

CAMPAIGN FOR BETTER CARE — THERE IS A BETTER WAY!

We all deserve comprehensive, coordinated health care. We get it. There is a better way. And we invite you to join a campaign like no other — the **Campaign for Better Care**.



Better care starts with SAFER CARE and BETTER COORDINATION:

- That means getting the right medicine, in the right dose, at the right time;
- It means doctors and nurses talk to each other about your care, and talk to you about your choices;
- It means your care is coordinated across doctors, specialists, lab, pharmacy, and hospital to home;
- It means you can rely on hospitals to make you and your loved ones better, rather than putting you at risk.

The Pennsylvania Campaign for Better Care is a statewide campaign to secure quality, coordinated, and patient-centered care in PA. Consumer Health Coalition is the driving force behind the campaign here in Pennsylvania, which was selected as one of 6 states to implement the Campaign for Better Care along with Maine, Massachusetts, North Carolina, New Jersey, and Ohio. A partnership with Community Catalyst, a national health care advocacy organization, provides valuable oversight and guidance.

READ MORE about the Pennsylvania Campaign for Better Care in the following pages, and be sure to check our website frequently for updates and upcoming events:

<http://consumerhealthcoalition.org/programs/the-campaign-for-better-care/>

The Campaign for Better Care MAJOR FOCUS AREAS

1. Readmission/Transition Initiative
Set national goals for reduction of readmissions and hospital acquired infections.
Secure payments to providers that are based on performance.
2. New Models of Care
Promote patient-centered models of care like Accountable Care Organizations (ACO) and Patient Centered Medical Homes (PCMH)
3. Home and Community Based Services
Increase Medicaid payments for home and community based services to individuals who are otherwise eligible for nursing home care.
4. Defense of Health Care Reform
Support full implementation of the Affordable Care Act (ACA). Monitor repeal efforts and advocate to keep our chance for better care.

HOW CAN I GET INVOLVED?

Join our **MONTHLY CONFERENCE CALLS** to stay up-to-date on campaign events and statewide news.

WHEN: The second Thursday of every month at 10:00 am.

CONTACT: Reverend Sally Jo Snyder
(412) 446-1877 x203
ssnyder@consumerhealthcoalition.org

Lift Up Your Voice! Advocacy Training

27.9.3 — LEARN THIS AMAZING ADOVCACY SKILL!

A key component of the **PA CAMPAIGN FOR BETTER CARE** (PA CBC) is the "Lift Up Your Voice!" (LUYV) advocacy trainings for seniors and caregivers. This one-day training event teaches persons the basics of advocacy; instructs on the WHY and HOW of the PA CBC; and shows folks how to tell their story and highlight their personal intentions in 27 words, 9 seconds, and making 3 points. "When I first heard this assignment, I thought there was no way I would ever be able to do it. Yet, the training and direction made it possible and gave me a very useful skill," said one of the LUYV graduates.



Beginning in April 2011, the PA CBC has held four LUYV advocacy trainings — two in Pittsburgh (pictured to the left), one in Williamsport, and one in Wellsboro. Over the summer, a total of 45 persons have been trained, including both seniors and caregivers. Additional trainings are scheduled in Philadelphia and planned for Erie, Harrisburg, and the outlying counties in southwestern PA.

Designed to introduce persons to the PA Campaign for Better Care, the trainings also provide fertile ground to involve persons in doing advocacy. Graduates of the LUYV trainings have joined committees; attended rallies; offered testimony; written and had published letters-to-the-editor; are in the process of being trained to be trainers; and have planned community outreach events.



Williamsport, July 2011



Wellsboro, July 2011

If you are interested in participating in a Lift Up Your Voice! advocacy training, or want to have the training offered to your group, congregation, team, etc. Please contact:

Megan Schroeder
Project Manager, Campaign for Better Care
Consumer Health Coalition
(412)456-1877 x212
mzorn@consumerhealthcoalition.org



Healthy Hospitals Workgroup

"We just need to change the culture. The patient really is the NORTH STAR in every medical appointment."

WE BELIEVE THIS.

This clarifies the vision of the Pennsylvania Campaign for Better Care and our Healthy Hospitals Workgroup.

Launched in June 2011, the Healthy Hospitals Workgroup meets monthly and works to:

- ★ Create a patient-centered and patient-driven model of care building from the foundation of the consumer.
- ★ Create patient involvement in discharge from a hospital to promote a coordinated, well-communicated, patient-centered model in order to reduce costly hospital re-admissions.
- ★ Train individuals on how to be proactive in their care, involved in the healing plan, and aware in making sure safety measures are followed in every medical setting and hospital stay.

We need a diversity of voices and experiences, therefore the workgroup includes consumers, persons with a medical background, individuals in the academic field, college students, persons from the faith community, and anyone with an active interest in improving our health care system and doing so from a patient-centered focus.

Healthy Hospital Initiative

Patients demanding better care at the bedside + beyond



Our next meeting is Monday, 7 November 2011 from 6:00 pm to 7:30 pm at the CHC Offices, 415 E Ohio Street, Pittsburgh, PA 15212.

JOIN US!

For more information on the PA Campaign for Better Care or to become involved, please contact:

Reverend Sally Jo Snyder
Director of Advocacy and Consumer Engagement
Consumer Health Coalition
(412) 456-1877 x203
ssnyder@consumerhealthcoalition.org

Collaboration and Partnership in the Campaign



THE PA CAMPGAIN FOR BETTER CARE IS SUPPORTED BY ORGANIZATIONS STATEWIDE, INCLUDING:

- AARP – Pennsylvania
- Alzheimer's Association – Greater Pennsylvania Chapter
- Center for Advocacy for the Rights and Interests of the Elderly
- Jewish Federation of Greater Pittsburgh
- LIFE Pittsburgh
- Lutheran Advocacy Ministry of Pennsylvania (LAMPa)
- Mon Valley Unemployed Committee
- Paraprofessional Healthcare Institute (PHI)
- Peace of Mind Senior Care, Inc.
- Pennsylvania Alliance for Retired Americans
- Pennsylvania Budget and Policy Center
- Pennsylvania Chapter of the National MS Society
- Pennsylvania Health Access Network (PHAN)
- Pennsylvania Health Law Project
- Pennsylvania Statewide Independent Living Council
- Philadelphia Unemployed Project
- Pittsburgh Area Jewish Committee
- Pittsburgh Caregiver Support Network
- SEIU Healthcare PA
- United Cerebral Palsy/CLASS Pittsburgh

TO ADD YOUR ORGANIZATION in support of the PA Campaign for Better Care, please contact:

Megan Schroeder
 Project Manager, Campaign for Better Care
 Consumer Health Coalition
 (412) 456-1877 x212
mzorn@consumerhealthcoalition.org

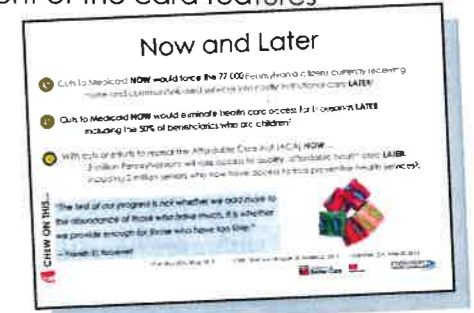
Advocacy and Action

Many people are keeping close watch on the work of the newly formed Super Committee as concern grows that critical programs like Medicaid and Medicare could be at risk.

Join in our shared advocacy effort to preserve these vital services by requesting a **NOW AND LATER POSTCARD**. To request a postcard: Contact Sally Jo (412) 456-1877 x203 or email ssnyder@consumerhealthcoalition.org

Postcards will be collected statewide and delivered to PA Senator Pat Toomey. On the back, space is provided to leave your own comment, and the front of the card features these facts about Medicaid:

- Cuts to Medicaid NOW would force the 77,000 PA citizens with home and community-based services into costly institutional care LATER.
- Cuts to Medicaid NOW would eliminate health care access for Thousands LATER, including the 50% of beneficiaries who are children.
- With cuts or efforts to repeal the Affordable Care Act NOW, 3 million Pennsylvanians will lose access to quality, affordable health care LATER, including the 2 million seniors who now have access to free



WAY TO GO!

We would like to extend a special THANK YOU to Joe Dwyer and Shirley Atkins, who were both participants in the first Lift Up Your Voice! (LUYV) advocacy training held in Pittsburgh.

Joe and Shirley recently attended a second session of the training as the first step in working toward becoming trainers themselves. Also, a special thanks to Shirley for being a tremendous recruiter and promoter of our LUYV! trainings!

Thank you, Joe and Shirley, for all of your hard work and dedication!



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CONSUMER HEALTH COALITION

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newsletter

CHC

ADVOCACY IN ACTION!