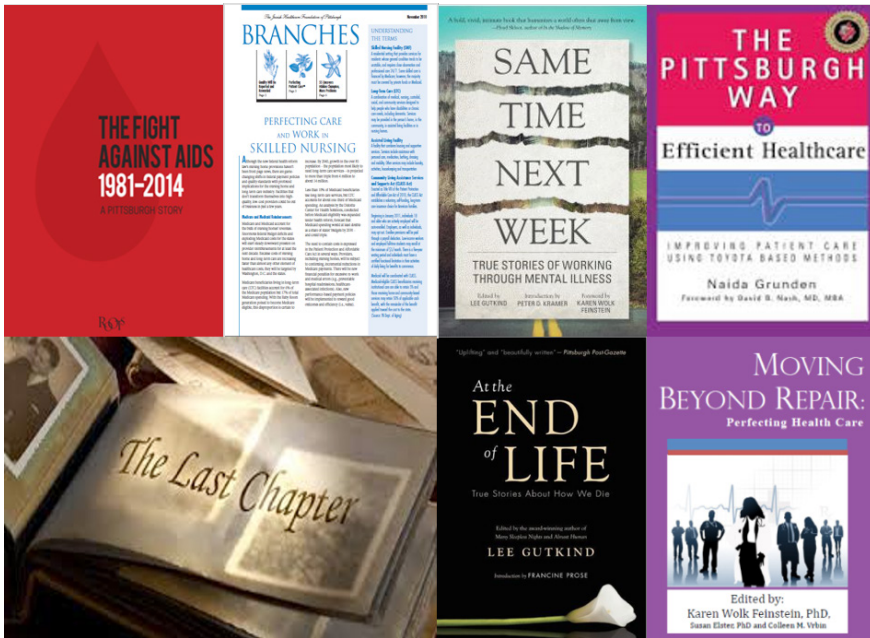




# Celebrating 25 Years of the Jewish Healthcare Foundation

## People of the Book in the 21st Century



From magazines to creative nonfiction, and from award-winning books to documentaries, JHF engages the community about pressing healthcare issues in a variety of ways.

**F**rom the outset, the Jewish Healthcare Foundation (JHF) was set up to *do* rather than to just *give*. *Doing* anything effectively in a field as complex as health care means bringing together the skills and interests of multiple stakeholders—from patients and families to healthcare providers to insurers and policy-makers.

Such work requires knowledge, but also relationship-building. And relationships require communication. For that reason, a print and an online presence, email newsletters, videos, and documentaries are a critical feature of JHF's culture. As JHF President and CEO Karen Wolk Feinstein, PhD, has often said over the past 25 years: "If nobody knows about it, it's as if it never happened."

JHF's communication strategies span the media spectrum—from magazines (ROOTS) to shorter articles (Executive Summary; Branches) to monthly newsletters (The Window) to more technical research publications (Readmissions Briefs).

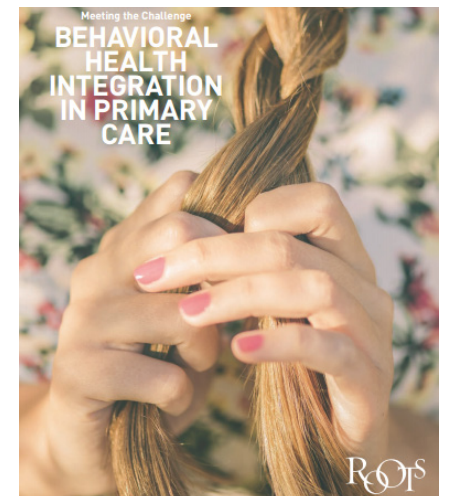
In addition to print media, JHF has produced a series of *Teachable Moments*, which are short video clips that highlight the efforts of frontline medical staffs to make improvements in patient care. The *Teachable Moments* are produced in honor of JHF's founding Board Chair, Alvin Rogal. Longer stories are conveyed in television documentaries. JHF underwrote four PBS documentaries, including *The Breast Test* (1991), *The Problem with Food* (1992), *The Last Chapter* (2011) on end-of-life matters, and *The*

*Empowered Patient* (2014)—all produced by Pittsburgh's WQED.

As JHF's supporting organization, the Pittsburgh Regional Health Initiative, began training thousands of healthcare workers in Lean methods and reporting successes, the stories were captured in two books published in 2007: Naida Grunden's *The Pittsburgh Way* (winner of the 2013 Shingo Prize) and Atul Gawande's *Better: A Surgeon's Notes on Performance*. *Moving Beyond Repair*, a 2011 book edited by Dr. Feinstein as well as JHF consultants Susan Elster and Colleen Vrbin, made an impassioned case for applying Lean to systems, rather than one-off healthcare delivery problems.

In addition, over the past 12 years, JHF and *Creative Nonfiction* have collaborated on seven anthologies. These works, edited by Lee Gutkind, have collectively brought together voices from around the country to advance the Foundation's agenda concerning patient safety and quality, workforce development, end-of-life care, and mental health. The books have been

featured on Slate.com, Salon.com, Parade.com, and on NPR's Talk of the Nation, among other esteemed venues. *I Wasn't Strong Like This When I Started Out—True Stories of Becoming a Nurse* went into five printings, while *Twelve Breaths a Minute: True Stories at the End of Life* went into three printings.



JHF's latest ROOTS publication focuses on the intertwined nature of physical and behavioral health—and proven strategies to deliver integrated care to patients.

We all learn differently—some of us from graphs and numbers, some from reading—or hearing—personal stories, some from how-to descriptions. JHF has embraced all of these methods during its 25-year quest to make health care safer for patients and providers alike.

Please visit our website (jhf.org), engage with us on Facebook and Twitter (@JHForG), and watch videos of Foundation happenings on YouTube. Let us know what you think—your feedback will help shape our communication strategies to create healthier communities over the next 25 years, and beyond.

Learn more about JHF's journey to better health and health care by ordering our 25th Anniversary ROOTS magazine (contact Carla Barricella at: [barricella@jhf.org](mailto:barricella@jhf.org)).

### Creative Nonfiction Anthologies

- *Rage and Reconciliation: Inspiring a Health Care Revolution* (2005)
- *Silence Kills: Speaking Out and Saving Lives* (2007)
- *Becoming a Doctor* (2010)
- *Twelve Breaths a Minute: True Stories at the End of Life* (2011)
- *I Wasn't Strong Like This When I Started Out—True Stories of Becoming a Nurse* (2013)
- *Same Time Next Week: True Stories of Working Through Mental Illness* (2015)
- *Show Me All Your Scars: True Stories of Living with Mental Illness* (June 2016)

