

REMAKING AMERICAN MEDICINE HONORED WITH TOP AWARD

PBS Series wins First Place at 2006 Association of Health Care Journalists Awards

Los Angeles, CA, March 17, 2007 – The four-part PBS series *Remaking American Medicine*[™] ~ *Health Care for the 21st Century* was chosen as the best television program of 2006 by the Association of Health Care Journalists at the eighth annual conference in Los Angeles on March 17. The awards recognize the finest health reporting in nine categories covering print, broadcast and online media. In only its third year, the contest drew nearly 400 entries.

Contest entries were screened and judged by 44 health care journalists. *Remaking American Medicine* won in the Television (Top 20 markets) category. A CNN *Anderson Cooper 360* report, “Sick and Uninsured” by Sanjay Gupta, Shahreen Abedid and Abigail Leonard, won second place. “Battling Alzheimer’s” by Susan Dentzer of PBS’ *The NewsHour with Jim Lehrer* placed third.

The judges described *Remaking American Medicine* as: “A beautifully written and produced piece that sheds light on some of the nation’s most vexing health care issues. The episodes successfully exposed problems and examined solutions. Kudos to the makers of *Remaking American Medicine*. We should all aspire to produce health stories of similar caliber. Impressive, informative and compelling work!” Pulitzer prize-winning health care journalist Charles Ornstein of the Los Angeles Times presented the award to producers Frank Christopher, Matthew Eisen and Marc Shaffer.

Remaking American Medicine was a four-part, primetime PBS series that aired every Thursday evening at 10pm in October 2006. The documentaries brought to the forefront of national discourse the imperative of improving the quality of health care for all Americans. Over 7 million viewers tuned in. The series was supported by a nation-wide public engagement campaign that succeeded in creating national, regional and local coalitions to re-energize and expand the burgeoning health care quality movement.

Remaking American Medicine was produced by Crosskeys Media, a multimedia entertainment production company committed to telling stories of American health care. Frank Christopher was the executive producer of the series. Matthew Eisen was the co-executive producer. Marc Shaffer was series producer. Peabody and Emmy award-winner John Hockenberry served as the series host.

Devillier Communications, Inc., (DCI), a public relations and marketing agency with extensive public television experience, coordinated the *Remaking American Medicine* national outreach campaign. KQED, the award-winning public television station in San Francisco, which serves the Northern California area, presented the series to the PBS system.

Remaking American Medicine was made possible through funding provided by the Amgen Foundation and The Robert Wood Johnson Foundation®. The Nathan Cummings Foundation, Josiah Macy, Jr. Foundation and Blue Cross Blue Shield of Massachusetts provided additional funding. Additional support was provided by the Centers for Medicare and Medicaid Services and the Agency for Healthcare Research and Quality.

For more information about Crosskeys Media: www.crosskeysmedia.com

For more information about the TV series: www.remakingamericanmedicine.org

For more information about the Outreach Campaign: www.RAMcampaign.org

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