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AAN Backs Campaign for Better Care Launch



WASHINGTON — On Thursday, the [Campaign for Better Care](#) officially announced its launch, and the American Academy of Nursing (AAN) is a proud partner of this exciting new health care initiative. This growing movement of patients, caregivers, advocates and concerned citizens will work to ensure that we all realize the promise of health reform.

Led by the [National Partnership for Women & Families](#), [Community Catalyst](#) and the [National Health Law Program](#) and funded by The Atlantic Philanthropies, this multi-year initiative will focus on improving health care quality, coordination and communication for older patients with multiple health problems and their family caregivers.

Academy Fellows have embraced the mission of the Campaign for Better Care and will provide on-the-ground support for state teams servicing Massachusetts, Maine, Pennsylvania, North Carolina, Ohio and Wisconsin. The campaign will provide an additional forum to promote nurse-led innovations and solutions, which have been the centerpiece of the Academy's [Raise the Voice](#) campaign since 2007.

“The passage of health reform legislation was a momentous achievement and has opened the door for health care providers to share their experiences and ideas, collaborate on solutions and make sure implementation is done the right way,” AAN CEO Pat Ford-Roegner said. “During this next phase of health reform, it is critical that nursing’s solutions, which have addressed health care coordination, quality, technology and accessibility, are replicated.”

The new campaign commissioned a national survey of Americans age 50 or older, conducted by Lake Research Partners in March. It found that three in four respondents

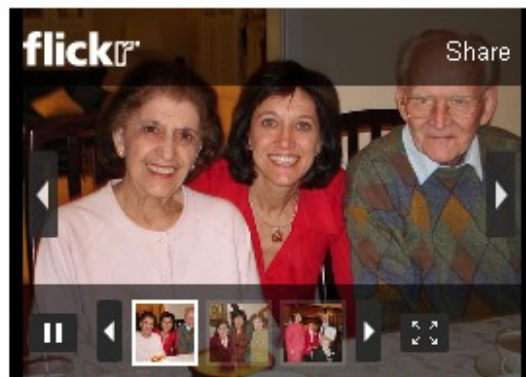
(74 percent) have wished that their providers talked and shared information with each other. Millions have experienced problems related to a lack of communication and coordination. Other findings:

- Forty percent of people who take five or more medications, and one in three people age 50 or older say their doctors do not talk to them about potential interactions with other drugs or over-the-counter medications when prescribing new medications.
- Thirty-six percent of heavy users of the health care system, and 20 percent of people age 50 or older, say they have received conflicting information from different doctors.
- One in eight (13 percent) respondents has had to redo a test or procedure because the doctor or hospital did not have the earlier results.
- Three-quarters of heavy users of the health care system (76 percent) have left a clinician's office or hospital confused about what to do at home.

One of the campaign's key goals is to build a consumer movement of and for older adults and individuals with multiple chronic conditions to advocate for the comprehensive, coordinated, patient- and family-centered care they need and deserve.

The Academy encourages its Fellows to check out the new campaign Web site at www.CampaignforBetterCare.org where you can learn more, read compelling personal stories, and even become part of the "face" of the campaign by adding your photo to an interactive photo slideshow filled with photos and stories shared by real people.

THE CAMPAIGN BEGINS WITH YOU!



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