

Money & Medicine

what you'll find inside!

- about the film & filmmakers
- ready to watch! screening guide
- ready to talk! discussion guide
- ready to act! handout

Bullfrog Community Screening & Discussion Guide

Roll out the red carpet! Use your film screening of MONEY AND MEDICINE as a tool to build community and spark discussion about health care spending, overtreatment, and waste in the United States. This guide offers some background information plus helpful tips & discussion questions for an informative, and rewarding screening.

Good Luck!

For additional resources, visit moneyandmedicine.bullfrogcommunities.com/monme2_resources

About MONEY & MEDICINE

As rising health care costs threaten to bankrupt the country, **MONEY & MEDICINE** tackles the medical, ethical, and financial challenges of containing runaway health care spending. In addition to illuminating the so-called waste and overtreatment that pervade our medical system, this timely documentary explores promising ways to reduce health care expenditures and improve the overall quality of medical care. The film also investigates the controversy surrounding diagnostic testing and screening as well as the shocking treatment variations among patients receiving a variety of elective procedures.



After four years as a staff producer for Thirteen/WNET, Public Policy Productions was formed in 1982 by Producer, Director, Writer, Roger Weisberg. Since he founded Public Policy Productions, Roger Weisberg has produced thirty-one documentaries on subjects ranging from health care, aging, and the environment to defense policy, child welfare, teen pregnancy, and criminal justice. Weisberg's documentaries have won over one hundred awards including Peabody, Emmy, and duPont-Columbia awards.

About the Director

ready to watch!

Here are some ideas and best practices to help make your community screening of MONEY & MEDICINE a success!

1. Publicize Your Event! This is the most important step. Not only can you tell the world about your screening, but you can also let the Bullfrog Community team know about your plans so we can help you publicize your event. Visit moneyandmedicine.bullfrogcommunities.com/monme2_screenings to register your screening of MONEY & MEDICINE.

2. Visualize Your Goal! What do you hope to achieve with your screening? Are you hoping to increase awareness or knowledge? Change attitudes or behavior? Help people network in ways that spark energy and ongoing connection? Your goal could be to generate a lively post-film discussion with your audience about health care, medical procedures and costs, and end-of-life care. Or, you can simply provide an opportunity for families to watch and learn together.

3. Where To Host? Consider which locations in your area would be ideal for accommodating a community film screening of the size you anticipate: churches and synagogues, town halls, community centers, public libraries, school auditoriums, outdoor screenings at parks and playgrounds, and even private homes have been venues for many successful community screenings.

4. Find A Partner! Give some thought to who is already working on improving your community. Can they help sponsor the event? Spread the word? Speak on a panel discussion after the screening? Some potential partners include: hospitals, health clinics, universities, colleges, high schools, faith-based organizations and institutions, non-profits, nursing schools, human rights and social justice groups, and other organizations concerned about the health of your community members.

5. Invite A Guest Speaker! Guest speakers and panels are a great way to encourage discussion and debate after a community screening. When people are thinking about the issues, they will stay engaged long after the screening has passed. Contact health care professionals, university professors, or journalists, who have expertise or insight into the issues raised by the film, and invite them to attend and participate in a discussion or Q&A session. In addition, groups such as the National Conference for Community and Justice and the National Association for Community Mediation may be able to participate or help you locate skilled facilitators. **The filmmaker is available to appear in person or via Skype for a Q&A.** Contact Bullfrog Communities if you are interested.

6. Engage Your Audience! Included in this handout is a section called Ready to Act! which is meant to be a hand-out at your screening. It will help your audience know what they can do to educate themselves about key issues brought up in the film.

7. Spread The Word! Think about the best methods available to you for publicizing the film screening to people in your community. Sending emails, creating event notifications on Facebook or Meetup, using Twitter, and placing screening announcements in local newspapers and newsletters is a good start. Use the MONEY & MEDICINE screening poster and press photos at moneyandmedicine.bullfrogcommunities.com/monme2_resources to help publicize your event around town.

8. Tell Us How It Went! Visit moneyandmedicine.bullfrogcommunities.com/monme2_discussion to tell us about your event. Where it was held? Who attended? What went well, and what was challenging? Your feedback will help others in organizing their own successful events and will energize the Bullfrog Economic Justice community as a whole.

ready to talk!

Your audience will be excited to discuss the issues raised by MONEY & MEDICINE. Here are some questions that will get people talking.

1. Describe the general perception you had of the American health care system before you saw *Money & Medicine*.
2. Did you agree with the widely-held belief that the American health care system was the best in the world?
3. What did you feel were the strengths of the system? The weaknesses?
4. What part of the health care system did you feel needed improvement? What information or personal experiences shaped that perception and those feelings?
5. Did your perception and feelings change as a result of seeing the film? What, if anything, will you do as a result of seeing the film?
6. What did you learn from the film that most surprised you? What topics or themes would you like to learn more about?
7. Do you agree that we can avoid rationing by redesigning our health care system?
8. Does the possibility of your doctor, hospital administrators, insurance executives, or politicians branding certain forms of medical treatment as “unnecessary,” “overly aggressive,” or “wasteful” worry you?
9. Where do our health care dollars go? How much is spent on physician fees, hospital care, outpatient care, pharmaceuticals, nursing home care, and administration?
10. What impact does rising health care spending have on our overall economy, on business competitiveness, on individual patients, and on our health care providers? What do you predict will happen if we fail to contain rising health care spending?
11. What forces drive unnecessary health care expenditures? What role do the following pressures play: incentives built into our fee-for-service reimbursement system, the expectations of a sophisticated and demanding public, the “moral hazard” built into our employer-based insurance system that insulates patients from the cost of their medical decisions, our malpractice system, which encourages the practice of defensive medicine, our love affair with medical technology, our aging population, and our quest to extend life at all cost?
12. Where are the areas of greatest waste (ie provider reimbursement, administrative costs, unnecessary procedures, defensive medicine, fraud and abuse)? What kind of reform is needed to reduce wasteful health care spending?
13. Do you think that more medical care usually results in better medical care? Do you think that patients in hospitals or regions that spend more get better care or have better outcomes?
14. Do you think that we are over-testing and over-diagnosing patients?
15. Do you think your doctor always presents a balanced picture of your treatment options?
16. What can doctors and hospitals do to avoid having to offer care that they perceive to be futile? What can you as an individual do to ensure that your values and preferences are respected if you become incapacitated? Do you think doctors should provide whatever lifesustaining treatment a patient or his/her family requests?
17. Do stricter guidelines need to be in place in order to determine who has access to what treatments and technologies, and who doesn't?

ready to act!

handout

Share this handout with your MONEY & MEDICINE screening audience!

1. Write your elected representatives, urging them to support organized, coordinated systems of care.
2. Be sure to think through your preferences and values when it comes to health care treatment choices, and make those preferences clear to your family, friends, and health care providers.
3. If you want to learn about your doctor's background including board certification and medical malpractice sanctions history, there are a few steps to take. You can contact your State Medical Board, or you can do additional research online.
4. **Dartmouth Atlas Project** is a great source of information about the geographic variation in the distribution and use of medical resources across the United States. The project uses Medicare data to provide comprehensive information and analysis about national, regional, and local markets, as well as individual hospitals and their affiliated physicians. On this website, you can search for data by topic, hospital, or region. You can also choose to view the information in a multitude of ways including interactive maps, bar graphs, and charts. <http://www.dartmouthatlas.org/>
5. Read and understand the Health Reform Law. Kaiser Family Foundation has produced a Summary of the newly passed Health Reform Law, broken down into sections including; individual mandate, expansion of public programs, Medicaid, Medicare, Subsidies, Tax Changes, States Role and more. <http://www.kff.org/healthreform/upload/8061.pdf>
6. Arrange screenings of this film or community discussions about health care costs with other groups in your community. We've made it easy at <http://moneyandmedicine.bullfrogcommunities.com>
7. Join the Bullfrog Economic Justice Community at http://www.bullfrogcommunities.com/bc_economic_justice and show other films to expand understanding on timely economic issues that affect us all.
8. Make use of (and share!) the resources listed below, which include information on how to conduct research to find the best hospitals, physicians, and treatment options:

Castlight Health <http://www.castlighthealth.com> - Castlight Health is a San Francisco-based company founded in 2008 and committed to collecting and providing the information patients, employers, and insurers need in order to compare the prices charged by health care providers for medical services.

Aligning Forces for Quality <http://www.rwjf.org/qualityequality/af4q/> - Aligning Forces for Quality (AF4Q) is the Robert Wood Johnson Foundation's signature effort to lift the overall quality of health care in targeted communities, reduce racial and ethnic disparities and provide models for national reform.

The Commonwealth Fund <http://www.commonwealthfund.org/> The Commonwealth Fund is a private foundation that aims to promote a high performing health care system that achieves better access, improved quality, and greater efficiency, particularly for the most vulnerable members of society, including low-income individuals, the uninsured, young children, and elderly adults.

New America Foundation: Health Policy Program <http://health.newamerica.net/> The New America Foundation's Health Policy Program is committed to achieving a high quality, coordinated, and economically sustainable health care system.

Health Care Cost Monitor <http://healthcarecostmonitor.thehastingscenter.org> The Health Care Cost Monitor provides commentary and opinion on cost control as part of the implementation of health care reform.

New England Health Care Institute <http://www.nehi.net/> The New England Health care Institute (NEHI) is a non-profit organization that researches public health policy issues in order to improve health care quality and lower health care costs.

Kaiser Family Foundation <http://www.kff.org/> The Kaiser Family Foundation is a non-profit organization dedicated to providing information on the major health issues facing the United States.

RAND Corporation <http://www.rand.org/topics/health-and-health-care.html> The RAND Corporation is a nonprofit organization that aims to improve policy and decision-making through research and analysis.