



NH Citizens Health Initiative to Premiere Mini-Documentaries on NH Multi-Stakeholder Patient Centered Medical Home Pilot

Wednesday, February 23, 2011 - 12:57am

Press invited to attend Luncheon Event at Red River Theatres, Thursday February 24th, from 12-2pm

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BUSINESS WIRE)--NH Citizens Health Initiative, in collaboration with Pfizer, Inc. and the New Hampshire Medical Society, is premiering two mini-documentaries detailing what it means to be a patient and a provider in a patient-centered medical home. The videos were created by The Initiative and Pfizer in an effort to describe the value and benefits of medical homes.

Patient-centered medical homes put a patient's needs at the fore and provide primary, preventive, and chronic condition care that is personalized for each patient. They know their patients throughout their life stages and take their personal, health and social needs into consideration when coordinating and planning for care. They use processes and technology that ensure good health outcomes, and provide consumer conveniences such as same-day scheduling and secure e-mail communications. The patient-centered medical home strengthens the patient-physician relationship by allowing the doctor and team of health professionals to spend more time with each patient and to develop and follow through on an individualized plan of care. Medical homes have been shown to improve health outcomes, reduce costs and improve patient, family, physician and staff

satisfaction.

The two mini-documentaries stemmed from the NH Multi-Stakeholder Patient-Centered Medical Home Pilot, a project of the Citizens Health Initiative. “The concept and breadth of a medical home is often difficult for people to understand until they see it for themselves. These videos allow patients and providers to explain what medical homes mean in terms of improving the lives of patients,” says Ned Helms, Director of the Citizens Health Initiative.

The mini-documentaries will premiere on Thursday, February 24th, at a luncheon event, from 12-2pm at the Red River Theaters, 11 South Main Street, Concord, NH, 03301.

Stakeholders involved with the NH Multi-Stakeholder Patient Centered Medical Home Pilot and invited to the premiere include the NH Citizens Health Initiative medical home workgroup, the Center for Medical Home Improvement, the four private New Hampshire Health Plans: Anthem Blue Cross Blue Shield of NH, CIGNA Health Care, Harvard Pilgrim Health Care, MVP Health Care, and NH Department of Health and Human Services. Participant sites include Ammonoosuc Community Health Services, Cheshire Medical Center Dartmouth Hitchcock Keene, Concord Hospital Family Health Center, Derry Medical Center, Elliot Family Medicine at Bedford Commons, Lamprey Health Care, Life Long Care, Mid-State Health Center, and Westside Healthcare.

For more information about the NH Multi-Stakeholder Patient Centered Medical Home Pilot, visit www.citizenshealthinitiative.org.

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