



**Join *Raise the Voice* in Highlighting  
Nurse-Led Solutions to Health Care Challenges**

Much has been accomplished since *Raise the Voice* was launched in 2007 — but success in truly reforming American health care will take more than a single landmark law like the Patient Protection and Affordable Care Act.

The Academy Board of Directors made early investments in *Raise the Voice* even before the Robert Wood Johnson Foundation's generous support was secured. In the years since, Advisory Council members have continued to provide their individual financial support.

To assure its long-term success, *Raise the Voice* must continue to broaden its financial resource base. We welcome partnership with any individual or organization who share our vision of better health care built to a considerable degree on the vast and underutilized strength of nursing.

To become a partner with *Raise the Voice* in this critical work, contact:

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New challenges will continue to rise. America's nurse leaders will be there to provide many of the solutions — but they will need your support to help make their case.



**AMERICAN ACADEMY OF NURSING**

Transforming health care policy and practice  
through nursing knowledge



**RAISE**  
*the Voice*

“The Academy as a whole deserves an awful lot of praise for its leadership in bringing some of these key issues to the forefront of the national debate on health care reform through the *Raise the Voice* campaign.”

Nancy A. LeMond  
Executive Vice President  
Social Impact, AARP

## Telling the Story of American Nurses Transforming Our Health Care System

Since 2007, the American Academy of Nursing's (AAN) *Raise the Voice* (RTV) campaign has mobilized the 1,600 Academy Fellows and our partner organizations to show America how solutions developed by nurses can help transform our health care system to meet 21<sup>st</sup> century needs.

*Raise the Voice* was created as part of the broader effort to fix an American health care system that is inaccessible to many, expensive for most and fragmented for all. The Academy's goal through *Raise the Voice* has been to show how a better system can keep people healthy — engaging patients and their families by offering comprehensive and effective health care services that engage patients and families in promoting their health — *and how nurses are developing tools to help achieve that goal.*

*Raise the Voice* has made great strides, helping secure the inclusion of nurse-led innovations in model programs that became part of the Patient Protection and Affordable Care Act (PPACA) enacted by Congress in 2010. But many challenges lie ahead.

**This is our report on what *Raise the Voice* has accomplished in its first two years — and where the Academy intends to take the fight for better health care in the years ahead.**

“*Raise the Voice* highlighted Nurse-Family Partnership to policymakers at a pivotal moment, helping to create the new federal home visiting program as part of health care reform legislation. Now, states are poised to use these funds to create more life-changing partnerships between nurses and struggling first-time, low-income mothers — mothers like 17-year-old Shanice, who told her nurse, ‘When I was pregnant, I felt that I didn’t have anybody to lean on...I was so lucky to have a nurse like you. When you met me two years ago, I didn’t have anything. Now I’ve got everything.’”

Tamar Bauer  
Chief Policy & Government Affairs Officer  
Nurse-Family Partnership

The Honorable Edward G. Rendell,  
Governor of Pennsylvania, *Chair*  
Erik Joh, Gertrude E Skelly  
Charitable Foundation, *Co-Chair*  
Kathryn Brown, Verizon  
Karen Davis, The Commonwealth Fund  
Susan Dentzer, Health Affairs  
Linda Golodner, National  
Consumers League  
Andrea Higham, Johnson & Johnson  
Michael C. Howe, Howe Associates  
The Honorable Nancy L. Johnson,  
Baker, Donelson, Bearman, Caldwell &  
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Darlene Curley, Jonas Center for  
Nursing Excellence  
Randall Krakauer, Aetna  
Nancy A. LeMond, AARP  
Jack Lewin, American College of  
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Mark B. McClellan, The Brookings  
Institution  
David Nexon, AdvaMed  
Samuel Nussbaum, WellPoint  
Dennis O’Leary, Awarepoint  
Corinne H. Rieder, The John A. Hartford  
Foundation

Hal Rosenbluth, Walgreens  
The Honorable Donna Shalala,  
University of Miami  
Susan E. Sherman, Independence  
Foundation  
Paul Simonetti, Philips Electronics  
North America  
The Honorable Louis Stokes, Squire,  
Sanders & Dempsey, LLP  
The Honorable Louis W. Sullivan,  
Morehouse School of Medicine  
Ann S. Torregrossa, Governor’s Office  
of Health Care Reform  
Reed V. Tuckson, UnitedHealth Group

## SUSTAINABILITY *Raise the Voice* Looks Ahead

The fight to complete health care reform will continue in the years ahead. *Raise the Voice* will be at the heart of the discussion, constantly refining our range of tools to drive home our message about what’s needed and how nurses can contribute to the solution.

Through *Raise the Voice* and other initiatives, the Academy seeks to provide evidence and education for policymakers and other key stakeholders to change state and federal regulations that inhibit advanced practice nurses from using the full scope of their capabilities to serve patients. Fostering that greater access to care is essential to addressing long-term shortages of all primary care practitioners. For example, AAN partnered with AARP to convene a series of meetings with national nursing organizations representing the interests of advanced practice nurses to discuss federal policy options for removing barriers to effective and cost-efficient care by advanced practice nurses.

The Academy’s *Raise the Voice* Web page has been revitalized. The new interactive page features video that highlights two Edge Runners and includes messages from our former Advisory Chair, Donna Shalala, and Risa Lavizzo-Mourey, President of the Robert Wood Johnson Foundation. We’ve also taken

bold steps to reach people where they are via social media such as Twitter and Facebook.

A new goal is to promote the scope and diffusion of nurse-led models of care to support the implementation phase of health care reform. In June 2010, *Raise the Voice* sponsored a major event at the Kaiser Family Foundation targeted to state and national agency leaders responsible for the execution of the different phases of health care reform. The diverse panelists brought together the perspectives of consumers, providers, payers and government for a dynamic discussion about the challenges of reform and the potential for scaling up and diffusing nurse-led solutions through the implementation of the Patient Protection and Affordable Care Act.

An ambitious photojournalism project currently underway is documenting nurse leaders’ work, complementing our Edge Runner written profiles with visual narratives of their innovations and the people they serve. Created from patients’ perspectives, the project will include up to six documentary segments that show how various Edge Runners’ work has improved care for patients and helped their families support those patients. The work will be showcased on the Web, at our Annual Meeting and Conference and other venues.

## POLICY CHANGES

### *Raise the Voice* is Helping Shape Public Policy on Health Care

Showing Washington policymakers the ideas and solutions that improve the health of our population remains a core goal for *Raise the Voice*. During the long health care reform debate, campaign spokespersons worked tirelessly. When the Obama Administration opened in January 2009, the Academy submitted a set of principles to guide their health care reform effort.

Working closely with AARP, the Academy won inclusion of Edge Runner Dr. Mary Naylor's Transitional Care Model for Frail Elderly in the Patient Protection and Affordable Care Act (PPACA), signed into law by President Obama in March 2010. Now, that model is being tested as a demonstration project that will be considered as a potential Medicare benefit.

The PPACA calls for a significant new investment in nurse managed care centers — a move advocated by *Raise the Voice* and which, if Congress appropriates sufficient funds, will help improve the quality and cost of care. The Nurse-Family Partnership, another Edge Runner profile, is featured prominently in President Obama's 2010 budget.

A great deal of hard work led up to those "wins." Donna Shalala, as Advisory Council Chair, and Advisory Council member Dr. Sam Nussbaum testified before the Senate Finance Committee to remind lawmakers

why nurse-led solutions are among the steps to a better system.

In September 2009, AAN hosted a Capitol Hill briefing for women's advocacy organizations, "On the Edge of Reform: Innovative Health Care Models." The partnership growing out of that session has been instrumental in building joint support among the Academy and other organizations for legislation to address women's health in the medical home model.

In April 2009, *The Hill* published a letter from the *Raise the Voice* Advisory Council to key lawmakers reminding them that no single group of professionals or politicians could solve America's complex health care problems alone, and that the voice of nursing must be heard.

The Patient Protection and Affordable Care Act presents enormous opportunities to reorganize both care and payment systems. *Raise the Voice* now has begun addressing issues such as the health care home — its structure, how it is reimbursed, and its certification. The Academy will work with the Centers for Medicare and Medicaid Services and other stakeholders in implementation to educate them about the successful models already in place, and to address the barriers to their diffusion. The campaign will continue to ensure that nursing's contributions are a part of this shifting system.

"[Nurses] are problem solvers ...they understand how to take an individual patient's problem and fix it. An Edge Runner converts that into solving problems for dozens or hundreds or thousands of patients."

Risa Lavizzo-Mourey  
President & CEO, Robert Wood Johnson Foundation



## SCOPE

### An Engine for Change, Built on the Strength of Nurse Leaders; Supported by Proponents of Safe, Quality Care

With strong support over its first two years from the Robert Wood Johnson Foundation, other foundations, businesses and individuals, *Raise the Voice* has reached many audiences on multiple levels. *Raise the Voice* told policymakers, the media, health providers, purchasers and consumers about the solutions nurses are developing for America's ailing health care system, and highlighting the innovations taking place every day. *Raise the Voice* has stressed the importance of an interdisciplinary team approach — the kind of environment nurses work and thrive in every day — in achieving long-term reform.

*Raise the Voice* and its messages have been integral to the Academy's cooperative efforts in the health policy community, through the Academy's work with coalitions including:

- Coalition for Health Funding
- Eldercare Workforce Alliance
- Friends of HRSA
- Health IT Now
- National Health Council
- Partnership to Fight Chronic Disease
- National advanced practice nursing associations

The *Raise the Voice* Advisory Council is chaired by Governor Edward Rendell of Pennsylvania. Governor Rendell led the enactment of Prescription for PA, a landmark state initiative that removed barriers to nurses being able to provide services to the full extent of their education. Prescription for PA stands as a model for the nation in assuring that nurses are an integral part of the plan to provide more affordable and accessible health care.

The Advisory Council provides strategic guidance and constructive critiques. It includes some of the nation's foremost health care champions, including foundation executives and former state and federal lawmakers and administrators.

We were privileged to have as the first Advisory Council Chair the Honorable Donna Shalala, former Secretary of Health and Human Services and now President of the University of Miami. She took on that duty even before the official launch of *Raise the Voice* and considers its mission so critical that she has remained on the Advisory Council.



## Showcasing the Work of Nurse Leaders Across Many Venues

### EDGE RUNNERS

At the center of the *Raise the Voice* campaign are the **Edge Runners** — nurses who are building special relationships with patients and their families. Edge Runners have developed new care models and interventions that demonstrate significant clinical and financial outcomes. Many of the stories underscore the courage and fighting spirit of nurse leaders who have persevered despite institutional inertia or resistance.

**EXAMPLE:** Ruth Watson Lubic's Family Health and Birth Center in Washington, DC has reduced preterm births, low birth weights and the number of caesarean sections among vulnerable populations, improving care and reducing costs in a city with the nation's highest infant mortality rate through the work of its nurse midwives and nurse practitioners.

More than 40 Edge Runner profiles have been developed and showcased on the *Raise the Voice* section of the Academy's Web site, helping us garner media coverage of these accomplishments. Edge Runners have joined in various *Raise the Voice* activities to amplify the innovations and proven solutions that are critical to improving American health care.

### OUTREACH VIA THE MEDIA

*Raise the Voice* spokespersons — including AAN officers, Advisory Council members and Edge Runners — have been featured in numerous newspaper and newsletter stories, both in print and online. They've also appeared frequently on TV and radio, describing how nurses are changing America's approach to health care and, in doing so, helping our citizens live healthier and longer lives. Examples include:

- A May 2009 story in the Washington-based newspaper *Roll Call*, "Nurses Intent on Being Part of the Debate," through which AAN CEO Pat Ford-Roegner made a strong case for incorporating nurse-led solutions into broad health care reform.
- An August 2009 opinion piece authored by Governor Rendell, Advisory Council Chair, and National Nursing Centers Consortium Chief Executive Officer Tine Hansen-Turton, "Health Reform Can Count on Nurses," reached millions through the editorial page of *USA Today*.
- March 2008 tour of Edge Runner Ruth Watson Lubic's Family Health and Birth Center by 32 health care journalists; and feature story on Lubic later in the year by the *CBS Evening News* with Katie Couric.
- Working with the Agency for Healthcare Research and Quality (AHRQ) Health Care Innovations Exchange to identify

and highlight nurse innovators on their Web site and through their program.

*Raise the Voice* aggressively took its messages to readers of the editorial and opinion pages of both mainstream newspapers, magazines and specialty publications read by those in position to implement change in the health care system. In that area:

- The March/April 2008 issue of *Health Affairs* included a column by RTV Board of Directors Co-Chair Joanne Disch on care transformation and how AAN is

working to reform the system patient-by-patient and community-by-community.

- Former AAN President Pam Mitchell wrote an article about Edge Runners for the March/April 2008 issue of *Nursing Outlook*.
- Our letters to the editor have been published in *The New York Times*, *The Wall Street Journal*, *Seattle Times* and other newspapers, responding to coverage of key issues within the health care reform discussion.

### SPEAKERS/PANELISTS AT KEY FORUMS

*Raise the Voice* spokespersons have been featured or have participated in panel discussions at events hosted by leading organizations, such as the Partnership to Fight Chronic Disease, the Center for American Progress, the Alliance for Health Reform, the John A Hartford Foundation and the Robert Wood Johnson Foundation Initiative on the Future of Nursing.

In July 2008, with support from *Raise the Voice* Advisory Council member Reed Tuckson, the Alliance for Health Reform hosted a briefing on "Innovations in Patient Care: Lessons from the Field." More than 200 key figures from the public policy community attended. The panel included: Edge Runners Mary Naylor, PhD, RN, FAAN and Audrey Nelson, PhD, RN, FAAN, as well as Reed Tuckson, MD, and Rick Kellerman, MD, President of the American Academy of Family Physicians. A full Webcast, podcast and transcript for this briefing, as well as videos of individual speakers' presentations, were provided by [kaisernetwork.org](http://kaisernetwork.org).

### INFORMATIONAL MATERIALS

To support other *Raise the Voice* activities, various informational materials were developed for a wide range of audiences. This includes a basic media kit and brochure, DVD and online video package. Edge Runner profiles are featured on the AAN Web site and are easily accessible for key stakeholders and interested parties to learn more about practical innovations that are transforming the delivery of care.

"Nurses play a critical and growing role in providing quality health care across the nation; I applaud their commitment to patient safety. I am proud that in Prescription for PA we dramatically expanded the scope of practice for nurses so that they could provide services to the full extent of their training."

Governor Edward Rendell (PA)  
Chair, *Raise the Voice* Advisory Council

