



Physicians give top honors to Healthtv's Safety video

November 3, 2005.... SAN DIEGO "Medication Safety" won the H. Winter Griffith Award for Excellence in Patient Education Materials at the annual American Academy of Family Physicians (AAFP) Patient Education Conference. Produced by The Health Television System Inc (HTS), the award was presented to CEO, Kathy Kastner, at the 25th Annual Patient Education Conference held in San Diego, CA.

"It's a terrific honor to have the AAFP recognize *Medication Safety*" said Kastner. "The IOM (Institute of Medicine) findings on the incidence of and impact of medication errors, coupled with the emphasis on patient involvement in their own healthcare prompted an educational strategy that satisfied both healthcare professionals and consumers."

The video was produced in response to numerous requests for education on Healthtv that would help patients take an active role in preventing medication errors and confirming their right to 'Speak Up' (as per JCAHO's "Speak Up" Initiative).

Impact data made Medication Safety unique among the other entries, explains Dr. Don Bosshart, one of the Award judges.

1. The average rating of the video was 4.3
2. Viewers knowledge of medication safety issues was increased.
3. The average overall rating of self-reported increased knowledge of Medication Safety information was 4.5

The conclusion:

- Patients and family members would benefit from watching the video segment on Healthtv during their hospital stay.
- Healthcare professionals were committed to promoting the video and its educative principles.

The Health Television System Inc (HTS) is North American's pioneer in direct-to-patient Educational television networks, delivering education. Two program streams, Healthtv and The Parent Channel broadcast health education in patients' hospital rooms via closed circuit television systems. From a 15-bed pilot in Canada in 1993, the service now reaches more than 20,000 beds across North America, representing more than 3 million hospitalized consumers and their families.