion — almost one-third of the total spent on health care each year — is wasted on poor-quality care.⁴

“We envision a system of care in which those who give care can boast about their work, and those who receive care can feel total trust and confidence in the care they are receiving.”

—Donald M. Berwick, MD
President and CEO
Institute for Healthcare Improvement

A quiet revolution takes shape.

Consumer advocates, policy-makers and the business community are beginning to demand that the practice of medicine be fundamentally transformed to become more accountable for safety and quality. Growing numbers of those within health care are making the same plea. At the same time, a small number of medical practitioners, administrators and experts in quality improvement have begun a series of dramatic, even breathtaking, changes in their work practices, systems and institutions.

The revolution has begun. Now we must help move it forward.



1 Institute of Medicine 1999 Report, *To Err is Human*

2 Institute of Medicine

3 Schuster, McGlynn and Brook, “How Good is the Quality of Health Care in the United States?” *The Milbank Quarterly* 76, No. 4 (December 1998): 517-63

4 Midwest Business Group on Health in collaboration with Juran Institute, Inc. and the Severyn Group Inc., “Reducing the Costs of Poor-Quality Health Care Through Responsible Purchasing Leadership,” Chicago, June 2002

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The public television series.

Remaking American Medicine, a four-part PBS series with major funding provided by The Robert Wood Johnson Foundation, is intended for broadcast in 2005. This series is ambitious in scope, journeying across the nation to follow an array of pioneering individuals and institutions as they work to bridge the “quality chasm.” It is a compelling story told through the eyes of clinicians, medical educators, administrators and patients, showing their struggles, their setbacks and their victories. The four programs in the series are as follows:



Remaking Medical Education introduces viewers to health care as it actually is, not as they believe it to be, and traces the roots of the “quality chasm” deep within the culture of medicine. The program examines how a few cutting-edge institutions are creating a new medical culture through innovative education programs.

Transforming Acute Care reveals why hospitals are high-risk places that can and do cause harm, then examines innovative medical institutions as they attempt to change how they deliver care while creating the “new hospital.”

The Patient at the Center shows how the health care system is in danger of being overwhelmed by an epidemic of patients with chronic diseases, and then highlights how the physician-patient relationship is being remade through the care of those with chronic illnesses.

Perfect Care for Everyone follows daring efforts to take the model of the new medical practitioner, the new hospital and the new patient and expand it to entire communities.

Remaking American Medicine is a production of Crosskeys Media, headed by award-winning documentary filmmakers Frank Christopher and Matthew Eisen. The series is being produced in consultation with an independent panel of leading health care experts and will be presented on PBS by public television station KQED/San Francisco.

The ultimate goal of the series is to inspire and empower viewers...to show what is possible...what transforming the quality of care can mean. The series will also serve as the culmination of a nationwide outreach initiative designed to mobilize the public into demanding — and supporting — sweeping change throughout the American health care system.

A national outreach campaign.

To be truly effective, public action must be based on information and context, thoughtful discourse and close collaboration. A major strategic planning initiative is now underway to help set the stage for an unprecedented, two-year national awareness effort leading up to the broadcast.

The objectives of the *Remaking American Medicine* outreach campaign are to stimulate a nationwide dialogue about the importance of improving American health care and issue a call to action at the local, regional and national levels, involving as many organizations and individuals as possible. In doing so, the campaign will also focus on generating the greatest possible audience for *Remaking American Medicine*.



To accomplish these objectives the campaign is enlisting the support of institutions and individuals who are thought leaders in the field and other stakeholders who are most affected by the health care quality issue. The outreach effort will promote best-practice models; raise public awareness about opportunities for improving the quality of health care; encourage Americans to become their own health care advocates; and maximize the support and resources of the public television system.

More than 50 national organizations representing health care providers, purchasers, consumers, labor and patient-advocacy groups, have been engaged in discussion about this important campaign. From this distinguished group, prominent individuals are being asked to serve as members of a National Awareness Advisory Committee.

The proposed *Remaking American Medicine* campaign will benefit from a wide range of resources and activities designed to encourage the greatest possible participation. These will include, but not be limited to:



- introductory presentations about the PBS broadcast before select meetings of interested organizations;
- a leadership guide for organizations, featuring useful tools and resources;
- a Web-based databank of participating organizations, sorted by state;
- a Web site, www.remakingamericanmedicine.org, that will convey updated information as well as provide opportunities for interactivity;
- an intranet and online campaign newsletter;
- an incentive program for PBS stations that will encourage them to play a key role in the campaign;
- a national poll exploring Americans' perceptions of the quality of their own health care, to be unveiled in tandem with the series premiere;
- a national launch event, including a Webcast, just prior to the PBS premiere; and
- an aggressive national media outreach effort designed to heighten awareness of the television series and the issues involved in *Remaking American Medicine*.

The communications plan of action will provide comprehensive strategic and tactical details, a two-year timeline of activities and a budget. A nationally recognized research firm will conduct a formal evaluation of the campaign upon its conclusion. The outreach effort will be led by Devillier Communications, Inc., which has extensive experience in conducting similar initiatives.



Now is the time.

*Remaking
American Medicine*
involves all of us.

“We need to move beyond the handful of innovators. I believe we have enough understanding of the problem and enough experience improving health care to engage a broader group. But they need to understand what’s possible... and how to do it.”

—Risa Lavizzo-Mourey, MD
President and CEO
The Robert Wood Johnson Foundation

An effective health care system is within our grasp. Your support and participation can help to ensure that health care providers and patients across the nation are united in a single voice and with a single goal in mind — to demand a change in the quality of American health care that is nothing short of revolutionary.

For more information on how you can support this important campaign, contact:

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Charter members of *Remaking American Medicine's*
National Awareness Advisory Committee:

Dale L. Austin, Senior Vice President and Chief Operating Officer
Federation of State Medical Boards

W. David Helms, PhD, President and CEO, AcademyHealth

David Leach, MD, Executive Director
Accreditation Council on Graduate Medical Education

David G. Schulke, Executive Vice President
The American Health Quality Association

Allen J. Vaida, PharmD, Executive Director
Institute for Safe Medication Practices

“...Public awareness of shortcomings in quality is critical to securing public support for the steps that must be taken to address these concerns.”

— *Crossing the Quality Chasm:
A New Health System for the 21st Century*
2001 Report of the Institute of Medicine





*The following organizations were interviewed as part of the **Remaking American Medicine** planning process. Many expressed interest in participating in the proposed campaign.*

A
public
television
series
and
national
outreach
campaign

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AcademyHealth
Accreditation Council on Graduate Medical Education
Agency for Healthcare Research and Quality
Alliance of Community Health Plans
The Alliance for Health Reform
American Academy of Family Physicians
American Academy of Pediatrics
American Board of Medical Specialties
American Cancer Society
American College of Surgeons
American Diabetes Association
American Health Care Association
American Health Quality Association
American Heart Association
American Hospital Association
American Hospital Association –
Health Research and Educational Trust
American Lung Association
American Medical Association
American Nurses Association
American Osteopathic Association
Association of American Medical Colleges
Association of Health Center Affiliated Health Plans
Association of Health Care Journalists
Buyers Health Care Action Group
Center for Medical Consumers
Consumers Union
Cystic Fibrosis Foundation
Families USA/Health Assistance Partnership
Federation of State Medical Boards
Foundation for Accountability
Grantmakers in Health
Institute for Healthcare Improvement
Institute for Safe Medication Practices
Intermountain Health Care/Institute for
Health Care Delivery Research
Joint Commission on Accreditation of
Healthcare Organizations
Leapfrog Group
Midwest Business Group on Health
National Association of Children's Hospitals
and Related Institutions
National Association of Manufacturers
National Association of Public Hospitals
and Health Systems
National Health Policy Forum
National Hispanic Medical Association
National Medical Association
National Quality Forum
Partnership for Patient Safety
Rush-Presbyterian – St. Luke's Medical Center
Washington Business Group on Health