

**Heinz Family Foundation  
The Heinz Awards 2007**

**SEPTEMBER 12, 2007**

**Contacts: Jon Newman  
(804) 788-1414**

**Russ Martz  
(412) 497-5775**

**Health Care Reformer Honored with  
\$250,000 Heinz Award for Public Policy**

**Dr. Donald M. Berwick recognized for implementing  
life-saving reforms within American health care**

**PITTSBURGH, September 12, 2007** – A physician and innovative health care reformer whose pioneering leadership has led to widespread improvements in the ways that the health care system cares for patients has been selected to receive the 13<sup>th</sup> annual Heinz Award in Public Policy, among the largest individual achievement prizes in the world.

Dr. Donald Berwick, 61, of Cambridge, Mass., a Harvard Medical School clinical professor of pediatrics, co-founder of the Institute for Healthcare Improvement (IHI) and champion behind a movement to overhaul the mistake-prone health care system, is among six distinguished Americans selected to receive one of the \$250,000 awards, presented in five categories by the Heinz Family Foundation.

“Donald Berwick operates in a world where excellence is more than just a word – it can be the dividing line between life and death,” said Teresa Heinz, chairman of the Heinz Family Foundation. “The health care community can be unkind to reformers, but he has refused to let that stop him. His brave and relentless commitment to ensuring that health care institutions better coordinate patient care and implement improved quality controls has had a profound influence on the quality of care for a generation of patients and has saved the lives of countless people.”

As testament to the impact of his work, he was named last week as one of five recipients of the \$100,000 Purpose Prize, awarded annually by Civic Ventures.

A Harvard-educated physician who also received his master's degree in public policy from Harvard's Kennedy School of Government, Dr. Berwick has dedicated the past two decades to streamlining medical processes and improving an industry rife with inefficiency, errors and preventable deaths. As the co-founder and CEO of the Institute for Healthcare Improvement, he has provided critical leadership in trailblazing an array of reforms in how hospitals and medical practices care for patients – reforms that have resulted in a reduction in the millions of incidents of medical harm that IHI estimates occur annually.

Dr. Berwick began his career as a pediatrician at the Harvard Community Health Plan, eventually becoming vice president of quality-of-care measurement. After learning what he could from quality improvement leaders in other industries – including those at Bell Labs and Toyota – Dr. Berwick became convinced that health care could be transformed by embracing the same techniques. Over the next 20-plus years, he set about building the will for change among health care organizations, cultivating novel ideas for improving patient care and implementing these reforms.

In 2004, Dr. Berwick and IHI launched the “100,000 Lives Campaign,” which encouraged U.S. hospitals to focus on improvements in care and evidence-based medical protocols in six areas. IHI estimates that the 3,000 participating hospitals avoided approximately 122,000 unnecessary deaths during the 18-month campaign period. While this result cannot be attributed solely to IHI's work, the campaign clearly contributed to overall improvement in hundreds of hospitals. Building on this success, Dr. Berwick and IHI launched the “5 Million Lives Campaign” in late 2006, expanding the focus to 12 improvements designed to significantly reduce medical harm in U.S. hospitals.

Dr. Berwick's influence ranges well beyond the United States. Under his guidance, broad-scale improvement initiatives are underway in Canada, Denmark, the U.K., Sweden, South Africa and Malawi. For his efforts on behalf of the National Health Service in the U.K., the Queen of England made Berwick an honorary Knight Commander, Order of the British Empire.

Dr. Berwick is on the editorial board of the *Journal of the American Medical Association*, and he was ranked as the No. 2 most powerful physician executive in health care by *Modern Physician* last year.

“The quality of America's health care practitioners is without peer, but sadly, the quality of the system of care that we have created falls well short,” Dr. Berwick said. “Too many involved in our health care system today are driven foremost by competition and less so by the level of care that they are providing to their patients. We are making progress in reforming the fragmentation and inefficiency that persist in the industry, but we need a greater sense of urgency to attack this issue head on. I am hopeful that such honors as the Heinz Award for Public Policy will invigorate our work with a clarion call that stirs medical practitioners from coast to coast to fix what is tragically broken.”

Since 1993, the Heinz Family Foundation of Pittsburgh has recognized individuals whose dedication, skill and generosity of spirit represent the best of the human qualities that the late Sen. Heinz, for whom the award is named, held so dear.

Presented in five categories, the other Heinz Award recipients are:

- **Arts and Humanities: Dave Eggers**, San Francisco, author and founder of the 826 Valencia writing laboratories as well as a publishing house for emerging writers
- **Environment (co-recipients): Bernard Amadei**, Ph.D., Boulder, Colo., engineer, professor and founder of Engineers without Borders - USA; and **Susan Seacrest**, Lincoln, Neb., environmental advocate and founder of the Groundwater Foundation

- **Human Condition: David L. Heymann, M.D.**, Geneva, Switzerland, physician, an assistant director general of the World Health Organization and international public health advocate
- **Technology, the Economy and Employment: Hugh Herr, Ph.D.**, Cambridge, Mass., inventor, professor and pioneer in biomechantronics

\* \* \*

### **About the Heinz Foundation**

The Heinz Family Foundation, one of the Heinz Family Philanthropies, began as a charitable trust established by the late Sen. Heinz in 1984. His widow, Teresa Heinz, created the Heinz Awards in 1993 as the primary activity of the foundation. In addition to the Heinz Awards, the foundation directs a grant-making program that is active in a wide range of issues, principally those concerning women's health and environment, health care cost and coverage, as well as pensions and retirement security.

Nominations for the Heinz Awards are submitted by an invited Council of Nominators, all experts in their fields, who serve anonymously. Award recipients are selected by the board of directors for the Heinz Awards upon recommendation by a blue-ribbon panel of jurors in each category.

Past recipients of the Heinz Awards include marine biologist Jane Lubchenco, inventor and founder of the student robotics competition FIRST Dean Kamen, environmental advocate Peggy Shepard, medical anthropologist Paul Farmer, artist and community activist Rick Lowe and Paul Anastas, a leader in the "green chemistry" movement.

In addition to the \$250,000 award for their unrestricted use, recipients are presented with a medallion inscribed with the image of Sen. Heinz on one side and a rendering of a globe passing between two hands on the other. The medallion symbolizes the partnership, continuity and values carried on to the next generation. The hands also suggest passing on the stewardship of the earth to future generations.

The Heinz Awards will be presented at a private ceremony on October 22 in Pittsburgh.

Additional information is available online at [www.heinzawards.net](http://www.heinzawards.net).

# # #